

PRE-PRINTS

Full and Partial Deliveries

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. Any insert below the minimum size of 3"x5" or above the maximum size of 11"x 11 1/2" is considered an irregular size, \$10 per thousand will be applied to the rate for inserting. Inserts, standard broadsheet size - must be half-folded.

*Single Sheets: sized up to 10"x11 1/2".

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
12-24X	\$6 per thousand
25-36X	\$5 per thousand
37-51X	\$4 per thousand
Over 52X	\$3 per thousand

Minimum number of inserts 2,500

Minimum insert cost \$250 (Nationals \$300) each publication. Saturday preprints require minimum of 16,500.

Delivery:

7 days prior to publication. Shipping and delivery are advertisers responsibility. Inserts may be shipped directly to newspaper. Skids are requested.

Plant dock hours: 8 a.m.-5 p.m., Monday-Friday.

Reservations:

Reservations are required, subject to first come, first serve basis. Closing and cancellation - 1 week prior to publication.

WEST CENTRAL TRIBUNE	RATE: \$ PER THOUSAND					
	SIZE: Tab page or equivalent	FREQUENCY CONTRACT RATES				
		PAGES	OPEN	12-24X	25-36X	37-51X
Single Sheet*	43.50	40.50	39.50	38.50	37.50	
4	51.50	47.50	45.50	44.50	43.50	
8	56.50	48.50	46.50	45.50	44.50	
12	61.50	51.50	47.50	46.50	45.50	
16	66.50	56.50	54.50	52.50	51.50	
20	71.50	59.50	57.50	56.50	54.50	
24	76.50	62.50	59.50	57.50	55.50	
28	82.50	66.50	63.50	59.50	57.50	
32	88.50	71.50	67.50	65.50	62.50	
36	93.50	75.50	72.50	69.50	66.50	
40	100.50	80.50	76.50	73.50	70.50	

Add \$4 per thousand for every four pages over 40.
Brown Bag insert (12"x17") billed 8 page Tab Rate.

Additional Cost:

Inserts of unusual size or shape are subject to an additional charge. Damaged or improperly stacked shipments may be rejected or subject to restacking or other additional charges. We reserve the right to reject when quality of the insert will jeopardize distribution of the newspaper. \$40.00 recycle fee.

Local Advertisers Only:

Credit for preprinted inserts applies to retail display advertising contracts: inserting cost divided by column inch contract rate equals number of column inches credited to retail display contract.

Recommendation:

Due to the nature of automated inserting equipment and the combination of advertising equipment and advertising materials used, it is possible to have multiple sheets or no sheet at all inserted into a single newspaper. Our recommendation is using a paper weight of 60 lb. or better. Anything lighter creates problems with inserting. We'll always strive to be most accurate.

WE PRINTS PLUS

Single sheet, digitally printed, full color insert service. Includes design, printing and distribution for as little as 4 cents each. Specifics available upon request. Deadline 10 working days.

THE SUNDAY REMINDER	RATE: \$ PER THOUSAND					
	SIZE: Tab page or equivalent	FREQUENCY CONTRACT RATES				
		PAGES	OPEN	12-24X	25-36X	37-51X
Single Sheet*	40.50	37.50	36.50	35.50	34.50	
4	46.50	41.50	40.50	39.50	38.50	
8	52.50	44.50	43.50	42.50	41.50	
12	57.50	49.50	46.50	45.50	44.50	
16	62.50	54.50	53.50	51.50	49.50	
20	67.50	58.50	57.50	55.50	50.50	
24	73.50	60.50	58.50	56.50	53.50	
28	78.50	62.50	59.50	58.50	54.50	
32	84.50	67.50	64.50	61.50	58.50	
36	89.50	71.50	69.50	66.50	62.50	
40	94.50	74.50	71.50	69.50	66.50	

Add \$4 per thousand for every four pages over 40.
Brown Bag insert (12"x17") billed 8 page Tab Rate.

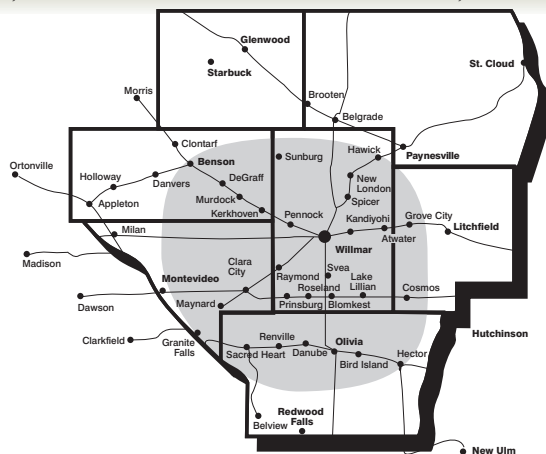
Who do we reach?

