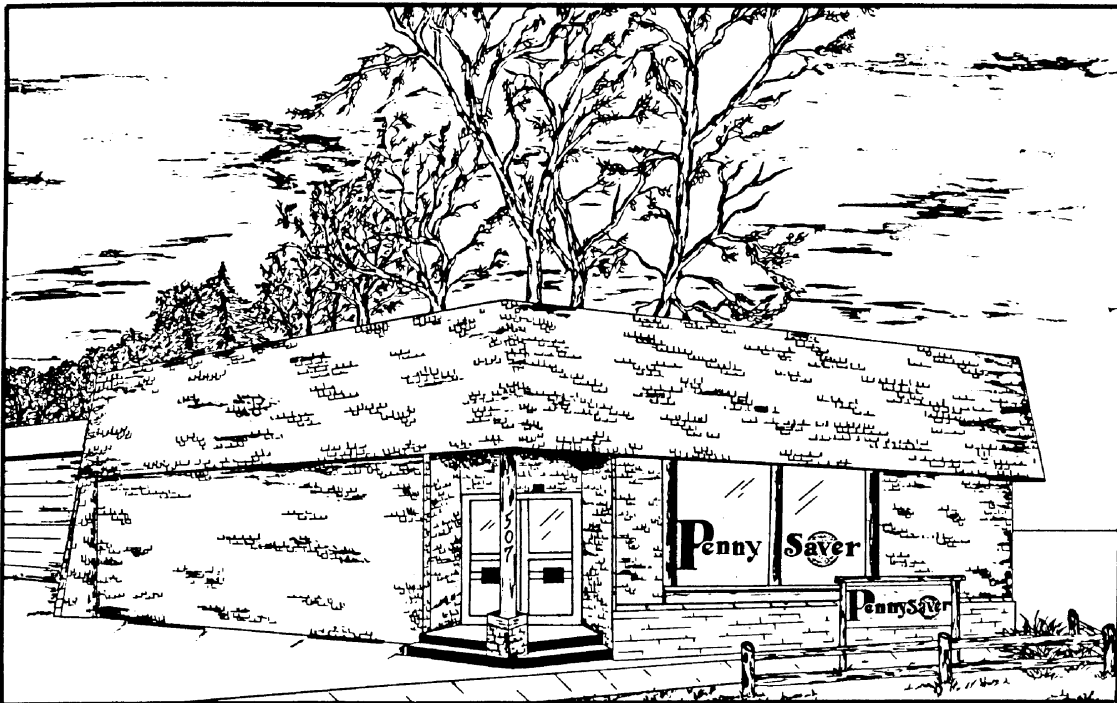



Advertising Schedule of Rates

Effective January 1, 2010



Penny Saver 

507 E. Anson St.
P.O. Box 246
Marshalltown, Iowa 50158
(641) 752-6630
FAX (641) 752-7073
www.marshalltownpennysaver.com
E-mail: ps@marshalltownpennysaver.com



507 East Anson St. • P.O. Box 246 • Marshalltown, Iowa 50158 • (641) 752-6630

DISPLAY ADVERTISING RATE SCHEDULE

Effective January 1, 2010

DISPLAY ADVERTISING

FRONT PAGE (Includes Process Color - No Discounts)	\$1,120
Open Rate.....\$13.75 per inch	432".....\$10.94 per inch
72".....\$13.47 per inch	576".....\$10.48 per inch
144".....\$12.35 per inch	1152".....\$10.08 per inch
216".....\$11.71 per inch	Auctioneer Rate.....\$12.35 per inch

All Rates Are Non-Commissionable.

