

WEST CENTRAL TRIBUNE

Giving Information Life

Published Daily Monday through Saturday

16,846 Circulation

Audience of 38,745 readers

Special Sections

Published throughout the year.

You may request a calendar of upcoming sections.

Channels

Television Guide

Published each Friday in the Tribune.

A. GENERAL DISPLAY

1. Open, Group, Combination

a. Open Commissionable \$21.57

b. Tribune & Sunday Reminder
Combination \$26.77

(Based on 15% Agency Commission)

2. Contract

Annual News Plan

765" (6 page) Per Column Inch.....\$21.14

1638" (13 page) Per Column Inch.....\$20.71

3276" (26 page) Per Column Inch.....\$20.25

4914" (39 page) Per Column Inch.....\$20.06

6552" (52 page) Per Column Inch.....\$19.41

3. Discounts

25% discount on ads repeated
within 14 days.

B. CLASSIFIEDS

1. Display

a. Open Commissionable...\$18.20

b. Tribune & Sunday Reminder
Combination.....\$25.00

2. Line

(Average 4 words, 25 characters per line)

First two words set uppercase bold

3 Line Minimum

a. Tribune

1-2 Days.....\$5.72 per line per day

3-6 Days.....\$3.17 per line per day

7-13 Days.....\$2.79 per line per day

14-30 Days.....\$2.56 per line per day

Internet.....\$6.00 1-13 Days; \$9.50 14 Days+

Employment

Internet.....\$20.00 1-29 Days; \$35.00 30 Days+

b. Reminder Pick-Up (From Tribune)

1-6 Weeks.....\$1.32 per line per week

C. COLOR RATES

Black & 1 Color.....\$239

Black & 2 Colors.....\$348

Black & 3 Colors.....\$463

The SUNDAY Reminder

Published Sunday

29,500 Circulation

Audience of 73,750 readers

A. GENERAL DISPLAY

1. Open, Combination

a. Tribune & Sunday Reminder
Combination \$26.77

b. Sunday Reminder Only Rate \$12.54
(Based on 15% Agency Commission)

B. CLASSIFIEDS

1. Display

a. Tribune & Sunday Reminder
Combination.....\$25.00

b. Sunday Reminder Only...\$11.37

2. Line

a. Sunday Reminder Only

(Average 4 words, 25 characters per line)

First two words set uppercase bold

3 Line Minimum

1-2 Days.....\$5.72 per line per day

3-6 Days.....\$3.17 per line per day

7-13 Days.....\$2.79 per line per day

14-30 Days.....\$2.56 per line per day

b. Reminder Pick-Up (From Tribune)

1-6 Weeks.....\$1.32 per line per week

C. COLOR RATES

Black & 1 Color.....\$239

Black & 2 Colors.....\$348

Black & 3 Colors.....\$463

Rates Effective - Oct. 1, '08 - Sept. 30, '09

Rates per column inch

S.A.U. Specifications accepted

COMMISSIONABLE NATIONAL RATES

WEST CENTRAL TRIBUNE

Giving Information Life

Publishing Co.
2208 Trott Ave. SW
P.O. Box 839
Willmar, MN 56201

800-450-1150
(320) 235-1150
Fax (320) 235-6769

Preprints

WEST CENTRAL TRIBUNE

Giving Information Life

The SUNDAY Reminder

Rates: \$ per thousand

Tab size or equivalent page	Tribune or Reminder
single sheet	\$52
4	\$66
8	\$72
12	\$79
16	\$86
20	\$93
24	\$100
28	\$108
32	\$114

For preprints larger than 32 pages - Call for price quote

A. Size: Price quotes are for tabloid size inserts. Full size inserts (90 col. inches or more per page) count as two tabloid pages. Mini Tabs (30 col. inches or less per page) count as 1/2 tab page. Minimum size insert 3"x5"; Maximum size insert: West Central Tribune, 10"x11 1/2"; Sunday Reminder, 6 1/2"x11". Inserts, standard broadsheet size - must be quarter-folded. Single sheets: sized up to 10"x11 1/2".

B. Saturday Requires Minimum of 16,500 Inserts:

C. Partial Distribution by Zones Only:

Occasionally our advertisers prefer to distribute their inserts in selected areas. A special handling charge is applied for this service.

Open.....\$7 per thousand

Minimum number of inserts 2,500

(Nationals \$300) each publication

D. Delivery: 7 days prior to publication. Shipping and delivery are Advertiser's responsibility. Inserts may be shipped directly to newspaper. Skids are requested. Plant dock hours: 8 a.m.-5 p.m., Monday-Friday.

E. Reservations: Reservations are required, subject to first come basis. Cancellation - 1 week prior to publication. \$40.00 recycling fee if insert is in-house.

F. Additional Cost: Inserts of unusual size or shape are subject to an additional charge. We reserve the right to reject when quality of the insert will jeopardize distribution of the newspaper.