2018 EARNED RATES FOR DISPLAY ADVERTISING

**MONTHLY LINEAGE**

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate 1</th>
<th>Rate 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open</td>
<td>$15.88</td>
<td>$12.22</td>
</tr>
<tr>
<td>52”-81”</td>
<td>$15.34</td>
<td>$12.00</td>
</tr>
<tr>
<td>82”-128”</td>
<td>$14.60</td>
<td>$11.80</td>
</tr>
<tr>
<td>129”+</td>
<td>$14.20</td>
<td>$11.40</td>
</tr>
</tbody>
</table>

*The Northeast Iowa Shopper is now on our Website at www.charlescitypress.com

**TUESDAY PRESS**

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate 1</th>
<th>Rate 2</th>
</tr>
</thead>
<tbody>
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</tr>
</tbody>
</table>

*Monthly lineage count starts at the 1st of each month and ends on the last calendar day of the month.

**INSERT RATES**

- **COLOR CHARGE:** All Color will be charged at $3.00/col. inch
- All Color Prices are Per Page & Per Publication.
- **POSITION:** Requests for position will be honored when possible, BUT ARE NOT GUARANTEED!

<table>
<thead>
<tr>
<th>Minimum Charge</th>
<th>$225</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Sheet</td>
<td>$60M</td>
</tr>
<tr>
<td>4 Page Tab</td>
<td>$62M</td>
</tr>
<tr>
<td>8 Page Tab</td>
<td>$68M</td>
</tr>
<tr>
<td>12 Page Tab</td>
<td>$76M</td>
</tr>
<tr>
<td>16 Page Tab</td>
<td>$82M</td>
</tr>
<tr>
<td>20 Page Tab</td>
<td>$97M</td>
</tr>
<tr>
<td>24 Page Tab</td>
<td>$112M</td>
</tr>
<tr>
<td>28 Page Tab</td>
<td>$127M</td>
</tr>
<tr>
<td>32 Page Tab</td>
<td>$137M</td>
</tr>
</tbody>
</table>

Above prices are for full run inserts. There is a 10% additional charge for Zoned Inserts.

**PACKAGE ADVERTISING RATES**

- **RERUN PACKAGE**
  - $6.50 col. inch
  - Run your ad, with no copy changes, in any of our publications within 6 days
  - *Rerun rates do not apply towards monthly lineage

- **TRI-RUN PACKAGE**
  - 3 Run Package @ $28.00 col. inch
  - Run your ad, with no copy changes, in any 3 of our publications within 6 days

- **FULL WEEK PACKAGE**
  - 6 Run Package @ $44.00 col. inch*
  - Run your ad, with no copy changes, in all 6 of our publications during any calendar week.
  - *Includes FREE Classified Listing

**CANCELLATION POLICY**

All reserved space will be billed at normal rates unless cancelled two days prior to deadline.

**FOR ALL YOUR ADVERTISING CONTACT:**

Joel L. Gray, General Manager
PHONE: (641) 228-3211 • FAX: (641) 228-2641
801 RIVERSIDE DRIVE • CHARLES CITY, IOWA 50616

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**ZIP CODE COVERAGE**

<table>
<thead>
<tr>
<th>Zip Code</th>
<th>Town</th>
</tr>
</thead>
<tbody>
<tr>
<td>50616</td>
<td>Charles City</td>
</tr>
<tr>
<td>50658</td>
<td>Nashua</td>
</tr>
<tr>
<td>50435</td>
<td>Floyd</td>
</tr>
<tr>
<td>50471</td>
<td>Rudd</td>
</tr>
<tr>
<td>50468</td>
<td>Rockford</td>
</tr>
<tr>
<td>50461</td>
<td>Osage</td>
</tr>
<tr>
<td>50659</td>
<td>New Hampton</td>
</tr>
<tr>
<td>50466</td>
<td>Riceville</td>
</tr>
<tr>
<td>50460</td>
<td>Greene</td>
</tr>
<tr>
<td>50603</td>
<td>Alta Vista</td>
</tr>
<tr>
<td>50628</td>
<td>Elma</td>
</tr>
<tr>
<td>50465</td>
<td>Ionia</td>
</tr>
<tr>
<td>50619</td>
<td>Clarksville</td>
</tr>
<tr>
<td>50636</td>
<td>Orchard</td>
</tr>
<tr>
<td>50630</td>
<td>Freierdberg</td>
</tr>
<tr>
<td>50660</td>
<td>Lawler</td>
</tr>
<tr>
<td>50617</td>
<td>Lawler</td>
</tr>
</tbody>
</table>