WEEKLY CONTRACT RATES

<u>CONTRACT</u>	<u>6 WK.</u>	<u>13 WK.</u>	<u>26 WK.</u>	<u>52 WK.</u>
18" Per Week.....	\$12.27.....	\$12.17.....	\$11.94.....	\$11.71
36" Per Week.....	\$11.22.....	\$10.94.....	\$10.76.....	\$10.66
72" Per Week.....	\$10.38.....	\$10.25.....	\$10.15.....	\$10.03
144" Per Week.....	\$9.12.....	\$8.91.....	\$8.74.....	\$8.46
288" Per Week.....	\$8.23.....	\$8.00.....	\$7.72.....	\$7.38
432" Per Week.....	\$8.11.....	\$7.83.....	\$7.50.....	\$7.27
576" Per Week.....	\$7.83.....	\$7.55.....	\$7.27.....	\$7.10

Advertiser Must Run Minimum Number Of Inches Per Week

All Rates Are Non-Commissionable.

Budget Stretcher Plan

<u>Display Ad Size</u>	<u>Charge Per Time</u>
2"	\$17.12
4"	\$34.24
6"	\$51.36
8"	\$68.48
10"	\$85.59
12"	\$98.11
14"	\$114.46

Ad must be run in 8 consecutive publications with no copy changes. Lineage cannot be used to fulfill other advertising agreements.

Display Advertising Repeat Rate

Any time you run a display ad at contract or monthly earned rates in the Wednesday or Saturday edition of the PennySaver, you may repeat that same ad without copy changes in the next consecutive publication at

1/2 Rate.

This discount does not apply to Budget Stretcher ads.

Penny Saver



507 East Anson St. • P.O. Box 246 • Marshalltown, Iowa 50158 • (641) 752-6630

RATES AND INFORMATION

Effective January 1, 2010

PRE-PRINT INSERT RATES

	Full Insertion	Partial Insertion		Full Insertion	Partial Insertion
8 1/2" x 11" per thousand.....	\$30.00.....	\$33.00	16 Tab Pages per thousand..	\$46.00.....	\$49.00
4 Tab Pages per thousand...	\$32.00.....	\$35.00	20 Tab Pages per thousand..	\$49.00.....	\$52.00
8 Tab Pages per thousand...	\$36.00.....	\$39.00	24 Tab Pages per thousand..	\$53.00.....	\$56.00
12 Tab Pages per thousand.	\$43.00.....	\$46.00	28 Tab Pages per thousand..	\$57.00.....	\$60.00

Over 28 page tabloid pages add \$4.00 per thousand.
 Inserts must be quarter-folded and boxed or bundled.
 Minimum charge for partial insertion is \$250.00
 All Rates Are Non-Commissionable.

Color Advertising Rates

Black + 1 Color.....	\$60.00
Black + 2 Colors.....	\$105.00
Black + 3 Colors.....	\$145.00

General Information

Mechanical Specifications

Width of Page.....	9 Columns
Width of Column.....	1 Inch
Length of Page.....	16 Inches
Column Inches Per Page...	144 Inches

Deadlines

Display	
Wed. Edition.....	4 P.M. Fri.
Sat. Edition.....	4 P.M. Wed.
Classified	
Wed. Edition.....	3:30 P.M. Mon.
Sat. Edition.....	3:30 P.M. Thurs.
Preprint	
One Week Prior To Insertion	

Classified Rates

Private Party Ads

4 Lines - \$7.58
 Private individuals only. No commercial ads
 Additional lines are just \$1.67 each.

Business Ads

3 Lines - \$7.58
 Additional lines are just \$1.67 each.

Garage Sale Ads

7 Lines - \$9.00
 Additional lines are just \$1.65 each.
Free Garage Sale Kit

Kit Includes: 2 Signs & Inventory List


Sell Your Car, Truck, Van, SUV, Motorcycle, RV, Camper or Boat

3 Months – 5 Lines with Picture – \$42.00
 Private party ads only. Must include price.
 No copy changes. Without Picture \$32.00.