Tribune Circulation:
16,498 Total Circulation
37,945 Readers

Reminder:
29,378 Total Circulation
73,496 Readers

The West Central Tribune and Reminder serve the following seven counties:

- Kandiyohi
- Swift
- Chippewa
- Renville
- Meeker
- Pope
- Stearns



The publications reach an audience in a sixty mile radius.

RATES

Reminder

Serving West Central Minnesota

Retail Display and Classified Display Rates

Total-market coverage reaches Tribune subscribers and non-subscribers!

Reminder Only

Display rates per column inch/5 column page

Earned Monthly Rates

Over 175"	\$6.45
101-175"	\$6.95
51-100"	\$7.25
26-50"	\$8.35
0-25"	\$9.10

Non Profit/Church Rate

\$6.90

Front Page	\$655
Back Page	\$605
Back Half Page	\$315

Annual Bulk Contracts

6500"	\$5.05
4500"	\$5.30
2500"	\$5.50
1500"	\$6.50
750"	\$6.90
500"	\$7.25
250"	\$8.40

Color rates see Page 2

WESTERN PEACH

Place your advertising in the Western Peach with your West Central Tribune advertising consultant. Ask for details.

ONLINE ADVERTISING

Place your ad on our website. Call Advertising for details. (320) 235-1150

REACH US AT:

Advertising: 320-235-1150

8:00 a.m. - 5:00 p.m. Mon. - Fri.

e-mail - wctads@wctrib.com

Classifieds: 320-235-6766

7:30 a.m. - 5:00 p.m. Mon. - Fri.

e-mail - classads@wctrib.com

Business Office: 320-235-1150

8:00 a.m. - 5:00 p.m. Mon. - Fri.

Circulation: 320-235-1154

7:00 a.m. - 5:00 p.m. Mon. - Fri.

7:00 a.m. - 11:00 a.m. Sat.

e-mail - wctcirc@wctrib.com

News Department: 320-235-1150

8:00 a.m. - Midnight Mon. - Fri.

Closed Saturday

4:00 p.m. - 10:00 p.m. Sunday

e-mail - news@wctrib.com



DELIVERING RESULTS DAILY



www.wctrib.com

2208 Trott Avenue SW • PO Box 839 • Willmar, MN 56201

320-235-1150 or 800-450-1150 • Fax 320-235-6769

Advertising Rates

Effective May 1, 2008



WEST CENTRAL
TRIBUNE & Reminder
Giving Information Life
Serving West Central Minnesota

RATES

WEST CENTRAL TRIBUNE

Giving Information *Life*

Retail Display Rates (per column inch/6-column page)

Annual Bulk Contract	Tribune	Reminder Pick-Up
15,000"	\$11.29	\$5.95
10,000"	\$11.75	\$5.95
7500"	\$11.87	\$5.95
5000"	\$12.14	\$5.95
4000"	\$12.33	\$5.95
3000"	\$12.43	\$5.95
2000"	\$12.53	\$5.95
1500"	\$12.73	\$5.95
1000"	\$12.86	\$5.95
750"	\$13.06	\$5.95
500"	\$13.25	\$5.95
250"	\$14.37	\$5.95
150"	\$15.22	\$5.95
Open Rate	\$17.14	\$5.95

Church/Civic/Non-Profit Rates* \$12.85.....Reminder Pick Up \$5.95
*For qualified organizations/non-profit groups. Must supply tax exempt number. (No repeat discounts available).

Try Us! Contract

20" per month for 3 months.....\$11.95.....Reminder \$6.35
 (Requirement - 40 col. inches or less advertising in past 12 mo.)

Weekly Frequency Contract

Consec. Weeks	5" min. Per Week	11" min. Per Week	21" min. Per Week	31" min. Per Week	41" min. Per Week
13 Trib	\$13.49	\$13.36	\$13.30	\$13.05	\$12.91
26 Trib	\$13.36	\$13.11	\$13.05	\$12.74	\$12.48
52 Trib	\$12.97	\$12.48	\$12.18	\$12.04	\$11.85

Discounts (Tribune Only)

Repeat Discount - 25% Discount

Any display ad 5" or larger repeated without change within 15 days from its last publication. (7% full page discount will apply, no other additional discounts).