**READERSHIP - 50,000**

**PLUS OVER 20 AGENT LOCATIONS!**

Visit us on the web www.charlescitypress.com
**2018 National Display Advertising Rates**

- **Charles City PRESS** newspaper: $14.82 col. inch
- **TMC** Tuesday Northeast Iowa Shopper: $18.87 col. inch
- **Newspaper/TMC Combination**: $26.26 col. inch
- **Weekly Special Web Advertising**: $5.00 col. inch

*Ad must first run in one newspaper publication no more than 6 days prior to web publish.*

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**2018 NATIONAL INSERT RATES**

- Minimum Charge: $228
- Single Sheet: $69 CPM
- 4 Page Tab: $71 CPM
- 8 Page Tab: $76 CPM
- 12 Page Tab: $83 CPM

- 16 Page Tab: $88 CPM
- 20 Page Tab: $94 CPM
- 24 Page Tab: $115 CPM
- 28 Page Tab: $132 CPM
- 32 Page Tab: $150 CPM

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**COLOR CHARGE**: $130.00 one color and black; $225 two colors and black; $345 four color

All Color Prices are Per Page & Per Publication. Perfect registration will not be guaranteed on type smaller than 10 point.

**POSITION**: Requests for position will be honored when possible, BUT ARE NOT GUARANTEED!

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**CHARLES CITY PRESS DEADLINE**: Noon, 2 days prior to publication

**NORTHEAST IOWA SHOPPER DEADLINE**: Noon, Thursday

(RATES SUBJECT TO CHANGE WITHOUT NOTICE)

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**PHONE**: 641-228-3211 • **FAX**: (641) 228-2641

801 RIVERSIDE DRIVE • CHARLES CITY, IOWA 50616

EMAIL: joel@charlescitypress.com

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**PRIVATE PARTY CLASSIFIED RATES**

- **Charles City Press**: $5.00
- **Northeast Iowa Shopper**: $6.00

For Rent, For Sale, Miscellaneous, etc.

**BLIND BOX SERVICE AVAILABLE**

MUST BE A DISPLAY AD

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**DISPLAY AD RATES**

- **Northeast Iowa Shopper**: $15.88 per col. inch
  - Charles City Press: $12.22 per col. inch
  - Rerun rate: $6.50 per col. inch
  - Shopper/Press Combo: $22.38 per col. inch

- 3x Run Package: $28.00 per col. inch
- 6x Run Package: $44.00 per col. inch

Includes FREE Classified (5 Press runs & Shopper with-in a weeks period)

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**Column Sizes**

- 1 column - 1.8125”
- 2 columns - 3.75”
- 3 columns - 5.6875”
- 4 columns - 7.625”

11.5” wide x 21.25” tall

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**FREEDOM OF INFORMATION**

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**FOR RENT**

- Very large 2 bedroom apartment in Rockford.


Call 641-000-0000

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**FOR SALE**

- 2004 Saturn Ion, 100K miles, very little rust, new fuel & battery in September. Regular oil changes and tuneups. Great gas mileage, runs great! Asking $3,500 OBO. Call XXX-XXXX-XXXX for more information.

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**FOR RENT**

- 3 Bedroom, 2 bathroom house at New Hampton. Recently updated kitchen and bathrooms, all appliances included, close to school and park. Call XXX-XXXX-XXXX for more info.