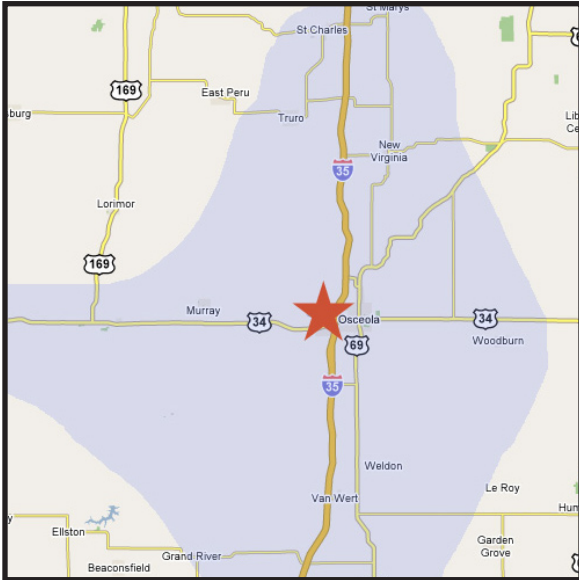




OSCEOLA

Sentinel-Tribune

RATE CARD FEBRUARY 2012



rates & mechanical requirements

Open Local Rate..... per column inch \$6.00
 National Advertising Rates \$6.00 NET
 Classified Display \$4.00
 (Classified page is 9 columns. Each column measures 1.05 inches)
 Reconstruction Fee (Excessive Proofing)..... \$1.00 per column inch (\$5.00 minimum)
 Preferred Position..... 10% additional charge for specified positions when available (\$25 minimum)

Worded Classifieds \$3.75 for first 10 words (minimum), 15¢ for each additional word.
 "Blind" or "Inquire at this Office" ads are \$2.50 service added. All classifieds also appear online at www.osceolaiowa.com.

The Osceola Sentinel-Tribune is printed offset. Our broadsheet page is six columns by 21.5 inches with column widths (in picas):

1 column (1.639 inches)	9p10
2 columns	20p5
3 columns.....	31
4 columns.....	41p7
5 columns.....	52p2
6 columns.....	62p9

services & policies

Color

Spot color is available at the rate of \$50 per color for any size ad. Orders for color subject to press unit limitations for the issue requested. Full process color is \$150.

Inserts

Preprinted inserts are welcomed. They must measure no more than 12 1/2 x 11 inches. Full run requires 3,450 copies. Rate is \$0.05 per piece for up to eight tabloid pages.

Advertising Deadlines

Monday noon preceding publication. We will do everything possible to meet special time limitations and also ask cooperation of advertisers in supplying copy early, especially if difficult composition, color, or extraordinary proofing copies are needed. Legal advertising must be submitted Friday at 4:30 pm preceding publication.

General Policies

- The Osceola Sentinel-Tribune attempts to accept only reliable advertisements but will not be responsible to the public for advertisements, nor views expressed in them.
- We reserve the right to revise or reject, without notice, any ad, at any time, for any reason.
- If a mistake occurs and we are at fault, we will reprint the ad or portion of the ad in which an error occurs that materially affects the value of the ad. We will not be liable for non-insertion of any advertisement beyond the prepaid amount for such ad. Nor are we responsible for any mistake past the first insertion. It is the advertiser's responsibility to inform us of any error in the first publication.
- Advertisers assign to the Osceola Sentinel-Tribune title, right and copyright interests to all layouts which represent the creative effort of the newspaper in illustration, labor, composition, or material and may not authorize any reproduction of such advertising without the consent of the Sentinel-Tribune.
- Payment is required in advance until credit has been established. Accounts are billed at the end of each calendar month and are due and payable by the tenth of the month following billing. Interest on unpaid balances will be charged at the rate of 1.5% per month.
- Political advertisements must meet the disclosure requirements of the State of Iowa.
- Alcoholic beverage advertising accepted.
- Rates subject to change at any time.

about the newspaper

The Osceola Sentinel-Tribune, published weekly on Thursdays.

The Sentinel-Tribune is the only newspaper published in Clarke County and has an extremely high readership throughout the county. The paper has excellent penetration in each of the following communities: Osceola 50213, Murray 50174, Woodburn 50275, Van Wert 50262, New Virginia 50210, Truro 50257, Weldon 50264.

The Sentinel-Tribune is represented in Iowa and nationally by the Iowa Newspaper Association Advertising Service.

The Sentinel-Tribune is the official publication for the governments of Clarke County, City of Osceola, Murray, Woodburn and the Clarke Community and Murray school districts.

The newspaper is part of the Shaw Newspaper group. Shaw Newspapers is a communications company engaged in the business of publishing and distributing quality community newspapers which inform, enlighten and entertain readers; meet the changing needs of advertisers; and promote the interests of the communities they serve.

osceola is at a crossroads

Osceola, at the crossroads of Interstate 35 and Highway 34, is the center for commerce, tourism, and manufacturing in south central Iowa.

