



1122 Broadway, Suite B, Emmetsburg, IA 50536

Phone: 712-852-2323 • Fax: 712-852-3184

[www.emmetsburgnews.com](http://www.emmetsburgnews.com)

2012

**Media Kit**



**Get Your Daily Dose.**

**The Reporter      The Democrat**  
**Palo Alto Reminder**

*Offering The Best And Most Complete Coverage Of  
Palo Alto County For More Than 125 Years.*

**The Reporter**  
Newspaper

Publishes Every Tuesday

**The Democrat**  
Newspaper

Publishes Every Thursday

**Palo Alto Reminder**

Shopper Publishes Every Tuesday

**For Non Subscribers - We Look Forward To Working With You.**

**Advertising**

**712-852-2323**

**advertising@emmetsburgnews.com**

**Creative**

**712-852-2323**

**creative@emmetsburgnews.com**

# Palo Alto County Best Value



Your Ad Will Appear In All 3 Publications

The Emmetsburg Reporter 2,300 Circulation

The Palo Alto Reminder 5,000 Circulation

The Emmetsburg Democrat 2,300 Circulation

It's All About Community

1500 Inch Per Year

**\$8.80** Column Inch

1000 Inch Per Year

**\$8.90** Column Inch

750 Inch Per Year

**\$9.00** Column Inch

500 Inch Per Year

**\$9.20** Column Inch

250 Inch Per Year

**\$9.40** Column Inch

100 Inch Per Year

**\$9.50** Column Inch

50 Inch Per Year

**\$9.60** Column Inch

Open

**\$10.20** Column Inch

To Run In Just Two Publications **Deduct 50¢** Per Column Inch

To Run In Just One Publication **Deduct 85¢** Per Column Inch

Non Contract Employment and  
Open Classified Rates

**Classified Display Ads**

Any One Publication

**\$9.50**

Any Two Publications

\*Ads Must Run  
Consecutively **\$9.85**

All Three Publications  
Reporter, Democrat, Palo Alto Reminder

\*Ads Must Run  
Consecutively **\$10.35**

**National Advertising**

**Rates**

Reporter, Democrat, Palo Alto  
Reminder, Any One Publication

\*Ads Must Run  
Consecutively **\$11.60** Per  
Col. Inch

Any Two Publications

\*Ads Must Run  
Consecutively **\$11.96** Per  
Col. Inch

All Three - Reporter, Democrat,  
Palo Alto Reminder

**\$12.38** Per  
Col. Inch

**Spot Color**

**\$52.00**

Per Color-Per Page

**Cards**

**Of Thanks**

**\$18.00**

For One Publication

All Publications

**\$24.00**

1x4 or 2x2 size ad

Additional Inches

**\$4.00 per col. inch**

www.emmetsburgnews.com

# On Line Advertising

Direct Links, Company Logos, Contact Information

We Average Over 3000 Hits Per Day

For As Little As **\$75.00** Per Month

## Our Hometown Pages

A Great Opportunity To Showcase Your Business

**\$15.00**

JUST Per Week

Includes A Full Page Photo Feature

16 Week Commitment

## Special Editions That Our Readers Look Forward To:

- Visitor's Guide • St. Patrick's Day • Spring & Fall Home Improvement • Women in Business
- Healthcare Today • School Calendar • Progress
- Home For The Holidays • Plus Many More!!

One Ad Placement Goes To 27 Newspapers

# MRCN

Midwest Regional Classified Network

Reach **500,000**

Readers In

**Iowa and Minnesota**

25 Words Runs 3 Days 25 Words Runs 7 Days

**\$140<sup>00</sup> \$237<sup>00</sup>**

Each Additional Word \$5.75

## Emmet County, Too!

Reach All Of Emmet County In The Estherville Spirit or Daily News

**\$5.25**

FOR JUST Per Col. Inch

## Ad Deadlines

**Reporter** - Preceding Thursday Noon

**Reminder** - Preceding Thursday Noon

**Democrat** - Preceding Monday Noon

## Political Advertising

All Political Advertising Must Be Paid In Advance

## ZIP CODES

Ayrshire 50515; Bradgate 50520; Curlew 50527; Cylinder 50528; Emmetsburg 50536; Fenton 50539; Graettinger 51342; Havelock 50546; Laurens RR 50554; Lone Rock 50559; Mallard 50562; Ottosen 50570; Plover 50673; Pocahontas RR 50574; Rodman 50580; Rolfe 50581; Ruthven 51358; West Bend 50597; Whittemore 50598

