



National Rate Card

Effective December 1, 2010

Your Full Service Marketing Partner

Print Advertising:

Front Page Ads Gloss Publications
Front Page Stickers Targeted Sections
Inserts

Journal or Tabloid Section Design and Printing

Missoula Magazine

Coupons to Non-Subscribers

Bus Signs

Rack Cards

Commercial Printing:

Business Cards, Catalogs
Letterhead & Envelopes Newsletters
Brochures Hotsheets
Postcards

Creative Services & Logo Design

Advertising

Branding Consultation

Signs (Temporary, vinyl, etc.)

Mobile Marketing

Online Services and Advertising:

Banners Website Design and/or
Streaming Video Maintenance
Search Engine Marketing **Yahoo! Targeted Marketing**
Search Engine Mobile Application Sponsorship
Optimization Mobile Application Banners
Email Blasts Homepage Takeover
Blogs Flyerboard

Contact your sales rep today! 406.523.5223 • advertising @missoulia.com

missoulia.com
Missoulia
Every **minute.** Every **day.**

Missoulian Newspaper

500 South Higgins, Missoula, Montana 59801

Mailing address:

P.O. Box 8029, Missoula, Montana 59807
 Ad Material email: design@missoulian.com
 Telephone: (406) 523-5218
 Toll-free: 1-800-366-7193 ext. 218
 Fax Number: (406) 523-5221

1. Personnel

Publisher - Stacey Mueller (406) 523-5201
 National Advertising Coordinator - Felicia Saunders (406) 523-5218
 Co-op Advertising Coordinator - Debbie Larson (406) 523-5318
 Financial Services Manager -Annalisa Martin (406) 523-5206

2. Representatives

Metro Suburbia Inc. Offices:

Atlanta(770)955-2335
 Chicago(312)337-6242
 Detroit.....(248)433-2460
 Los Angeles.....(323)965-3677
 Florida.....(561)750-1700

3. Commission & Payments

- a. All rates for ROP, classified liner ads, camera ready classified display, preprints and color are commissionable at 15% to recognized advertising agencies.
- b. All advertisements placed with the Missoulian shall be on a cash with copy basis until credit for the account has been established.

4. ROP Rates - Commissionable

	Daily	Sunday
Open Rate, per col. inch	\$65.70	\$76.20
Dealer Rate.....	\$61.50	\$71.20

3 Time Buy (must be same ad)\$43.00
 2" minimum. Ads must be the same size during the run.
 Must run 3 ads in a 7-day period.

Contract levels:

Newsplan	Discount	Inches	Daily/in.	Sunday/in.
1 pg.	10%	129	\$59.40	\$68.90
2	14%	258	\$57.00	\$66.45
4	17%	516	\$55.25	\$64.15
6	19%	774	\$54.15	\$63.05
10	22%	1,290	\$53.15	\$61.80
13	25%	1,677	\$50.65	\$58.90
26	28%	3,354	\$49.85	\$57.85

Upon request your advertisement will automatically be placed in the Ravalli Republic, a Monday through Friday newspaper serving the Bitterroot Valley, Montana's fast-growing area.

5. Classified Rates - Commissionable

- a. Daily rates are \$5.49 per line per day, \$82.05 per col. inch, Sunday rates are \$6.33 per line, \$95.10 per col. inch, 2 inch minimum.

b. Missoulian.com:

Put your position in "Top Jobs" on Missoulian.com. Place your Help Wanted advertisement in front of 440,000 people a month where it will be seen over 12 million times on the Missoulian's home page. Only \$50 per week pickup rate.

c. Blind box charge: \$35 net if picked up. For mailing: \$60.

Contract levels:

Newsplan	Inches	Daily/in.	Sunday/in.
1/2 pg.	96	\$41.30	\$47.60
1 pg.	193	\$35.35	\$40.10
2 pg.	387	\$30.30	\$35.35
5 pg.	967	\$29.50	\$33.65
24 pg.	4,644	\$27.00	\$31.20

6. Color Rates - Commissionable

In a Newspaper Advertising Bureau Study, color ads outsold the same ads in black and white by 43%.

One Color Available red or blue	One Color Specific Ink	Two Colors	Full Color
\$431	\$497	\$641	\$787

7. Preprint Rates - Commissionable

Page Count	Cost per thousand
Single Sheet.....	\$93.30
4 Tab/2 Journal	\$106.75
8 Tab/4 Journal	\$123.10
12 Tab/6 Journal	\$144.70
16 Tab/8 Journal	\$160.85
20 Tab/10 Journal	\$175.80
24 Tab/12 Journal	\$189.20
28 Tab/14 Journal	\$196.05
32 Tab/16 Journal	\$202.80
36 Tab/18 Journal	\$210.85
40 Tab/20 Journal	\$220.35
44 Tab/22 Journal	\$228.50
48 Tab/24 Journal	\$235.20

Sunday insertion: add \$5.00
 Minimum charge is \$390.00

Preprint Deadlines:

Insert Dates	Deadlines
Mon. Tues. Wed.	Thurs. prior
Thurs. Fri. Sat. Sun.	Tues. prior

Frequency discounts:

No. of preprint per year	Discount
4	10% 3030%
12	15% 4035%
20	20% 60+36%

Preprints/FSI Specifications:

Signed contracts required for FSI frequency discounts; inserts accepted any weekday or Sunday (\$500 minimum preprint charge). Skid tags indicating total number delivered for verification are required. Minimum size: 6"x9", 28-lb. paper. Maximum size: 11"x13-3/4". Single 8 1/2"x11" sheets: minimum 60-lb. paper. Packed cartons or on skids less than 2,000 pounds delivered to plant 5 days prior to insertion date. Deliveries accepted weekdays 8:00 a.m. to 5:00 p.m. Preprinted advertising simulating editorial style must carry the identification "Advertising Supplement" at the top of the cover page. Run a page of your preprint as ROP at 50% of your display rate within 10 days of preprint insertion. No zoning allowed on Sundays, Thanksgiving and Christmas days.

8. Internet options - www.missoulian.com

Advertise on western Montana's largest news site. Place your message in front of millions of internet users.

Text link ads that link directly to your site.....	\$68.20
Classified Home Page.....	\$319/month
Employment Section.....	\$319/month
Other classified pages.....	\$286/month
National CPM rate.....	\$165/cpm
Homepage Takeover.....	\$1,000/day
Mobile Application Sponsorships.....	\$500/month
Mobile Application Banners.....	\$200/month

9. Montana Group Buy

Reach 6 major daily newspapers in Montana with one order.
Billings Gazette, Butte Montana Standard, Great Falls Tribune,
Helena Independent Record, Missoula Missoulian, Ravalli Republic
Phone (406)657-1350 for information.

10. Rate Policy

- Acceptability.** The right to classify, revise, edit, or reject any advertisement is reserved by the publisher.
- Errors in Publication.** It is agreed the Missoulian is not be held responsible for errors in publication, except where corrections marked on the advertising proof by the Advertiser have not been properly made, and then only for replication of that part of the advertisement affected by the error. It is agreed that the Missoulian accepts responsibility for errors only on the first insertion of the advertisement. It is further agreed that in no case shall the Missoulian be held liable for selling losses incurred by errors in publication.
- Liability.** The advertiser assumes liability for the content of all advertising authorized for publication, and any claims that arise thereof that may be made against the Publisher.
- Rate Adjustments.** Ad rates are subject to revision upon 30 days written notice to contract holders.
- Short Rates.** Contracts not met will be short rated to a contract bracket actually used.
- Terms of Payment.** Cash with order unless credit is established, or monthly as billed for credit accounts.
- Agreements.** All agreements between the advertiser and the Missoulian must be in writing. Oral agreements are not recognized.
- Insertion Orders or Contracts Containing Liability Disclaimers Are Not Accepted.** Agencies are held responsible for payment of invoices for advertising placed by them on their own behalf or on behalf of their clients. In lieu of agency liability, written documentation must be provided by the advertiser assuming responsibility for payment.
- Cancellation.** Should the advertiser cancel publication of an advertisement after the ad deadline, a 5% cancellation charge will be incurred.

11. Special Days/Pages/Features

Outdoors.....	Thursday
Entertainer.....	Friday
Engagements/Weddings.....	Sunday
Business Section.....	Sunday
Health & Fitness.....	Tuesday
Market Page.....	Tuesday through Sunday
Best Food Day.....	Wednesday
Super Thursday (<i>increased circulation</i>)....	First Thursday of each month

12. Mechanical Specs

6-Column ROP Formats & Classified:

1 col.	1.5556"	4 col.	6.5556"
2 col.	3.2223"	5 col.	8.2223"
3 col.	4.8889"	6 col.	9.8889"

Note: The width of the ads may be altered slightly during the printing process to fit the printed column width

Journal Pages

Full - 6 col. x 21 1/2"
Double Truck - Gutter 1"

Tabloid Pages

Full - 9.8889"x9.5"
Double Truck - Gutter 1"

Tabloid Camera Ready Negatives: 94% of journal sizes

Line Screen: 85 lines

Note: The width of the ads may be altered slightly during the printing process to fit the printed column width

Full Page Depth 21 1/2"

ROP and Classified Display ads are sold by the column inch to the nearest half inch.

Maximum Depths:

Retail Display Journal ads over 19 1/2 inches in depth will be charged at full column rate. Tabloid ads over 10 inches in depth will be charged at full column rate.

13. Deadlines & Placement Option

Thursday.....	due Monday, 4 p.m.
Friday Entertainer.....	due Tuesday, 4 p.m.
Friday.....	due Tuesday, 4 p.m.
Saturday.....	due Wednesday, 4 p.m.
Sunday Feature/Territories (incl. weddings).....	due Wednesday, 4 p.m.
Sunday Main.....	due Thursday, 4 p.m.
Monday.....	due Thursday, 4 p.m.
Tuesday.....	due Friday, 4 p.m.
Wednesday.....	due Monday, 4 p.m.

