

# RETAIL

## ADVERTISING RATES

WISCONSIN STATE  JOURNAL

 MADISON.COM

## Wisconsin State Journal and Madison.com reach 81% of metro area adults.

Source: Lear Report, 2015 Print & Digital - reach past 7 days

### DAILY NEWSPAPERS

Contract Level  
Wisconsin State Journal

	(Mon-Sat)	(Sun)
Open	80.75	111.00
6x/6 Weeks	53.10	72.10
13x/13 Weeks	51.60	70.60
26x/26 Weeks	50.25	69.20
52x/52 Weeks	48.30	67.00
\$2,500	65.55	89.30
\$5,000	53.10	72.10
\$10,000	51.60	70.60
\$25,000	50.25	69.20
\$50,000	48.30	67.50
\$75,000	46.95	65.25
\$100,000	45.75	64.05
\$150,000	45.20	63.40

#### Joint Promotion Rates

Wisconsin State Journal Daily	65.60
Wisconsin State Journal Sunday	89.30

#### Color Rates

Full-Run Color: Metro Daily & Sunday

	Metro Daily	Sunday
1 Color & black	495.00	560.00
2 Color & black	760.00	860.00
3 Color & black	815.00	920.00

Print prices include 1-month of Search Boost."

Thanksgiving Day edition is rated at Sunday rates.

Political/advocacy advertising must state name of individual or group placing the ad and be pre-paid by space reservation deadline.

#### Preferred Positioning

Page +25%

Section +15%

### CONTACTS

#### Advertising Information

Phone: (608) 252-6200

Fax: (608) 252-6333

#### MADISON

1901 Fish Hatchery Road  
Madison, WI 53713

PO Box 8056  
Madison, WI 53708

#### Vice President of Sales & Marketing

Joe Allen

(608) 252-6274

jallen@madison.com

#### Regional Director of Classified and Niche Publications

Matt Meyers

(608) 252-6235

mmeyers@madison.com

#### Regional Director of Controllable Retail

Scott Zeinemann

(608) 252-6092

szeinemann@madison.com

#### BEAVER DAM

(888) 887-0111

805 Park Avenue  
Beaver Dam, WI 53916

PO Box 558  
Beaver Dam, WI 53916

#### PORTAGE

(800) 236-2110

1640 LaDawn Drive  
Portage, WI 53901

PO Box 470  
Portage, WI 53901

#### General Manager

Jon Denk

(608) 745-3571

jdenk@madison.com

All Wisconsin State Journal rate card display advertising rates include both print and online.

WISCONSIN STATE  JOURNAL |  MADISON.COM

## REQUIREMENTS & REGULATIONS

### Mechanical Requirements

#### Page Sizes

Full page depth	21.5"
Full page width	9.8889"
Double truck width	20.889"
ROP Tabloid page width	9.8889"
Modular Tabloid page width	10.25"
Tabloid page depth	10"
Full page billed at	129"
Double truck billed at	279.5"
Tabloid page billed at	60"

### Column Widths

#### Size

1 Column	1.5556"
2 Columns	3.2223"
3 Columns	4.8889"
4 Columns	6.5556"
5 Columns	8.2223"
6 Columns	9.8889"

### ROP Size: Two Facing Pages

Ads may be faced together when layout conditions permit, when each ad is four, five or six columns wide and total space exceeds 129".

### Advertising Sizes

All ROP ads in excess of 18" in depth will be set and billed at 21.5 inches. Ads smaller than minimum depth for column width will be accepted when possible and will be charged at the minimum depth for column width. Double trucks will be billed for the two pages of space occupied, plus a full 21.5 inches for the center column (gutter).

### Advertising Elements

Customer-furnished, black & white camera-ready halftone material should be 85-line or 100-line screen (65-line material accepted but not recommended). Halftones should not have less than a 3% highlight positive print dot, 35% middle-tone positive print dot, and no more than 85% positive print shadow dot. Camera-ready material must be smooth-matte-finish black & white.

### Reservations for color advertisements

For color advertisements that require scanning, ad layout and copy should be submitted 24 hours in advance of normal deadlines. Publication of color ads may be restricted by press capacity.

### Late Reservations/Cancellations

Advertisements cancelled after cancellation deadline will be billed at 100% of ad cost. Late reservations will be accepted on a space-available basis, subject to a 25% surcharge.

### Advertising Dispatch

Minimum size for proof copies and tear sheets is 15 inches. Proofs also available by fax or e-mail. For further dispatch information, please contact your Capital Newspapers advertising sales consultant or call 608-252-6200.