## Pre-Print Local Insert Rate Per 1000

\$100.00 Minimum

|             | Full Run | Zoned   |
|-------------|----------|---------|
| 2 page tab  | \$47.00  | \$50.00 |
| 4 page tab  | 50.00    | 53.00   |
| 8 page tab  | 51.00    | 54.00   |
| 12 page tab | 52.00    | 55.00   |
| 16 page tab | 53.00    | 56.00   |
| 20 page tab | 54.00    | 57.00   |

## Pre-Print Commissionable National Rate Per 1000

|             | Full Run | Zoned   |
|-------------|----------|---------|
| 4 page tab  | \$56.75  | \$59.75 |
| 8 page tab  | 58.05    | 61.05   |
| 12 page tab | 59.30    | 62.30   |
| 16 page tab | 60.55    | 63.55   |
| 20 page tab | 61.85    | 64.85   |
| 24 page tab | 64.00    | 67.00   |

# Emmetsburg Publishing Company

1122 Broadway, Suite B, P.O. Box 73, Emmetsburg, Iowa 50536 • 712-852-2323 • www.emmetsburgnews.com

## AGREEMENT

Name of Business \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Owner \_\_\_\_\_

Manager \_\_\_\_\_

Owner Business Phone \_\_\_\_\_

Manager Business Phone \_\_\_\_\_

Owner Home Phone \_\_\_\_\_

Manager Home Phone \_\_\_\_\_

Person Responsible for Payment of Advertising \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

Display       Classified       Other \_\_\_\_\_

Yearly Contract       Weekly Contract

Internet       3 Month       6 Month       12 Month

(Inches)

(Weeks)

(Rate)

Beginning \_\_\_\_\_

, 20\_\_\_\_\_

and ending \_\_\_\_\_

, 20\_\_\_\_\_

The date of this Agreement shall be the date of publication of the first issue of the newspaper in which this Agreement is published. The date of publication shall be the date of the first issue of the newspaper in which this Agreement is published.

Signed By \_\_\_\_\_

Date \_\_\_\_\_

Accepted by Emmetsburg Publishing Company By \_\_\_\_\_

- A. All contracts shall be effective for one year from the date shown unless either was cancelled.
- B. During the contract year, if the space used exceeds the contracted amount and reaches a category with a lesser rate, the inches used thereafter will be billed at the lower rate. If at any time during the year an advertiser wishes using space to qualify for a category with a lesser rate, he may declare his intention and all space used thereafter will be billed at the lower rate.  
If the space used is a short of contracted amount, such space will be billed at whatever rate applies to that amount of space.
- C. The Publisher reserves the right upon thirty (30) days written notice to change the rates and conditions in effect under this contract. Advertiser reserves the right to accept such change of rate or to cancel contract without rate adjustment provided cancellation is delivered in writing to the Publisher within the thirty (30) day notice period.  
Cancellation of such contract must be a bona fide intent not to advertise. Cancellation of such contracts to stop existing contracts to avoid payment of any chargeback is not permitted.
- D. In the event of error in any advertisement, the Publisher shall not be responsible for an amount in excess of space occupied by the initial error, and only responsible for the first time the advertiser notifies. In case there is an error in price, the advertising department will furnish a letter to the advertiser stating correct price, but will assume no liability if goods are sold at the incorrect price. For misstatement of any advertisement, the publisher shall not be liable for any advertising amount beyond the amount that may have been pre-paid for such advertisement.
- E. The Publisher reserves the right to charge for copy/layout alterations.
- F. An advertisement occupying the middle margin of " gutter" on the outside spread of the newspaper shall be at least 3 columns by 5 inches on both pages. The gutter will be charged as one column.
- G. Advertisements are charged in depth units of one-half inch. Any advertisement over 10 1/2 inches deep charged full depth of 20 1/2 inches. Standard ads shall be as many inches deep as columns wide.
- H. Minimum size depth ad - 1 column high.
- I. Every effort will be made to meet all position requests. Failure to meet position requests will not constitute cause for adjustment, refund or return.
- J. All advertising copy is subject to acceptance or rejection of the Publisher.
- K. Publishers advertising must designate the name of the person paying for the ad. In case of a committee or group, its name and the name of at least one other person appear. Cash with copy.
- L. The Publisher reserves the right to designate as "Read Advertisement" any advertising which should be so designated.
- M. The advertiser and/or advertising agency agrees to defend and indemnify the Publisher against any and all liability, loss or expenses arising from claims of 3rd parties, including, but not limited to, trademark, copyright, trade names, patents or proprietary rights in violation of rights of privacy resulting from the publication of the advertiser's advertisement.
- N. Emmetsburg Publishing Company does not accept brokered/allied advertising.
- O. Emmetsburg Publishing Company will not extend credit for advertising orders or space reservations that claim sequential liability.