Classified line ad deadline:

Next day publication.....	5:30 p.m.
Sunday.....	due Friday, 5:30 p.m.
Monday.....	due Friday, 5:30 p.m.

Corrections and copy changes:

Tuesday through Saturday	due 10 a.m. for next day
Sunday and Monday	due 10 a.m. Friday

Cancellations: Same as new ad copy deadline.

Holiday Deadlines: All deadlines advance during holiday periods.

Placement Options:

Section A.....	+8%
Other Sections.....	+3%
Page.....	+10%
Back Page of Section.....	+15%
Guaranteed/Island Position.....	+25%
13-Time Commitment.....	+23%
26-Time Commitment.....	+20%
52-Time Commitment.....	+15%

Late Ad & Cancellation Policy:

Late Ad.....	+5%
Ad Cancelled After Deadline.....	+30%

Sunday rates for Thanksgiving and Christmas days

14. Magazines

Entertainer Monthly- The Entertainer Monthly is your guide to music, arts and community events throughout western Montana including upcoming events in Spokane, Seattle/Gorge Area, Flathead Valley, Missoula, Helena, Butte, Bozeman, Great Falls, and Northern Idaho -- and more.

Missoula Magazine - A quarterly glossy magazine that features the Missoula lifestyle.

15. Circulation

Average cost per thousand for a 1/4-page ROP advertisement is \$24/ thousand or less than 3¢ an issue.

The Missoulian averages a 37% penetration of the newspaper designated market daily and a 44% average penetration on Sunday. The Missoulian's area of dominant influence covers Missoula, Granite, Lake, Mineral, Ravalli and Sanders counties. Source: ABC Audit, September 2006.

Mechanicals

Acceptable Formats

- Preferred file should be a PDF (Mac or PC) with embedded fonts using Adobe Acrobat Distiller.
- EPS (with fonts outlined) (MAC or PC).
- Quark or Indesign native format should be supplied with supporting images & fonts for PC compatibility.
- Ad material created in Microsoft products, such as Publisher, Word or Corel **WILL NOT** be accepted.
- Please make sure items such as black text are set to overprint.

Image Specifications

- Art downloaded from the internet is too low resolution for print and will print/reproduce poorly.
- All color must be CMYK (convert all Pantone, RGB, Lab and Indexed Color to CMYK).
- EPS files must be saved with a preview and binary encoding.
- Scanned or digital images must be at least 180 pixels per inch (PPI), preferably 300 ppi, and as close to the intended finished print size as possible. Rasterized images increased in size over the 100% value will print/reproduce poorly.

Typography

- Typeface Selection: Sans Serif fonts, typefaces that do not use serifs (small lines at the ends of characters), are generally more difficult to read. For this reason, they are used most often for short text components such as headlines or captions.



- Serif faces are the best choice for use in newspaper production for legibility, especially with large amounts of text or small type. Typefaces with thin or delicate serifs and non-uniform character thickness should be avoided. Serif typefaces are generally not suitable in solid reverses.
- Typeface Size: Small type tends to lose definition at press stage. The Missoulian recommends that if you **MUST** use small text, it should be a minimum of 8pt type at 100% black only.
- When type is reversed out of four-color or used as four-color text we recommend a minimum of 12pt type. Understand that registration on such design is difficult and may cause the type to appear blurry.
- Black text: All black text should be made up of **100% black only**. When printed, if black text contains color components of CMYK, it can become unreadable and misregister on the press.
- Small color text must be 100% of either cyan, magenta, yellow or black for optimal clarity. Small, 4 color text will print/reproduce poorly.
- Electronic advertising must have all fonts must embedded in high-res PDF or EPS files, or outlined.

Levels & Dot Gain

Dotgain is the process in which a correction is made for the media type being printed on. For example, on newsprint the ink spreads much more than glossy art paper, therefore altering the effective color levels visible.

- All graphics and photo images printed on the Missoulian press reproduce at 90-line screen. (180 dpi)
- Newspaper dot gain is about 25% in Cyan, Yellow and Magenta. Black runs at 28% gain.

Below are color settings for dotgain and embedded ICC profiles. Use these as a guide for preference settings.



File Submission and Portable Media

- EMAIL: Please send your file(s), under 4mb: ads-red@missoulian.com
- CD, DVD, USB Drive etc, to 500 S. Higgins, Missoula, MT 59801

For files of 4mb or more, please upload them to our FTP site.

- FTP (software such as Filezilla or Fetch)
Host: ftpads.missoulian.com
Username: missadv
Password: Acrobat12
Place in the "incoming" folder

Media Center Online

- To learn more about our mechanical specifications and to download Acrobat Distiller Settings for versions 4.0-7.0 visit: <http://mediacenter.missoulian.com/>

Circulation Map

