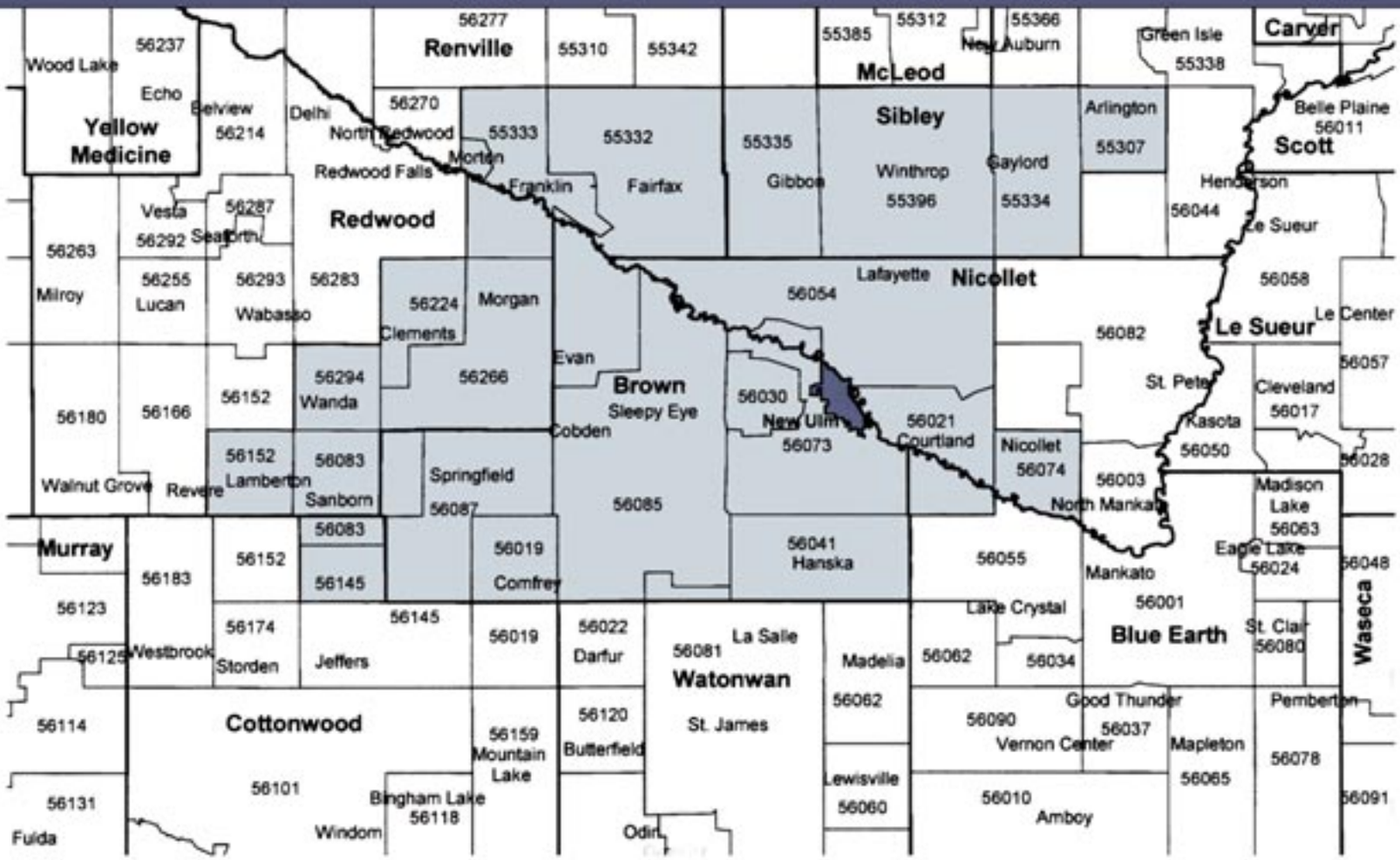
The Journal

303 North Minnesota St. | P.O. Box 487 | New Ulm, MN 56073
Ph. 507.359.2911 | Toll Free 1.800.967-1760 | Fax 507.359.7362

Retail, Preprint & Classified Rates

Effective November 2012



LEGEND

- COUNTY BOUNDARY
- ZIP CODE BOUNDARY
- NEW ULM CORPORATE LIMITS AND ABC CITY ZONE
- ABC RETAIL TRADING ZONE

www.nujournal.com

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303 North Minnesota Street, P.O. Box 487 • New Ulm, MN 56073
Phone 507/359-2911 or Toll Free 1-800-967-1760 (MN ONLY)
FAX 507/359-7362 • WEBSITE: www.nujournal.com

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CIRCULATION

Audit Report for 24 months ending December 31, 2009.

