

## Web Advertising

Home Page Banner: \$50 monthly  
Front Page Box: \$25 monthly

*www.kewaskumstatesman.com*  
*averages 150 hits per day*

## Classified Advertising

Up to 20 words: \$7.00  
Addtl. words: 10¢ each  
Blind Ad: \$5.00 extra  
Billing Charge: \$10.00  
Tearsheets: \$1.00 each

*Not responsible for copy via telephone although every effort to obtain accuracy will be made.*

## Mechanics

Tabloid Page 10" wide x 16" deep  
11 pica columns  
5 columns to a page

*Printed web offset. Camera ready art can be used and should be supplied in PDF or Adobe InDesign format. The paper is produced in a Macintosh OS X environment using Adobe Creative Suite 3 for electronic pagination.*

## Inserts

All inserts and pre-printed supplements must be folded no larger than 8 1/2" x 11". We request reservations be made at least seven days prior to publication. All inserts must be included in the entire mailing.

**Fax and printing services also available. Copies are available in color or back and white. Please contact our office for pricing.**

## POLICIES

### 1) Deadlines

ALL advertising is due by 3 p.m. Monday. Advertising received after the deadline is subject to a 30% fee.

### 2) Color

Spot color is available for \$50 and full color is available for \$100. Placement requests are limited.

### 3) Position requests/ Guarantees

The pagination editor will try to accommodate all position requests but will not guarantee same. For an extra \$25, you spot can be guaranteed.

### 4) Cancellations

A 40% charge will be made for copy already set in type which is cancelled prior to publication.

### 5) Omissions or Errors

In the event of an error, an adjustment will be made for the area of the ad involved in proportion to the lack of service to the advertiser. **Advertising taken over the telephone is accepted only at the advertiser's risk!**

### 6) Proofs

Staff will provide customer with a proof if requested as long as ad copy is in our office by 3 p.m. on Fridays. Up to two proofs will be furnished complimentary. Each additional proof will be charged at a rate of \$5 each.

### 7) Credit terms

All customers are required to pre-pay all advertising until a credit application is approved. Statements are due upon receipt NO EXCEPTIONS! Finance charges are computed at 1.5% per month (18% annual rate) on unpaid balances on accounts over 30 days. **A minimum of \$5 is charged to overdue accounts.**

*Advertising rates apply only to individual advertisers and cannot be transferred to any other person, firm or organization*

# Advertiser's Rate Card

Prices effective January 1, 2009

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## THE STATESMAN

*The Kettle Moraine's News Source for 113 years*

**Covering the Villages of Kewaskum & Campbellsport, School District of Kewaskum and Townships of Kewaskum, Auburn, Wayne, Farmington & Scott**

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## STATESMAN PRINTING & PUBLISHING LLC

**240 Main Street  
PO Box 98  
Kewaskum, WI 53040  
Phone: 262-626-2626  
Fax: 262-626-1382**

**sales@kewaskumstatesman.com  
www.kewaskumstatesman.com**

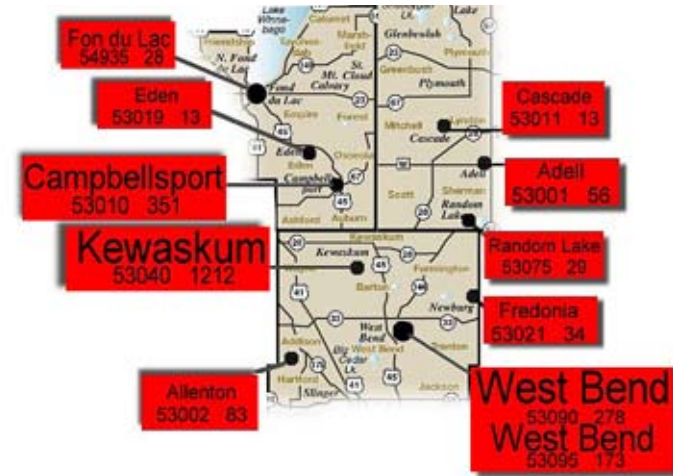
# The Statesman Advertising Rates

<b>Display Ads</b> - per inch .....	\$7.75
<b>Non-Profit</b> - per inch .....	\$6.50
<b>Happy Ads</b> .....	\$30.00
<b>Business Directory</b> - (2 col x 2", 4 weeks).....	\$80.00
<b>Inserts each</b> .....	\$0.08
<b>Insert folding fee</b> .....	\$30.00
<b>Tear Sheets each</b> .....	\$1.00
<b>Color spot</b> .....	\$50.00

<b>Color full</b> .....	\$100.00
<b>Prayer/Novena short</b> .....	\$5.00
<b>Prayer/Novena medium</b> .....	\$7.00
<b>Prayer/Novena long</b> .....	\$10.00
<b>Card of Thanks</b> .....	\$15.00-20.00
<b>Memorials</b> .....	\$15.00-20.00
<b>Memorials with photo</b> .....	\$30.00
<b>Misc. Line Rate</b> .....	\$0.45

## Special Section Schedule

<b>January</b> New Year's Greetings	<b>May</b> Mother's Day	<b>October</b> Sweetest Day
<b>February</b> Valentine's Day	<b>June</b> Father's Day Graduation Gift Guide	<b>November</b> Thanksgiving
<b>March/April</b> Easter	<b>August</b> Back to School	



Total circulation: 3,300

This count does not reflect the various newsstand locations that amount to 755.

## THE STATESMAN

Target your ad to readers who make major purchasing decisions.

Readership studies show that a newspaper like *The Statesman*, that is family owned and operated is read by consumers with above average disposable income.

These people invite the publication into their home, share it with their families and often refer to it several times during the week.

Serving Washington, Fond du Lac and Sheboygan Counties

## Want to save 10% on your advertising cost?

Now paying your advertising bill is easy and you can save money at the same time!

Simply call and have your business or personal credit card placed on file. Your card will be charged each time you place an ad and will receive an immediate 10% discount on your ad. Tearsheets and a receipt will be sent at the time of the transaction if requested.