Full Page Discount - 7% Discount

Any full page ad run in The West Central Tribune. (This discount is in addition to repeat discount. Does not apply to multiple page discount. Does not apply to tabloid page size). Any advertiser with advertising contract for 15,000" will receive a 15% (not 7%) discount on full page ads. (Only 7% full page discount applied to repeat discount).

Stand-By Ads (Tribune Only)

Ads run at the convenience of the West Central Tribune once per month, no other discounts apply, billed monthly as published. Contracted rates. Changes on ads can occur quarterly. Twelve month commitment.

Size/Cost per ad 1/8 Page - \$135 1/4 Page - \$225 1/2 Page - \$385

R.O.P.

Depth Requirements

S.A.U. specifications accepted. All advertisements are charged to the nearest quarter inch. The minimum ad size is 1 column inch. Broadsheet ads more than 18 inches deep are billed at full column depth (21"). Tabloid ads more than 8 inches deep are billed at full column depth of 10 1/4 inches. Reminder ads more than 11 inches deep billed at 12 1/2 inches.

Ask your Ad Consultant how you can reach 2.4 million readers statewide with MNA 2x2 and 2x4 ads.

Color

Put the impact of color to work for you!

Tribune

Color & Black	\$190
2 Colors & Black	\$300
Full Color	\$365
Double Truck 1 Color & Black	\$333
Double Truck 2 Colors & Black	\$435

Color Frequency Contracts

Annual

5-10 times or more	5% Discount
11-20 times or more	10% Discount
21-30 times or more	15% Discount
31-40 times or more	20% Discount
41 times or more	25% Discount

Applies to Tribune and Reminder.

Monthly

Repeat advertisements in color without change within 15 days from its last publication will receive a 25% discount on color.

Try Us! Color Contract:

Use color 2 times a month for 3 months. (Offer good one time per customer).

1 Color	\$125
2 Colors	\$210
Full Color	\$285

Channels, Reminder & Tabloid News Supplements:

Open Color Rates

1 Color & Black	\$125
2 Colors & Black	\$190
3 Colors & Black	\$305

1/2 Price Spot Color on Back page of certain Special Sections. Ask for details.

Target Your Market - Special Sections

Taste Front: Mondays 6x4", Full Color
 Showcase Front: Thursdays 6x4", Full Color
 Outdoors Front: Saturdays 6x4", Full Color
 Extra Front: Saturdays 6x4", Full Color

6 times or more	\$340.00 each
Less than 6 time	\$395.00 each

Classified Front: Fridays 9x4", Full Color \$340.00 each

A1 - 6x1.5", Full Color	\$275.00 each
6x1.5", B/W	\$195.00 each
B1 - 6x1.5", Full Color	\$220.00 each
6x1.5", B/W	\$140.00 each

Daily Dynamo: 5 ads per week for 10 consecutive weeks

1x2"	\$67.50 weekly
1x3"	\$95.25 weekly
1x4"	\$130.00 weekly

Comics: Daily 3x2.25", Spot Color (when available) \$270.00/week

Weather Map: Daily 2x3.5", Spot Color (when available) \$326.00/week

Markets Island Ad: Daily (except when markets are closed day prior) 3x3.75" \$160.00/each

Coupons: First Monday & following Sunday of month 2x2" Spot Color

Tribune & Reminder Rates:	
12 times	\$75.00 each
6-11 times	\$86.75 each
3-5 times	\$97.50 each

Tribune Only:

12 times	\$62.12 each
6-11 times	\$72.85 each
3-5 times	\$80.35 each

Reminder Only:

12 times	\$30.30 each
6-11 times	\$34.60 each
3-5 times	\$38.93 each

RATES

West Central Tribune CLASSIFIEDS

Taking It One Step Further

Classified Line Ads

Custom Cumulative Rates:

(Average 3 words, 20 characters per line)

TRIBUNE

1-2 days, \$3.55 per line per day (line rate)
 3-6 days, \$2.10 per line per day (line rate)
 7-13 days, \$1.70 per line per day (line rate)
 14-30 days, \$1.60 per line per day (line rate)
 Every Day/1 Year, \$1.25 per line per day (line rate)
 Internet: 7 days...\$6.00, 14 days...\$7.00, 21 days...\$10.50, 30 days...\$9.95
 Employment Internet: 7 days...\$20.00, 14 days...\$40.00, 21 days...\$60.00, 30 days...\$65.00

REMINDER

Reminder ONLY - \$1.80 per line
 Reminder Pick-up from Tribune \$1.15 per line

Tribune Professional Services Directory:

5-line ad, all consecutive publishing days, (within 30 days including Reminder \$57.00) (38¢ per line per day)
 Additional lines: 50¢ per line per day
 2x2 display ad - 26 days in the Tribune & 4 days in the Reminder for only \$124.50
 Early cancellations are accepted as a courtesy, but no rate adjustments are made.