Proofs will be furnished only for advertisements with complete copy and layouts received by deadline. When production-ready layout services are required, advance deadline 24 hours.

Advertising will be considered approved if corrections are not received by 11 a.m. on the day prior to publication. Sunday and Monday corrections are due by noon on Friday.

For advertisements that require layout, typesetting or scanning, advance normal deadlines 24 hours. Reservation for space and color should be made at least five days prior to publication date.

If ads are produced by Wisconsin State Journal, creative service charges apply.

## PRE-PRINTED INSERT RATES

(Per thousand inserted)

Publications

Contract Level	Full Run		Expanded Dane County		Target <sup>2</sup> 40K-80K quantity		Target 8K-40K quantity		Direct-Mailed Non-Paid		
	Weekday*	Weekend	Weekday*	Weekend	Weekday*	Weekend	Weekday*	Weekend	Full Zone <sup>3</sup>	Target	Weight Limit
Single Sheet	42	46	47	52	52	61	58	66	46	52	.21 oz
2 Broad / 4 Tab	48	51	61	64	65	74	70	81	53	63	.33 oz
4 Broad / 8 Tab	55	59	70	77	73	86	80	92	66	74	.62 oz
6 Broad / 12 Tab	65	69	84	89	88	104	94	109	79	88	.98 oz
8 Broad / 16 Tab	72	77	93	100	97	117	102	122	89	101	1.30 oz
10 Broad / 20 Tab	82	88	103	111	108	126	113	133	102	112	1.63 oz
12 Broad / 24 Tab	93	98	109	117	114	134	119	139	113	124	1.95 oz
14 Broad / 28 Tab	96	100	111	118	115	136	120	141	124	138	2.28 oz
16 Broad / 32 Tab	98	103	112	119	116	137	121	142	138	151	2.60 oz
18 Broad / 36 Tab	99	104	113	120	117	139	122	144	149	162	2.93 oz
20 Broad / 40 Tab	100	105	114	121	118	141	123	146	161	175	3.25 oz

\* Wisconsin State Journal does not insert on Monday, Tuesday and Saturday.

\* Thanksgiving Day preprints are rated at the Wisconsin State Journal Sunday rate/full run only.

### EMC Delivery to Non-subscribers

Wednesday Quantity: 115,000 (in house Wednesday)

• Both available by ZIP Code delivery

### Reservations & Delivery

Reservations should be made at least three weeks in advance of publication date, and inserts should arrive at print facility at least 10 days prior to publication. Shipments must arrive prepaid. Bulk shipment on wooden skids preferred. Skid runners should be at least 28 inches apart to permit forklifting. For specific delivery information, contact your Capital Newspapers advertising sales consultant or call Kim Wustrack, Preprint Coordinator, at (608) 252-6265.

- Expanded Dane County includes all Dane County plus selected cities in surrounding counties on major traffic lanes.
- Targeted distribution of inserts in quantities of as few as 8,000 is available most weekdays. Smaller quantities must have a flexible drop date. Minimum charge is \$500. Preprint rates may vary based upon page size, weight or stock. For details, contact your Capital Newspapers advertising sales consultant.
- Full Zone is any full county (Dane, Sauk, Columbia, Juneau or Dodge), non-paid.

### Insert Size Requirements

Minimum 7 1/2" x 7 1/2"

Maximum 11" x 11"