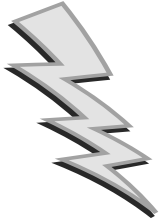
Midwest Classified Network

Reach Up to 3.5 Million Midwest Homes Weekly!
ALL – Your ad is placed in all of the MCN circulation at a cost of \$199.00 for 30 words.
IOWA – Your ad is placed in all of the Iowa MCN publications and sells for \$159.00 for 30 words.
 ADDITIONAL WORDS – \$2.00 for each additional word over 30 words.

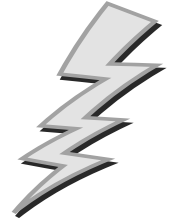
PennySaver



507 East Anson St. • P.O. Box 246 • Marshalltown, Iowa 50158 • (641) 752-6630



Brand Power



Inches	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>
9x weekly - PS Wed/Sat, Tama Shopper and six weeklies — 133,000 readers							
Per inch rate	\$2.78	\$2.78	\$2.78	\$2.78	\$2.78	\$2.78	\$2.78
Per ad cost	\$11.12	\$13.90	\$16.68	\$19.46	\$22.24	\$25.02	\$27.80
Total \$ per week	\$100.08	\$125.10	\$150.12	\$175.14	\$200.16	\$225.18	\$250.20
Total \$ per month	\$433.68	\$542.10	\$650.52	\$758.94	\$867.36	\$975.78	\$1,084.20
Total \$ per year	\$5,204	\$6,505	\$7,806	\$9,107	\$10,408	\$11,709	\$13,010

6x weekly - PS Wed/Sat, Tama Shopper and three weeklies — 98,000 readers

Per inch rate	\$3.65	\$3.65	\$3.65	\$3.65	\$3.65	\$3.65	\$3.65
Per ad cost	\$14.60	\$18.25	\$21.90	\$25.55	\$29.20	\$32.85	\$36.50
Total \$ per week	\$87.60	\$109.50	\$131.40	\$153.30	\$175.20	\$197.10	\$219.00
Total \$ per month	\$379.60	\$474.50	\$569.40	\$664.30	\$759.20	\$854.10	\$949.00
Total \$ per year	\$4,555	\$5,694	\$6,832	\$7,971	\$9,110	\$10,249	\$11,388

4x weekly - PS Wed/Sat, Tama Shopper and one weekly – 70,000 readers

Per inch rate	\$4.12	\$4.12	\$4.12	\$4.12	\$4.12	\$4.12	\$4.12
Per ad cost	\$16.48	\$20.60	\$24.72	\$28.84	\$32.96	\$37.08	\$41.20
Total \$ per week	\$65.92	\$82.40	\$98.88	\$115.36	\$131.84	\$148.32	\$164.80
Total \$ per month	\$285.65	\$357.07	\$428.48	\$499.89	\$571.31	\$642.72	\$714.13
Total \$ per year	\$3,427	\$4,284	\$5,141	\$5,998	\$6,855	\$7,712	\$8,569

Publications

PennySaver
Tama County Shopper
Tama News-Herald
Toledo Chronicle
Traer Star-Clipper
Reinbeck Courier
Gladbrook Northern Sun-Print
Dysart Reporter