- 86% of adults read a local newspaper each week
- An average of 2 people per household read their local newspaper

**POLICY & COPY REGULATIONS:** a. Advertising simulating news must clearly state "Advertisement." b. Position of advertising is not promised or guaranteed. c. Emmetsburg Publishing reserves the right to revise or reject any advertising it deems objectionable for any reasons including quality, content, working, or general appearance. d. in the event of error in any advertisement the publisher shall not be responsible for any amount in excess of the space occupied by the noted error. In case there is an error in price, the advertisement department will furnish a letter to the advertise stating the correct price, but will assume no liability if goods are sold at the incorrect price. e. Emmetsburg Publishing Company will not extend credit for advertising orders or space reservations that claim sequential liability. For non-insertion of any advertisement, the publisher shall not be liable for any advertisement beyond the amount that may have been prepaid for such advertisement. f. Emmetsburg Publishing Company does not accept brokered advertising. **PUBLISHER'S LIABILITY FOR ERROR:** The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. **INDEMNIFICATION:** The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement. **MECHANICAL REQUIREMENTS:** Each page is 6 columns wide by 21 1/2 inches deep. Column width is 10.5 picas. All advertisements over 20 inches indepth will be charged for full column depth. **ADVERTISING RATE CARD EFFECTIVE December 31, 2012.**

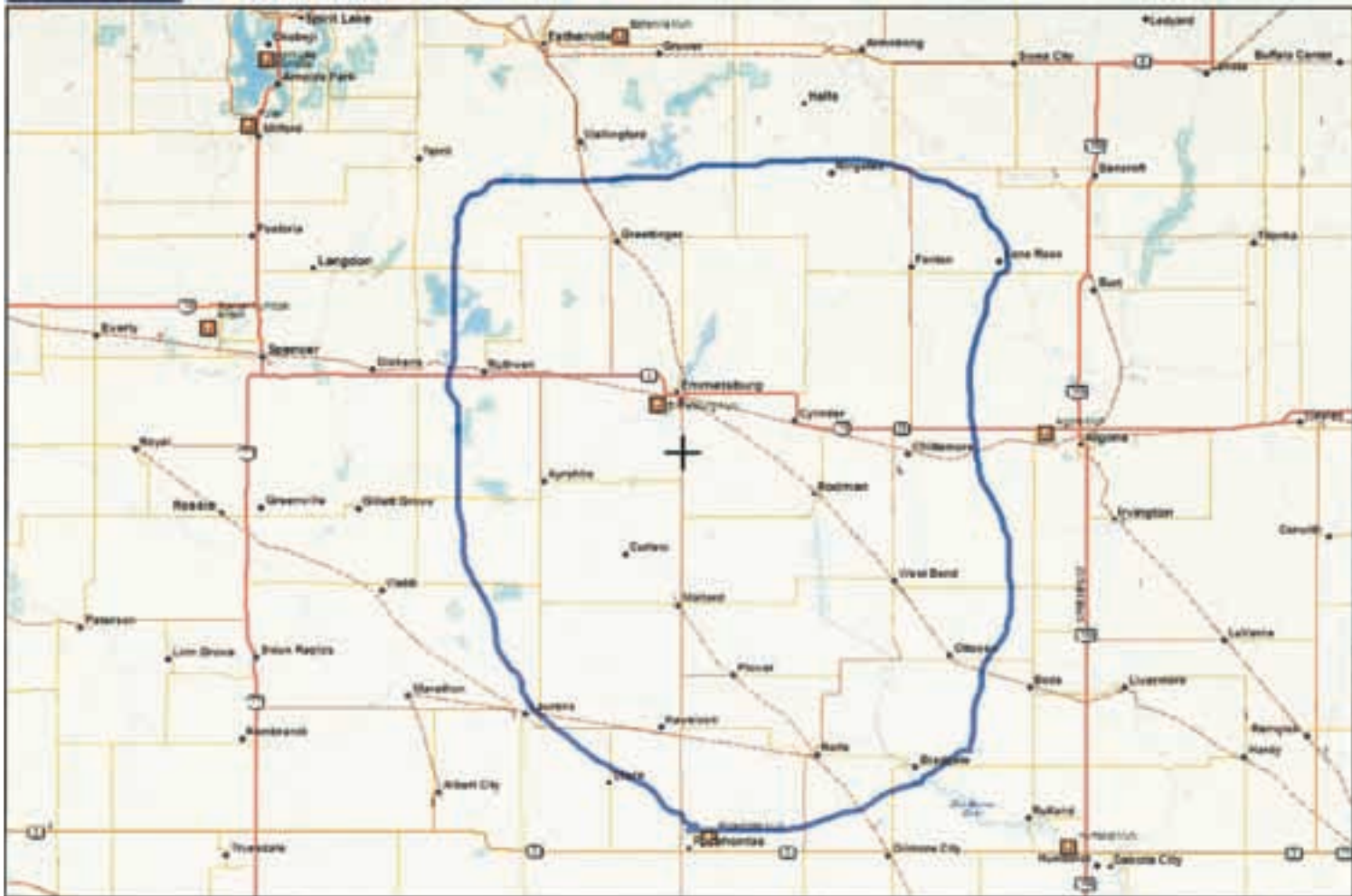
- 74% subscribe to their local newspaper
- 26% buy it from a rack or store or other source