### Insert Frequency discount

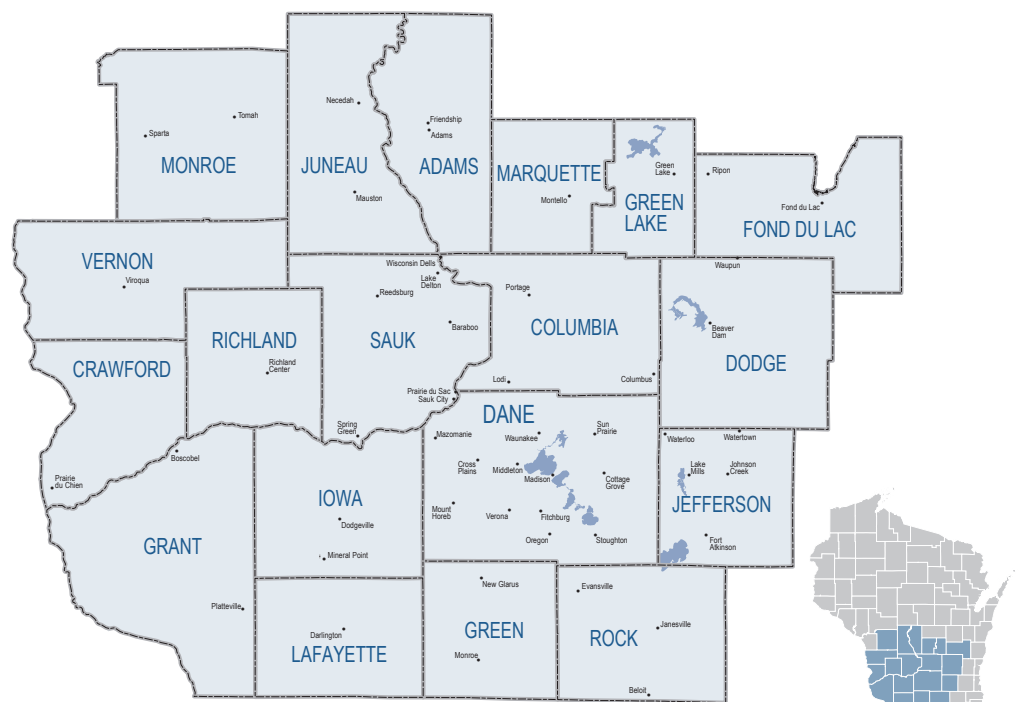
The following discounts are available for advertisers contracting for a 12-month period:

6-24 preprints/year	5% discount
25-60 preprints/year	10% discount
61-90 preprints/year	15% discount
91+ preprints/year	20% discount

### Additional Pages

Standard	\$0.50 per page
Tabloid	\$0.25 per page

Weight limits shown above will comfortably handle most inserts. Weights indicated are averages for tabloid-size pages on 30# newsprint stock with heavy 4-color ink coverage. Weights in excess of limits shown will result in a pro-rated surcharge. For example, if an insert weighs 10% more than the value shown, a 10% surcharge will be applied. Products delivered by the USPS are subject to base rate changes with 30 days notice.



## REGIONAL PUBLICATIONS

Contract Level	Portage Daily Register or Baraboo News Republic	Daily Citizen	Weekend Citizen
Pick-Up Rate	6.12	6.00	7.00
Open	20.10	11.60	12.60
6X/6 Weeks	16.32	10.51	11.42
13X/13 Weeks	13.77	10.30	11.22
26X/26 Weeks	12.49	9.89	10.71
52X/52 Weeks	11.75	9.55	10.40
\$2,500	13.77	10.51	11.42
\$5,000	12.49	10.30	11.22
\$10,000	11.75	9.87	10.71
\$25,000	11.02	9.55	10.40
\$50,000	10.10	9.14	10.10
\$75,000	10.10	9.75	9.75
\$100,000	10.10	8.32	9.47

## WEEKLY PUBLICATIONS

Contract Level	Wisconsin Dells Events (Wed & Sat)	Juneau County Star-Times (Wed & Sat)	Reedsburg Times-Press (Wed & Sat)	The Sauk Prairie Eagle (Wednesday)	Columbus Journal (Saturday)
Pick-Up Rate	5.10	5.10	5.10	5.10	5.00
Open	12.80	12.80	8.60	8.60	7.40
6x/6 Weeks	11.11	11.11	8.06	8.06	6.81
13x/13 Weeks	10.10	10.10	7.14	7.14	6.69
26x/26 Weeks	9.44	9.44	7.02	7.02	6.41
52x/52 Weeks	8.67	8.67	6.70	6.70	6.20
\$2,500	10.10	10.10	7.14	7.14	6.81
\$5,000	9.43	9.43	7.02	7.02	6.69
\$10,000	8.69	8.69	6.70	6.70	6.41
\$25,000	7.96	7.96	6.37	6.37	6.20
\$50,000	7.25	7.25	5.72	5.72	6.00

## BADGERLAND VALUES Dane County Metro, Suburban, Sauk & Juneau Zones and Dodge only

Contract Level	One Zone	Contract Level	One Zone	Dodge Only
Pick-Up Rate	6.75	\$2,500	14.20	6.95
Open	16.60	\$5,000	13.46	16.50
6X/6 Weeks	15.71	\$10,000	12.85	15.38
13X/13 Weeks	14.20	\$25,000	12.23	15.10
26X/26 Weeks	13.46	\$50,000	10.81	14.65
52X/52 Weeks	12.85			14.44