The area's farmers produce corn, soybeans, alfalfa, and nationally known cattle herds are raised on the beautifully rolling hills which surround Osceola.

The community is proud of its more than 1,750 diversified industrial jobs. Products manufactured in the community include stainless steel storage tanks, gun cases and accessories, trailers, industrial pins, hams, and bacon. A distribution center which serves two-thirds of the United States with Hormel Products is located in Osceola.

Tourism is a major economic force in the community. The area has some of the best turkey and deer hunting in the nation. Terrible's Lakeside Casino Resort on the west edge of Osceola attracts an estimated 1.14 million visitors a year. The "riverboat" casino on West Lake and the land-based 60-room motel, restaurants, and convention center provide more than 500 jobs. Iowa's busiest Amtrak depot, with nearly 12,000 boardings a year, is located in Osceola.

additional services

Design & Printing Services

Let us be the answer to all of your advertising needs through our in-house designing and printing services. We can see your project through from conception to design to finished product, with a wide variety of printing services available for you.

Internet Services

Some of your best customers use the Internet regularly. Reach them with osceolaiowa.com - an online news and information hub serving Osceola and the greater Clarke County region. osceolaiowa.com features offerings from the Sentinel-Tribune's news, sports, neighbors, classified and obituary sections, and also provides an indexed listing of links to popular Web sites. Advertising opportunities are available. See for yourself at <http://www.osceolaiowa.com>, or give us a call to learn how online marketing can bring more business to your door!



OSCEOLA

Sentinel-Tribune

111 EAST WASHINGTON • OSCEOLA, IOWA 50213
 PHONE: 641-342-2131 • FAX: 641-342-2060

Web Address: www.osceolaiowa.com
 Email: ccpads@osceolaiowa.com

The Advertiser

RATE CARD
FEBRUARY 2012



rates & mechanical requirements

Open Rate, The Advertiser per column inch \$6.25
 National Advertising Rates \$6.25 NET
 Reconstruction Fee (Excessive Proofing)..... \$1.00 per column inch (\$5.00 minimum)
 Preferred Position..... 10% additional charge for specified positions when available (\$25 minimum)
 Worded Classifieds are \$5.00 for first 15 words (minimum), 20¢ for each additional word. "Blind" or "Inquire at this Office" ads are \$2.50 service added. All classifieds also appear online at www.osceolaiowa.com.

The Advertiser is printed offset. Our broadsheet page is six columns by 21.5 inches with column widths (in picas):

1 column (1.639 inches)	9p10
2 columns	20p5
3 columns	31
4 columns	41p7
5 columns	52p2
6 columns	62p9
Front Page (Advertiser).....	10.458"x 8"
"Little" Back Page (Advertiser)	10.4587"x10.458"

services & policies other opportunities

Color
 Spot color is available at the rate of \$50 per color for any size ad. Orders for color subject to press unit limitations for the issue requested. Full process color is \$150.

Advertising Deadlines
 Thursday 10:30 AM preceding publication. We will do everything possible to meet special time limitations and also ask cooperation of advertisers in supplying copy early, especially if difficult composition, color, or extraordinary proofing copies are needed.

General Policies

- The Advertiser attempts to accept only reliable advertisements but will not be responsible to the public for advertisements, nor views expressed in them.
- We reserve the right to revise or reject, without notice, any ad, at any time, for any reason.
- If a mistake occurs and we are at fault, we will reprint the ad or portion of the ad in which an error occurs that materially affects the value of the ad. We will not be liable for non-insertion of any advertisement beyond the prepaid amount for such ad. Nor are we responsible for any mistake past the first insertion. It is the advertiser's responsibility to inform us of any error in the first publication.
- Advertisers assign to The Advertiser title, right and copyright interests to all layouts which represent the creative effort of the newspaper in illustration, labor, composition, or material and may not authorize any reproduction of such advertising without the consent of the Advertiser.
- Payment is required in advance until credit has been established. Accounts are billed at the end of each calendar month and are due and payable by the tenth of the month following billing. Interest on unpaid balances will be charged at the rate of 1.5% per month.
- Political advertisements must meet the disclosure requirements of the State of Iowa.
- Alcoholic beverage advertising accepted.
- Rates subject to change at any time.

Combination rates are available for advertising being placed in The Advertiser along with the Osceola Sentinel - Tribune, Creston News Advertiser, and/or The Southwest Iowa Advertiser.

Ask your advertising sales rep about web ad opportunities.



inserts

Preprinted inserts are welcomed. They must measure no more than 8.5x11 inches. Full run requires 13,600 copies. One week advance notice for an insert is required. Rates are as follows:

Single 8 1/2x11" sheet	5¢ each
Up to 1.5 oz	5.5¢ each
1.5 to 2.5 oz	8¢ each
2.5 oz. & Up	10.5¢ each

The Advertiser

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