

POLICY

All Classifications

The liability regulations described here apply to all advertising: retail, national, classified and legal.

Advertising Copy

Advertising copy received will be subject to the acceptance, revision or rejection of the publisher, and every copy produced in-house becomes the property of the West Central Tribune/Sunday Reminder. Ad copy may be accepted electronically in PDF format. Ads can be emailed to wctads@wctrib.com.

Proofing

Any advertisement 10 column inches or larger may be proofed **once** to the advertiser. \$10 charge for second proof. If copy is submitted after deadline, no proof is guaranteed. A proof for ads 10" or larger may be faxed, delivered or e-mailed at your request. There is a \$5.00 charge for changes that require a new negative. Extensive remakes will be charged at a rate of \$20 per hour. **Advertiser assumes responsibility for errors when an ad is proofed by the advertiser.**

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 or omissions in connection with an advertisement is limited to a published correction in subsequent issue or the refund of any monies paid for the advertisement.

**There shall be no liability for any non-insertion of an advertisement.*

DEADLINES

Display Advertising

Local/National/Classified Display

Tribune PublicationDeadline
MondayWed. 3:00
TuesdayThurs. 3:00
WednesdayFri. 3:00
ThursdayMon. 3:00
FridayTues. 3:00
SaturdayWed. 3:00
Full Color Ads

4 publishing days prior to publication
Reminder PublicationDeadline
SundayWed. Noon

Channels PublicationDeadline
Friday(1 week prior) Fri. Noon

Classified Line Ads

Tribune PublicationDeadline
MondayFri. 4:00
Tues.-Sat.Day Prior-Noon
Sunday Reminder Publication Thurs. 5:00

Indemnification

The Advertiser and/or advertising agency agrees to defend and indemnify the Publisher against any and all liability, loss, or expense arising from claims of libel, unfair competition, unfair trade names, patents or proprietary rights or violation or rights of privacy, resulting from the publication of the Advertiser's advertisement.

Billing Procedures

Subject to the satisfactory credit check on Advertiser and/or its advertising agency ("Agency"), the Advertiser shall make payment within twenty-five (25) days of the billing date indicated on Company's statement, and, in the event that it fails to pay within such time, Company may reject advertising copy, scheduled, or unscheduled, and/or immediately cancel Advertiser's contract and Advertiser agrees to indemnify Company for all expenses incurred in connection with the collection of amounts payable, including court costs and attorney's fees. If Advertiser's contract is canceled due to Advertiser's failure to timely pay, Company may rebill the Advertiser for the outstanding balance due at the open or earned contract rate, whichever is applicable. Stated rates for all contract advertising services are conditional on subsequent payment by cash or check.

Credit

A service charge of 1.33% per month (annual rate 16%) will be charged on accounts more than 30 days past due. Advertising is not accepted from accounts 30 days past due until paid in full. Advertisers must pay in advance for going out of business advertising.

SERVICES

Creative Services

Our award-winning Creative Services Department is available to help you design effective ads.

Original Art

\$65/hour. If less than an hour, billed at a fraction thereof to the nearest 15-minute interval. Approximate estimates can be given. Scheduled as time available.

Logo Creation

Logo creation service includes: three sample logos, discussion and revision of logos, and a final electronic copy or camera-ready copy suitable for scanning.

E-mail Services

The Tribune will e-mail ads to other locations for \$25.00 per ad and \$5.00 each for additional e-mails of same ad. They will be e-mailed in a PDF format.

Photos in Ads

Photos used in ads should be at a minimum of an 85 line screen.

Rate Revisions

We will have rate revisions periodically. We will make every effort to give you the best rate package available.

Contract and Copy Regulations

Advertising Contracts:
Available in bulk or frequency format. If a local contract is canceled for any reason or if the advertiser fails to use the number of column inches specified, the advertiser agrees to pay the difference between the rate contracted and the rate for the space actually used to the date of termination of this contract and a bill-rendered therefore (short rate). If at any time the advertiser finds the space contracted for is not sufficient, the contract may be canceled and a new contract written.

***Excess usage:** If an advertiser uses more than the contracted inches, excess inches can be applied to the new contract if the contract size is increased.

****If a contract is signed after considerable inches have been utilized, all inches will apply to contract if within contract date. Rate adjustment will go back 30 days.**

Cancellations

Ads canceled one day prior to publication will be billed 50% of total ad charge. Two week notice on cancellations of specialty or feature pages required to avoid being billed 50% of total charges.

"Advertisement" or "PA"

This must appear with all advertising which simulates editorial content.

Photography

Photos by the Tribune Photographer
Pictures taken at the Newspaper\$25.00
Pictures taken away from the Newspaper\$65/hr.
(Minimum charge of \$15.00)
Includes: travel, set-up, shooting and processing of up to 3 photos for the advertisement.