## DODGE COUNTY NON-PAID DISTRIBUTION

Contract Level	Monday Mini	Shopping Reminder	Shoppers View	Monday Marketeer
Pick-Up Rate	5.00	5.00	5.00	5.00
Open	10.44	7.76	8.84	9.96
6x/6 Weeks	9.38	6.77	7.73	8.98
13x/13 Weeks	9.10	6.69	7.63	8.71
26x/26 Weeks	8.81	6.45	7.34	8.40
52x/52 Weeks	8.53	6.12	6.98	8.12
\$2,500	9.38	6.77	7.71	8.98
\$5,000	9.10	6.69	7.63	8.71
\$10,000	8.81	6.45	7.34	8.43
\$25,000	8.53	6.12	6.98	8.12
\$50,000	8.32	5.88	6.69	7.96
\$75,000	8.12	5.61	6.41	7.77
\$100,000	7.92	5.37	6.12	7.57

## COLOR RATES

Daily Publications & Shoppers			
	1 color & black	2 color & black	Full Color
1 product	95	150	225
2 or more	85	135	200
Weekly publications			
	1 color & black	Full Color	
	75	150	

## CREATIVE CHARGES

Madison	1/32 <sup>nd</sup>	1/16 <sup>th</sup>	1/8 <sup>th</sup>	QP	HP	FP	DT
New Build	10	10	25	25	75	100	250
PU w/Change	5	5	13	13	38	50	125
Beaver Dam/Portage	1/32 <sup>nd</sup>	1/16 <sup>th</sup>	1/8 <sup>th</sup>	QP	HP	FP	DT
New Build	6	6	15	15	50	75	125
PU w/Change	3	3	8	8	25	38	75

## ADVERTISING DEADLINES

### Daily Newspaper Deadlines

Day (Publication)	Space/Copy Deadline
Monday	THU 4 p.m.
Tuesday	FRI 4 p.m.
Wednesday	FRI 4 p.m.
Thursday	MON 4 p.m.
Thursday (Advance)	MON 12 noon
Friday	TUE 4 p.m.
Saturday	WED 4 p.m.
Sunday	WED 4 p.m.
Sunday (Advance)	TUE 4 p.m.

### Weekly & Badgerland Values Deadlines

Space/Copy Deadline
The Cap Times (Wednesday) THU 5 p.m.
Juneau Co. Star-Times (Wednesday) FRI 4 p.m.
Reedsburg Times-Press (Wednesday) FRI 4 p.m.
The Sauk Prairie Eagle (Wednesday) FRI 4 p.m.
Wisconsin Dells Events (Wednesday) FRI 4 p.m.
Badgerland Values (Wednesday) THU 4 p.m.
Juneau Co. Star-Times (Saturday) WED 4 p.m.
Reedsburg Times-Press (Saturday) WED 4 p.m.
Wisconsin Dells Events (Saturday) WED 4 p.m.
Columbus Journal (Saturday) WED 4 p.m.
Shopping Reminder (Monday) THU 4 p.m.
Monday Mini (Monday) THU 4 p.m.
Monday Marketeer (Monday) WED 4 p.m.
Shopper's View (Monday) THU 4 p.m.
Weekend Citizen (Advance) WED 4 p.m.

The deadlines above apply to all space reservations and production-ready advertising. All deadlines advance during holiday periods.

## ELECTRONIC AD SUBMISSION

Ad Transfers (Website)  
dropbox.capitalnewspapers.com  
Please always send a copy to your advertising sales consultant.

## PRINT PRODUCTS

### Madison

#### Wisconsin State Journal

South Central Wisconsin's newspaper of record.  
Published: Monday–Sunday  
Circulation:  
Daily 64,765  
Sunday 85,925

#### The Cap Times

The local and progressive weekly newspaper for Madison and Dane County.  
Published: Wednesday  
Circulation: 63,000 + 9,000 Racked

#### Badgerland Values

A zoned shopper delivered free to homes throughout the Capital Region.  
Published: Wednesday  
Distribution:  
Columbia 14,710  
Sauk 14,785  
Juneau 12,236  
Madison 77,793  
Dane/Suburban 52,458  
Dodge 17,813

### Regional

#### Daily Citizen

The most widely distributed daily newspaper in Dodge County.  
Published: Monday–Saturday  
Circulation:  
Mon–Fri 6,840  
Saturday 8,082

#### Portage Daily Register

Columbia County's daily newspaper of record.  
Published: Monday–Saturday  
Circulation:  
Mon–Fri 3,574  
Saturday 3,417

#### Baraboo News Republic

The daily newspaper serving Sauk County's largest city.  
Published: Monday–Saturday  
Circulation:  
Mon–Fri 3,083  
Saturday 3,018

#### Wisconsin Dells Events

A twice-weekly paper serving Wisconsin Dells and Lake Delton.  
Published: Wednesday & Saturday  
Circulation:  
Wednesday 1,905  
Saturday 1,911