The Journal (Mon.-Sat.)	**7,652**
Sunday	**8,243**

JOURNAL ONLINE:

Over 5,000 sessions daily and growing!

THE RETAILER: *Total Market Coverage*

The Journal Retailer is a weekly free TMC product containing advertising and news from the Journal with over 10,000 unduplicated circulation, published one time per week on Tuesday.

Pick up rate, display.....**$3.60**
Pick up rate, classified.....**$3.10**

PICK UP ADV. DISCOUNT

Advertisement may be published a second time at 25% OFF within the next seven days.

2012 R.O.P. AND PREPRINT

RATES

OPEN R.O.P.....per col. inch **$16.80**
Classified ..... per col. inch **$10.75**

BULK CONTRACT RATES

Yearly Inches	Journal	Retailer
100	**$13.20**	**$3.60**
250	**$12.80**	**$3.60**
500	**$12.45**	**$3.60**
1,000	**$11.00**	**$3.60**
2,000	**$10.90**	**$3.60**
3,000	**$10.85**	**$3.60**
5,000	**$10.75**	**$3.60**
6,000	**$10.55**	**$3.60**
7,000	**$10.25**	**$3.60**
10,000	**$ 9.55**	**$3.60**
15,000	**$ 9.30**	**$3.60**
20,000	**$ 9.10**	**$3.60**
25,000	**$ 8.85**	**$3.60**

COLOR RATES

One color (plus black).....**$65.00** up to one page
$95.00 for two pages
Three color ....**$195.00** up to one page
$255.00 for two pages
Color Stock.....**$45.00**

FREQUENCY BASED CONTRACT RATES

	2"	10"	30"	1 pg.	2 pgs.
50 times per year	**$11.65**	**$10.80**	**$10.65**	**$10.40**	**$10.20**
26 times per year	**$12.00**	**$11.40**	**$10.80**	**$10.70**	**$10.40**
13 times per year	**$12.45**	**$12.10**	**$11.25**	**$10.80**	**$10.70**

NATIONAL RATE

$27.11 (effective July 1, 2012)

SPECIAL PROVISIONS

Churches & Charities $12.25 per column inch.

Four out of Five adults took action as a result of a newspaper ad in the past 30 days. 79% of all adults-not just readers-took action as a result of a newspaper ad in the past 30 days.

Clipped a Coupon 54%, Visited a Store 45%, Bought Something Advertised 46%

www.nujournal.com

JOURNAL ADVERTISING

PRE-PRINTED INSERTS

The following charges are based on normal advertising rates less discounts for composition, printing, labor, etc. For simple calculations, these rates based on various size inserts would be approximately equivalent to:

Single sheet	**$30.00** per thousand
4 tabloid pages	**$34.00** per thousand
6 tabloid pages	**$36.00** per thousand
8 tabloid pages	**$38.00** per thousand
12 tabloid pages	**$43.00** per thousand
16 tabloid pages	**$48.00** per thousand
20 tabloid pages	**$53.00** per thousand
24 tabloid pages	**$58.00** per thousand

Deliver to: The House of Print
322 Benzel Ave. SW
Madelia, MN 56062

***$50** minimum charge*

Shipping must be prepaid, Supplements are machine stuffed. Prices include stuffing charge. All inserts must fit within the newspaper. Insert must be no larger than 11" x 11". If larger, they will need to come folded.

ADVERTISING DEADLINES

Monday paper	Wednesday Noon
Tuesday paper	Friday Noon
Wednesday paper	Monday Noon
Thursday paper	Tuesday Noon
Friday paper	Wednesday Noon
Saturday paper	Wednesday Noon
Sunday paper	Wednesday Noon
Retailer	Thursday Noon

TERMS AND CONDITIONS

a. Local Retail and Classified advertising rates are subject to a 1% per month late charge when left unpaid by the 30th of the month following publication.

b. All local rates are non-commissionable.

c. National ad rates are commissionable with terms of 15%.

d. Pre-payment required for first time advertisers.

GENERAL RATE POLICY

30-Day notice given to any rate revision.