Photos taken by the Advertiser or Advertising Representative
Photos taken by the advertiser or the advertising representative for use within advertising are provided at no charge.

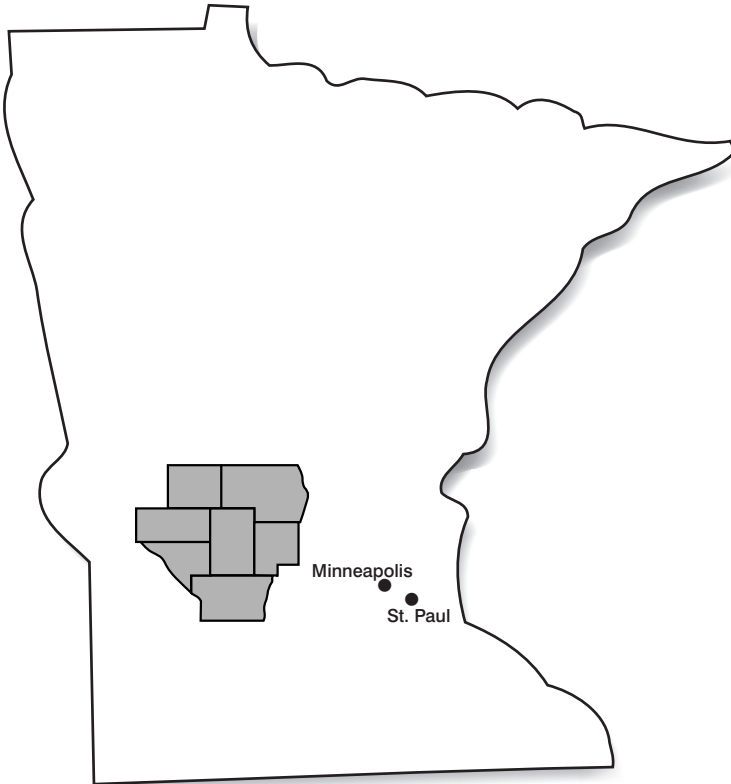
Additional Services

Press page reproduction
(9 1/2" x 21")
Full color \$35.00

Scanning

A \$25 fee will be applied for any artwork over 12"x18" that requires scanning.

COMMUNITY PROFILE



Population

The population of the City of Willmar is 18,183 (2005) and Kandiyohi County's population is 41,088 (2006). Our coverage area targets a regional trade center that serves the following counties: Kandiyohi, Swift, Chippewa, Renville, Meeker, Pope, and Stearns. Willmar's median age is 34.2 with 25.4% of the population ages 35-54 years old. 23.5% of the population is 55 plus. 30.5% are 19 and under with the remaining 20.6% 20-34 years old.

Willmar is located 97 miles west of Minneapolis and 61 miles south of St. Cloud.

Retail Sales & Income

Kandiyohi County's retail sales totaled \$450,349,123 in 2003. Median household disposable income is \$43,233.

Housing

75.5% of residences in the county are owner-occupied. The median value of owner-occupied homes is \$90,400.

Employment & Labor Force

Kandiyohi County has a total labor force of 21,499 (2002). Unemployment is at 3.4% in 2005.

Sources: MN State Demographer's Office, A, Sales & Marketing Management, <http://quickfacts.census.gov>, www.kandiyohi.com, www.kandiyohi.com/business/wla_demo_profile.pdf

PERSONNEL

Steve Ammermann
Publisher/General Manager

Jan Queenan
Advertising Director

Kari Gislason
Asst. Advertising Director
Marketing Director

Kelly Boldan
Editor

Scott Thoma
Sports Editor

Mark Herman
Circulation Director

Lila Rekedal
Business Manager

Dale Engstrom
Information Systems Manager

Why Newspapers?

Most Frequently Used Ad Medium

A key indicator of advertising "wantedness" is where consumers choose to go when the purpose is to gather information for shopping. Fifty-five percent of adults said they use newspapers most of the time for checking ads for things they might want to buy.

Advertising Medium Used Most of the Time	Percent of Adults
Newspapers	55%
Internet	19
Direct Mail	9
Television	8
Magazines	4
Radio	2
Yellow Pages	1

Source: NAA's 2006 Consumer Usage of Newspaper Advertising, Conducted by Mori Research

Recent Media Usage

Fifty-three percent of consumers used newspapers in the past seven days to help plan shopping or make purchasing decisions - as did seventy-one percent over the past 30 days. Newspapers remain well ahead of other media on these measures of recent usage for shopping.

Advertising Medium Used Most Recently	Past 30 Days	Past 7 Days
Newspapers	71%	53%
Internet	45	27
Direct Mail	42	15
Television	39	20
Magazines	31	9
Yellow Pages	21	6
Radio	19	5
Billboards	6	1

Source: NAA's 2006 Consumer Usage of Newspaper Advertising, Conducted by Mori Research