#### Juneau County Star–Times

A twice-weekly newspaper serving Mauston and Juneau County.  
Published: Wednesday & Saturday  
Circulation:  
Wednesday 2,070  
Saturday 2,063

#### Columbus Journal

The official newspaper for the city of Columbus.  
Published: Saturday  
Circulation: 1,374

#### Reedsburg Times–Press

A twice-weekly newspaper serving Northern Sauk County.  
Published: Wednesday & Saturday  
Circulation:  
Wednesday 799  
Saturday 790

#### The Sauk Prairie Eagle

The weekly local news source for Sauk City and Prairie du Sac.  
Published: Wednesday  
Circulation: 1,434

#### Monday Marketeer

A shopper serving the outlying areas north of Beaver Dam.  
Published: Monday  
Distribution: 9,251

#### Shopper's View

A shopper reaching every household in Eastern Dodge County.  
Published: Monday  
Distribution: 5,683

#### Monday Mini

A full-coverage publication serving greater Beaver Dam.  
Published: Monday  
Distribution: 5,155

#### Shopping Reminder

The most cost-effective shopper available in the Columbus, Fall River and Rio areas.  
Published: Monday  
Distribution: 3,414

### Websites

#### madison.com

The #1 local website in the Capital Region.

#### WiscNews.com

A collection of online Capital Region news sources outside Dane County.

### Specialty

#### Agri-View

Wisconsin's premier weekly agricultural newspaper.  
Published: Thursday  
Distribution: 31,896

#### Apartment Showcase

Free apartment rental information for Madison.  
Published:  
Madison December & June  
Distribution: 25,500

#### JOBS

A weekly resource for Madison-area job listings.  
Published: Tuesday  
Circulation: 5,000

#### Nursingmatters

A monthly publication dedicated to fostering the growth of professional nursing.  
Mailed: Monthly  
Distribution: 21,000

## PAYMENT & LIABILITY

### Commissions

All local display and classified rates are net non-commissionable unless otherwise indicated.

### Payment Terms

Payment for advertising (other than cash in advance) is due on the 25th of the month following services with credit approval. If not paid by the 25th of the month following service, balance will be subject to a 1% per month (12% per annum) service charge, the contract may be regarded as void, and the non-contract earned rate may be applied against all advertising used during the life of the contract. Unpaid past balance on any account may result in cancellation of pending advertising.

### Credit

All advertisements are subject to credit approval prior to publication deadlines unless advertising is prepaid before reservation deadline.

### Liability

The liability regulations described herein apply to all Capital Newspapers advertising. The Publisher may refuse any advertising deemed unacceptable.

Capital Newspapers accepts responsibility for publishing each ad correctly, as determined by original copy and if submitted on or before deadline. Capital Newspapers will not accept liability for changes in copy after advertising has been proofed. In the event of an error, liability of Capital Newspapers is limited to a correction, if requested, or credit only for the actual space occupied by the incorrect item. All advertising is accepted on an ROP (run of paper) basis unless preferred position is purchased. Claims for adjustment must be made within 24 hours of first day of publication. All rates are firm, in compliance with government regulations, and not subject to rebates. Capital Newspapers cannot be liable for advertisements not run or be responsible for content of advertisements.

Advertising orders directing insertion of advertisements in specific positions or designated page "or omit" will not be accepted. Position of advertisements is not guaranteed. Publisher will attempt to meet customer requests but will make no adjustments, re-runs, or refunds because of advertising position.

No ads will be placed in an upside-down position. Advertising that resembles news or editorial content must be set in a sans-serif typeface, be bordered by a minimum 1-point border and have the word "ADVERTISEMENT" in 10-point type across the top of the ad.

By advertising with Capital Newspapers and its publications, advertiser agrees to all advertising terms and conditions as set forth by Capital Newspapers. For further details about or explanations of all Capital Newspapers advertising terms and conditions, contact your Capital Newspapers advertising sales consultant or visit [www.capitalnewspapers.com](http://www.capitalnewspapers.com).

### Coupon Backing

Only advertisements containing a coupon (when backed by another coupon) will be considered for adjustment. Position requests of "no coupon-backing" or backing with specific categories of advertising units will not be held valid for credit or make-good purposes. In the event of lost checking copies or other claims, payment must be made. Claims for adjustment will be handled promptly; however, claims made 30 days after publication or service will not be considered.

Source: AAM (Alliance for Audited Media) Quarterly Data Report – Q2-2015  
Wisconsin State Journal, Baraboo, Portage and Beaver Dam