### Page Measurements for Advertisers

|          |              |                 |
|----------|--------------|-----------------|
| 1 Column | 1 1/2 Inches | 1.500 Decimals  |
| 2 Column | 3 1/4 Inches | 3.250 Decimals  |
| 3 Column | 4 7/8 Inches | 4.875 Decimals  |
| 4 Column | 6 5/8 Inches | 6.625 Decimals  |
| 5 Column | 8 1/4 Inches | 8.315 Decimals  |
| 6 Column | 10 Inches    | 10.000 Decimals |



- 51% of lowans turn to their newspaper first for shopping information (compared to 18% for Internet, 3% for TV and 1% for radio)



- 78% of lowans read or look at advertising inserts in their newspaper

# ACTION FIGURES



## Ten Reasons To Advertise In A Newspaper

**1. Reach:** No other advertising vehicle has the reach of newspapers. Nationally, nearly 105 million adults read a newspaper in print or online on an average weekday and more than 111 million read a Sunday newspaper. Seven in ten adults read a newspaper or visit a newspaper website in an average week (Scarborough Research)

**2. Quality:** Your very best prospects are newspaper readers. People who are typically labeled upscale meaning upper income, higher education, professional/managerial occupations all count themselves as newspaper readers. In 2010, 79% of adults with \$100,000 or more income read a newspaper or visited a newspaper website in the past week, as did 79% of college graduates and 78% of those employed in professions or in management roles.

**3. Targeted:** From targeting ad placement by section readership to post it notes, to a few residential blocks, newspapers can fine tune your message.

**4. Immediate:** Newspaper advertising is among the fastest forms of advertising with extremely short deadlines that allow ads to be created and run in a matter of days.

**5. Flexibility:** Newspapers, unlike most other media allow the advertiser to build an ad in any size.

**6. Credibility/Trust:** More than any other medium, consumers believe in newspaper advertising. Thirty-six percent of adults surveyed find newspapers are trustworthy or believable, a large gap when compared to television (8 percent), or the Internet (15 percent). (How America Shops and Spends 2011).

**7. Selective vs. Intrusive:** Shoppers are less willing today to accept advertising that is spooned out to them. They seek out advertising on their own. Newspapers are the medium shoppers use most for shopping in an average week. More than half (52%) use newspapers, exceeding others like television (36%), ads appearing in search engines (11%) or ads on general interest websites (16%) Frank N. Magid Associates 2011.

**8. Environment:** The newspaper editorial environment typically adds credibility and legitimacy to the brand being advertised. To readers, the advertising in a newspaper is every bit as important as the news

**9. Relyed Upon:** Newspaper advertising is a valuable commodity to readers. A recent research study surveyed shoppers' attitudes about which type of media they preferred for retail advertising. In terms of media used to check out ads, the most valuable media in planning shopping, used for comparing prices, most convenient, most up to date, most trustworthy, believable and preferred, newspapers out distance all other forms combined.

**10. Results:** Newspaper advertising works! While this point should go without saying, the fact remains that newspapers are frequently thought of as a results medium. Newspaper ads create traffic, move merchandise and yes, establish brands. We cannot lose track of the notion that, in a world of thousands of messages a day, advertising in newspapers are one sure thing when it comes to producing results

Scarborough Research 2010

How America Shops and Spends/ Frank N. Magid Associates

Newspaper advertising. A destination, not a distraction.

[www.newspapermedia.com](http://www.newspapermedia.com)

# The Reporter & The Democrat

• 1122 Broadway Suite B • PO Box 73 • Emmetsburg, IA 50536

Phone: 712-852-2323

Fax: 712-852-3184

• [www.emmetsburgnews.com](http://www.emmetsburgnews.com)