MECHANICAL MEASUREMENTS

1 Page Advertisement - 10'' X 21$^1/_2$''
2 Pages Center Spread - 21'' X 21$^1/_2$''

DISPLAY COLUMN WIDTH IN INCHES

1 Column - 1.583 inches
2 Columns - 3.267 inches
3 Columns - 4.95 inches
4 Columns - 6.633 inches
5 Columns - 8.317 inches
6 Columns - 10 inches

CLASSIFIED COLUMN WIDTH IN INCHES

1 Column - 1.022 inches
2 Columns - 2.144 inches
3 Columns - 3.267 inches
4 Columns - 4.389 inches
5 Columns - 5.511 inches
6 Columns - 6.633 inches
7 Columns - 7.756 inches
8 Columns - 8.878 inches
9 Columns - 10 inches

CLASSIFIED RATES

CLASSIFIED LINE RATES:

MIN CHG $18.85

	Add Per Line/Day
1 to 3 days	$1.25
4 to 6 days	$1.21
7 to 13 days	$ .98
14 to 25 days	$ .48
26 days plus	$ .43

- Blind Box Charge: $5.00

For additional rates & specials, call The Journal Classified Department at (507) 359-2911.

CLASSIFIED DISPLAY RATES
YEARLY AGREEMENT

PER WEEK	2"	3"	4-5"	6-10"	11-20"
1 time	8.75	8.40	8.30	8.25	7.85
2 times	8.30	8.25	8.15	8.10	7.80
3 times	8.20	8.15	8.10	7.85	7.75
6 times	8.15	8.10	7.85	7.80	7.70

OPEN RATE: $10.75 per column inch based on nine column format. Same copy three times or more, $10.10.

26 WEEK: contracts available at .10 per inch additional.

13 WEEK: contracts available at .20 per inch additional.

NON-PROFIT RATE: $8.30 per column inch.

HAPPY ADS: 1 x 3 $13.00 or 2 x 3 $19.00 (includes web).

NATIONAL RATE	$18.08 (effective July 1, 2012)
LEGAL ADVERTISING	$10.75 per column inch.
THE RETAILER ADVERTISING	$3.10 per column inch
SERVICE DIRECTORY	$18.50 per week (includes web)
INSURANCE GUIDE	$12.50 per month (includes web)

CLASSIFIED DEADLINES

Tuesday through Sunday papers
Line Ads 12 Noon one day prior to publication.
Display ads 12 Noon two days prior to publication

Billions! Each year, newspaper distribute billions of advertising circulars. The reason advertisers invest in inserts? They produce results! Newspaper advertising is rated by consumers as the #1 shopping information tool.

*Statistics complied from The Newspaper Association of America.

BRAND AWARENESS PROGRAM

BRAND BUILDERS

	Print Ad 2x2 or 1x4	Internet Ad Large Button
3 per week	$241	$50/month
5 per week	$300	$50/month
7 per week	$397	$50/month

	Print Ad 2x3 or 1x6	Internet Ad Large Button
3 per week	$361	$50/month
5 per week	$452	$50/month
7 per week	$605	$50/month

One year contract allows the above rates to remain fixed during the contract period and exempt from rate increases. All contracts canceled before expiration date will be billed a earned contract for volume fulfilled.

THE BRAND BUILDER PROGRAM PROVIDES

Valuable advertising that gives you the power to truly dominate your market.

- Frequency and Reach
- 100% Market Coverage
  Carrier, mail & demand
- Visibility using the most recognized publications in the market

Your Brand Builder Ad May Include:

A Benefit Headline
Company Name/Logo
Slogan
One Graphic Element
Phone Number and Address

Valuable advertising that gives you the power to truly dominate your market.

82% of adults took some action as a result of newspaper advertising in the last month - **Newspaper advertising. A destination, not a distraction.**

www.newspapermedia.com

www.jobs.nujournal.com

BASIC EMPLOYMENT OPTIONS

This employment solution provides an employer with the opportunity to target potential employees and to be seen by job seekers searching online.

	7 days	14 days	30 days
Line Ads:	**$45**	**$75**	**$100**

	7 days	14 days	30 days
Display Ads:	**$75**	**$130**	**$195**

www.nujournal.com

AD RATES

Costs, unless noted, are in CPM

		OPEN		GOLD		SILVER		BRONZE	
		ros	targeted	ros	targeted	ros	targeted	ros	targeted
Top	leaderboard	$16	20	9	13	10	14	13	17
	leaderboard expanding	$18	22	11	15	12	16	15	19
	leaderboard auto-exp	$20	24	13	17	14	18	17	21
Right	Rectangle	$16	20	9	13	10	14	13	17
	Half banners	$8	12	4	8	5	9	6	10
	Weather	$4		1		2		3	
Center	Banner	$11	15	6	10	8	12	10	14
Left	Skyscraper	$16	20	9	13	10	14	13	17

Calendar sponsors: (b) $150 per month per calendar, 2/$250

GOLD 120,000 impressions per month (i.e. leaderboard would be 120 x 9=$1,080). A one-year commitment would give the advertiser gold status without a minimum monthly commitment.