Blind Ads:

Confidential advertisements with replies sent c/o The West Central Tribune are charged these additional handling fees:
 Monthly Rates: You Pick Up - \$30.00 We Mail - \$35.00

MCAN (Tribune Only):

Minnesota Classified Ad Network-Reach over 2 million Minnesota households. Call Classified Advertising at 320-235-6766 for pricing and more information.

Friday Church Listings

1. Up to 3 1/2 col. inches.....\$19.00/week
 2. 3 3/4 to 6 1/2 col. inches.....\$23.00/week
 3. 6 3/4 to 10 col. inches.....\$26.00/week
- Over 10 col. inches additional \$2.55/col. in.

Open Houses:

(Tribune/Reminder - Cards of Thanks/Birthdays/Anniversaries/Showers/etc.)

1. Small Box.....\$13.00
2. Large Box.....\$26.00

Deadline:

3 publishing days prior to publication
 Prepayment required.



"The response to a coupon we ran in the Reminder was incredible! We received 132 coupons from people in 23 different communities. The Reminder works great for us."

SPECIAL CLASSIFICATION RATES

Legal:

1. Per column inch.....\$10.20
 10% repeat discount on legals 10" or larger
2. Legals must be submitted in written form, emailing copy is strongly encouraged.
3. Affidavit provided upon completion

"The West Central Tribune has proven itself to be an effective vehicle for Ridgewater to communicate classes, events, and news. Its broad subscription base and large geographic range offer many benefits in ensuring that the proper audience is seeing our messages. We will continue to utilize the Tribune as a major part of our promotional plan."
Sam Bowen,
 Director of Communications & Marketing



Classified Display

Display Rates per column inch/9 column page. Classified display ads are placed as close to the applicable classified line ad classifications as possible.

Tribune Only - Earned Monthly Rates:

Inches:	Classified Rates
Over 350"	\$8.75
176-350"	\$9.40
101-175"	\$10.30
51-100"	\$11.40
26-50"	\$12.20
0-25"	\$12.95
Display Discounts Apply	
Reminder Pick-Up	\$5.95
Greeting Ad	\$11.00

Greeting ad deadline 1 publishing day prior at noon.

Repeat Discounts:

Same as retail apply. See page 2 for complete details.

The Following Policies Apply to Both Retail and Classified Advertising:

Rate Discrepancies:

Advertising orders that do not correspond to the rate card will be regarded as clerical error on the part of the advertiser.

All ads must be bordered on all sides.

Error Corrections:

Please check ads for errors after the first publication. The West Central Tribune assumes no liability for errors or omissions which are the fault of the advertiser. Should an error occur that is not the fault of the advertiser, the West Central Tribune's liability to the advertiser shall in no event exceed the amount of the West Central Tribune's charge for a single publication of the advertisement. Advertisers assume responsibility for errors when an ad is proofed by the advertiser. Any claim for allowance must be made within (5) days of publication. Credit allowable on first insert only.

Position Requests:

We will honor requests when space and production permits. For guaranteed placement, there is a 25% surcharge.

Cancellations:

See policy sheet.

Auction Display Ad Rates:

Tribune Display Ad Rate - \$9.95/col. in.
 Tribune Repeat Discount - 25% OFF
 5" or larger display ad repeated within 15 days with no copy changes
 Reminder Pick-up - \$5.95/column inch
 Reminder Only - Reg. Reminder only rates.

Auction Calendar Listing

Mon.-Wed.-Fri.

For calendars 5" or larger running a minimum of 4 times - First run full price \$9.25/col. inch, 2nd run 25%, 3rd run 30%, 4th run 50% (no changes)
 Reminder only - \$8.90/column inch
 Reminder Pickup from Tribune - \$21.25
 Reminder Auction Bill:
 Camera Ready - Call for rate.

West Central Tribune & Reminder Mechanicals

RETAIL (SAU)

Columns.....Inches
 1.....1.75
 2.....3.625
 3.....5.5
 4.....7.375
 5.....9.25
 6.....11.125
 Full Page Depth...20.75

CLASSIFIEDS

Columns.....Inches
 1.....1.162
 2.....2.407
 3.....3.653
 4.....4.898
 5.....6.144
 6.....7.389
 7.....8.634
 8.....9.88
 9.....11.125
 Full Page Depth...20.75