Publication Day

Wed./Sat.
Wednesday
Thursday
Tuesday
Thursday
Thursday
Thursday
Thursday

Circulation

16,500 ea.
13,500
3,200
3,200
2,500
1,850
1,350
900

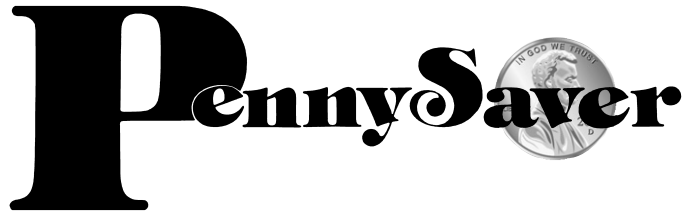
Total 43,000



507 East Anson St. • P.O. Box 246 • Marshalltown, Iowa 50158 • (641) 752-6630

Terms and Conditions

- A.) The publisher reserves the right to
 - Edit, reject, or cancel any advertisement at any time.
 - Charge for copy and/or layout alterations. Additional charges made for line PMT's
 - Designate as "Paid Advertisement" any advertising which should be so designated.
- B.) The Marshalltown PennySaver will not extend credit for advertising orders or space reservations that claim sequential liability.
- C.) The Marshalltown PennySaver does not accept brokered advertising.
- D.) Political advertising must designate the name of the person paying for the ad. In the case of a committee or group, its name and the name of at least one of the officers must appear. Cash with copy.
- E.) Dates and times for cancellation are the same as ad placement deadlines. If time permits, emergency cancellation of advertisements past deadline will be accommodated for a 25% charge of advertising cost.
- F.) 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 is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.
- G.) The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violations of rights of privacy resulting from the publication of the advertiser's advertisement.
- H.) Every effort will be made to meet all position requests. Failure to meet position requests will not constitute cause for adjustment, refund or rerun.
- I.) Minimum size display ad — 2 column inches.
- J.) Advertisements are charged in depth units of one-half inch.
- K.) All advertising is payable in advance, unless credit has been established with The Marshalltown PennySaver Credit Department. It is agreed that where monthly credit is granted, all charges shall be due and payable the 15th day of the month following publication. Credit applications are available upon request.
- L.) All charges are subject to 1¼% per month late charges when left unpaid by the 28th of the month after publication.
- M.) All advertising credit balances must be taken in-kind (i.e., through additional advertising) and must be taken in one year.



507 East Anson St. • P.O. Box 246 • Marshalltown, Iowa 50158 • (641) 752-6630

CONTRACT

Acct # _____

Name of Business _____

Address _____ City/State/Zip _____

Owner _____ Manager _____

Owner Business Phone _____ Manager Business Phone _____

Owner Home Phone _____ Manager Home Phone _____

Person Responsible for Payment of Advertising _____

Email _____

Fax# _____

(Address)

(City/Zip)

(Phone)

The PennySaver is hereby authorized to place advertising in the PennySaver or one of it's products as described herein:

- | | |
|---|--|
| <input type="checkbox"/> Display | <input type="checkbox"/> Budget Stretcher Plan |
| <input type="checkbox"/> Classified | <input type="checkbox"/> Brand Power |
| <input type="checkbox"/> Weekly Contract Rate | <input type="checkbox"/> Pre-Print |
| | <input type="checkbox"/> Other _____ |

_____ (Units) _____ (Weeks, Months or Year) _____ (Rate)

Beginning _____, 20____, and ending _____, 20_____.

In the event of an error in any advertisement, the publisher shall not be responsible for any amount in excess of the space occupied by the noted error, and only responsible for the first time the ad runs incorrectly. In case there is an error in price, the advertising department will furnish a letter to the advertiser stating correct price, but will assume no liability if goods are sold at the incorrect price. For non-insertion of any advertisement, the publisher shall not be liable for any advertisement beyond the amount that may have been pre-paid for such advertisement. It is understood that the person signing below, as controlling principal or other officer, assumes personal responsibility for payment of advertising and job printing charges incurred by the above customer.

Signed By _____ Date _____

(CONTROLLING PRINCIPAL OR OFFICER, OWNER)

Accepted for the PennySaver by _____

CONTRACT TERMS:

- a. All contracts shall be effective for one year from the date shown unless otherwise specified.
- b. The Publisher reserves the right upon thirty (30) days written notice to change the rates and conditions in effect under this Contract. Advertiser reserves the right to accept such change of rate or to cancel Contract without rate adjustment provided cancellation is delivered in writing to the Publisher within the thirty (30) day notice period.
Cancellation of said contract must be a bonafide intent not to advertise. Cancellation of such contracts to sign ensuing contracts to avoid payment of any charge back is not permitted.
- c. 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 is strictly limited to re-publication of the corrected advertisement in any subsequent issue or the refund of any monies paid for the advertisement, if it is warranted as determined by the publisher.
- d. The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.