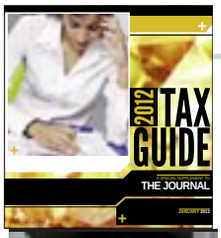
SILVER 60,000 impressions per month (i.e. leaderboard would be 60 x 10=$600). A six-month commitment would give the advertiser silver status without a minimum monthly commitment.

BRONZE 30,000 impressions per month (i.e. leaderboard would be 30 x 13 = $390). A three-month commitment would give the advertiser bronze status without a minimum monthly commitment.

PRINT-TO-WEB PRICES - 7 DAYS

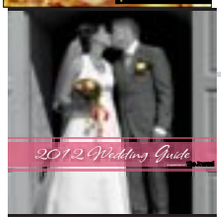
Print ad size	Online fee	Print ad size	Online fee	Print ad size	Online fee
1"-10"	$20	41"-50"	$40	81"-90"	$70
11"-20"	$25	51"-60"	$45	91"-100"	$80
21"-30"	$30	61"-70"	$50	101"-110"	$90
31"-40"	$35	71"-80"	$60	111"-120"+	$100

MONTHLY SPECIAL SECTIONS



JANUARY:

- TAX GUIDE
- BRIDAL BOOKLET
- VISITORS GUIDE



FEBRUARY:

- PROGRESS: 3 EDITIONS
- HEALTH

MARCH:

- CAR CARE TAB
- HUB CLUB TAB
- HOME IMPROVEMENT TAB
- CHAMBER COUPON BOOKLET

APRIL:

- GOLF TAB
- SPRING REAL ESTATE GUIDE
- GARDEN PAGE

MAY:

- GRADUATION PAGES
- MARCH OF DIMES TAB

- HEALTH ISSUE
- MEMORIAL DAY PAGE
- MOTHER'S DAY GIFT PAGE

JUNE:

- MEET YOUR BUSINESS TAB
- OKTOBERFEST TAB
- FATHER'S DAY GIFT PAGE
- NU INVITATIONAL

JULY:

- RELAY FOR LIFE
- CRAZY DAY PAGES

AUGUST:

- AGRIBUSINESS SECTION
- HEALTH ISSUE
- CONSUMER GUIDE

SEPTEMBER:

- HOMETOWN MAGAZINE
- UNITED WAY TAB
- FIRE BOOKLET

OCTOBER:

- FALL HOME BOOK
- COSMETOLOGY PAGE
- CHAMBER DIRECTORY

NOVEMBER:

- INDUSTRY OF THE YEAR
- CHRISTMAS KICKOFF ISSUE
- HEALTH ISSUE

DECEMBER:

- HOCKEY BOOKLET
- CHRISTMAS GREETING SECTION
- DOWN THROUGH THE YEARS

WEEKLY/MONTHLY PRODUCTS

PARADE MAGAZINE:

From Health and finance to news about your favorite celebrities, Parade magazine is in step with your life. Great columns, recipes and more, every Sunday.

LIFESTYLE:

Each Sunday *The Journal* writers tell you about people and places in our area.

BUSINESS TRENDS:

The latest news the Chamber of Commerce. Published monthly.

FOOD:

Every Tuesday you'll find delicious recipes that are easy to prepare and guaranteed to be crowd pleasers!

BUSINESS:

Published each Monday in *The Journal*.

The Journal

Start Date _____

Exp. Date _____

ID _____ SLS _____ CL Rate _____ Account # _____

CONTRACT

Name of Business _____

Address _____ City/State/Zip_____

Phone _____ Fax _____

E-mail _____ Website _____

DISPLAY/CLASSIFIED

The undersigned advertiser agrees with The Journal to use a minimum of _____ inches of display/classified advertising during the next _____ months and to pay the rate of _____ per column inch as used.

INTERNET

The undersigned agrees to advertise on The Journal Online for a period of _____ months.
( ) Rectangle ( ) Leaderboard to be located on _____ page at the rate of _____ CPM.
( ) Skyscraper ( ) Half Banner ( ) Weather ( ) Banner

Additional pages/sections _____
will be billed at the rate of _____ CPM.

BRAND BUILDERS

The undersigned agrees to the selected BRAND BUILDER package:

6 COLUMN INCHES:

( ) 7 per week - $605 monthly ( ) 5 per week - $452 monthly ( ) 3 per week - $361 monthly

4 COLUMN INCHES:

( ) 7 per week - $397 monthly ( ) 5 per week - $300 monthly ( ) 3 per week - $241 monthly

All Brand Builder contracts are for a one year period of time. Rates will remain unchanged during the contract period and are exempt from rate increases. 200x200 Web add $50 per month ( )

The undersigned has also reviewed the terms, conditions and policy on the back page.

_____ ADVERTISER

_____ ACCOUNT EXECUTIVE

_____ ADVERTISING DIRECTOR

_____ PUBLISHER

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 is strictly limited to publication of the advertise- in any subsequent issue or the refund of any monies paid for the advertisement.

INDEMNIFICATION:
The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any a 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.

RATE POLICY

A. The Journal reserves the right to edit, or reject any advertisement.

B. In the event an ad is accidentally omitted from publication, the publisher's liability for such omission or error shall not exceed the charge by publisher for the ad which is omitted or in error.

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 publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

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 or trademarks, copyrights, trade names, patents or propriety rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.

E. Notice of typographical or other errors must be made before the second insertion. Claims for refunds or credit for more than one insertion will not be recognized unless notice of the error is given prior to second insertion. All requests for credit must be made during the same billing period in which ad appeared.

F. Requests for special placement will be accommodated when possible. Guaranteed placement requires a 25% additional charge.

G. Terms - Net payable in full by 30th of the month following publication. A 1% late fee added to unpaid balance after 30 days. After 60 days all contracts are subject to nullification by Publisher with advertising rebilled at open rate. During the contract year, if the space used exceeds the contracted amount and reaches a category with a lesser rate, the inches used thereafter will be billed at the lower rate. If, at any time, during the contract year, an advertiser foresees using space to qualify for a category with a lesser rate, he may declare his intention and all space used thereafter will be billed at the lower rate. If the space used falls short of contracted amount, such space will be billed at whatever rate applies to that amount of space. Advertisement may be published a second time at 25% off within the next seven days. All local rates are non-commissionable. National ad rates are commissionable with terms of 15%. pre-payment required for first time advertisers.

H. All advertising accepted on a cash-with basis unless credit has been established previously.

I. All advertising credit balances must be taken in kind (i.e. through additional advertising) and must be taken in one year.

J. The Journal reserves the right to cancel any agreement or make any rate revision upon 30 days written notice. The advertiser may cancel any contractual agreement without adjustment charge at any date upon which new and increased rates are made effective by The Journal.

K. Minimum space is 1 column inch. Advertisements over 20 inches in depth will be billed as full depth ads.

L. Combination rates and repeat discounts apply only when identical copy is scheduled in accordance with established combination rate structure All combinations and repeats must be completed in 7 days.

M. The Journal will not extend credit for advertising orders or space reservations that claim sequential liability.

N. The Journal does not accept brokered advertising.

CONTRACT & COPY REGULATIONS

A. Cancellations: Any advertisement cancelled after advertising deadline for the specified publication will be charged at 50% of the applicable rate for the advertisement.

B. Alteration Charges: Alterations to a composed ad will be limited to specific errors in copy or design on the part of The Journal. Any additional alterations will be charged subject to Publishers discretion, at a rate of $25 per hour. Alterations are defined as a change from the original copy or layout made after the advertisement is submitted to The Journal or associated publication for processing.

SOFTWARE REQUIREMENTS:

• QuarkXPress 8.0 • Adobe PhotoShop CS5 • Adobe Illustrator CS5 • Adobe Acrobat 9.0

DOCUMENT REQUIREMENTS:

- We prefer e-mails and documents on other media be sent as PDF format with all fonts embedded.
- Documents needing corrections on the type over halftones or screens should be sent as Quark rather than PDF's.
- Documents sent in Quark must include all placed or imported images, halftone and line art with the document.
- We prefer halftone and line art in TIF, EPS or JPEG format.
- Line art should be saved at a resolution of 170 DPI.
- All halftone images should be saved at a resolution between 170 and 300 DPI. All halftone images sent individually or included as extras with ad documents should be sized to the approximate size necessary for the ad.
- All full color images must be saved as CMYK and set for PROCESS SEPARATION.
- Fonts must also be included. If font is not included and document does not open properly, a similar substitution font will be used.