

Retail and Classified Advertising Rates

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 | Email Blasts |
| Streaming Video | Blogs |
| Search Engine Marketing | Website Design and/or Maintenance |
| Search Engine Optimization | Yahoo! Targeted Marketing |

Call your sales rep today!
406.523.5223
advertising@missoulian.com

missoulian.com
Missoulian
Every minute. Every day.



Effective
December 1, 2010

Retail Annual Contract Agreement Rates*

*Your display ad will be online at missoulian.com's Ad Vault for a \$10 service fee.

| Commitment | Daily Col. Inch Rate | Sunday Col. Inch Rate |
|------------|----------------------|-----------------------|
| Open Rate | \$55.70 | \$63.15 |
| \$5,500 | \$25.15 | \$29.20 |
| \$11,000 | \$24.35 | \$28.20 |
| \$16,000 | \$23.40 | \$27.05 |
| \$22,000 | \$22.20 | \$25.75 |
| \$35,000 | \$21.25 | \$25.00 |
| \$44,000 | \$20.75 | \$24.00 |
| \$62,000 | \$20.10 | \$23.20 |
| \$82,000 | \$19.70 | \$22.45 |
| \$110,000 | \$19.05 | \$22.05 |



Color

According to consumer studies, ads running with at least one color generated a whopping 43% more merchandise sold on average, and increased in-depth reading of ads by more than 60%.

Source: NAA 2004.

Color Rates

| | |
|---------------------------|-------|
| 1 available color & black | \$210 |
| 3 colors & black | \$360 |

Color Frequency Rates

for advertisers using color 4 times in a 30 day period

| | |
|------------------|-------|
| 1 color & black | \$180 |
| 3 colors & black | \$300 |

For advertisers using color 8 times in a 30 day period

| | |
|------------------|-------|
| 1 color & black | \$150 |
| 3 colors & black | \$200 |

Retail Classified Display Ad Deadlines — Space & Copy

| | |
|-------------------------|-----------------------|
| Thursday..... | due Monday, 4 p.m. |
| Friday..... | due Tuesday, 4 p.m. |
| Friday Entertainer..... | due Tuesday, 4 p.m. |
| Saturday..... | due Wednesday, 4 p.m. |
| Sunday Territory..... | 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. |

Corrections and copy changes:

| | |
|-----------------------|--------------------------|
| Tuesday-Saturday..... | due 11 a.m. for next day |
| Sunday-Monday..... | due Friday, 3 p.m. |

Cancellations: Same as new ad copy deadline.

Holiday Deadlines: All deadlines advance during holiday periods.

Deadlines to place or cancel a Classified liner ad:

5:30 p.m. Monday through Friday for the next day
5:30 p.m. Friday for Sunday and Monday

Classified Annual Contract Agreement Rates

Annual contracts offer the greatest flexibility in planning your advertising schedules.

| Commitment | Col. Inch Rate daily | Col. Inch Rate Sunday |
|------------|----------------------|-----------------------|
| Open Rate | \$41.25 | \$47.30 |
| \$3,000 | \$24.30 | \$28.60 |
| \$5,500 | \$24.10 | \$28.30 |
| \$11,000 | \$23.60 | \$27.70 |
| \$16,000 | \$22.75 | \$26.80 |
| \$22,000 | \$21.80 | \$25.55 |
| \$35,000 | \$20.70 | \$24.30 |
| \$44,000 | \$20.00 | \$23.45 |
| \$62,000 | \$19.50 | \$22.75 |
| \$82,000 | \$19.30 | \$22.30 |
| \$110,000 | \$18.50 | \$21.60 |

| Commitment | Daily Line Rate | Sunday Line Rate |
|------------|-----------------|------------------|
| Open Rate | \$3.70 | \$4.25 |
| \$3,000 | \$2.20 | \$2.60 |
| \$5,500 | \$2.15 | \$2.55 |
| \$11,000 | \$2.10 | \$2.50 |
| \$16,000 | \$2.05 | \$3.40 |
| \$22,000 | \$1.95 | \$2.30 |
| \$35,000 | \$1.85 | \$2.20 |
| \$44,000 | \$1.80 | \$2.10 |
| \$62,000 | \$1.75 | \$2.05 |
| \$82,000 | \$1.70 | \$2.00 |
| \$110,000 | \$1.65 | \$1.95 |

*not including Help Wanted

Priority Placement

| | |
|--|--------|
| 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% |
| Standby (remnant space) | - 50%* |
| Run your display ad on missoulian.com's Business Directory for a \$10 service fee. | |

Late Ad & Cancellation Policy

| | |
|-----------------------------|------|
| Late Ad | + 5% |
| Ad Cancelled After Deadline | +30% |

Sunday rates for Thanksgiving and Christmas days

* Based on electronic-ready materials to be inserted within 30-day window. No other discounts apply.

Pickup Discounts*

Rerun any ad with minimal copy changes within a 7-day period and earn:

| | |
|-----------------------------------|--------------|
| 2nd insertion | 20% discount |
| 3rd insertion | 25% discount |
| 4th insertion | 30% discount |
| 5th insertion | 35% discount |
| 6th insertion | 40% discount |
| 7th insertion | 50% discount |
| Monday or Tuesday straight pickup | 50% discount |

*Open & contract rates only.

Frequency Works!

Advertising frequency has proven to increase consumer awareness and retention of the sales message. When people are ready to make a purchase, they turn to classified on that day. Taking advantage of a frequency program puts your advertising message in front of those ready to buy every day. This builds impressions which reinforces your ad message to improve response.

The Missoulian offers a variety of frequency-based advertising programs which extend discounted rates to help promote your business.

New Advertiser

Four Ads in the Missoulian and an Online Banner on missoulian.com!

| | | |
|---------------|--------------------|-------|
| 2 col x 2" ad | 30,000 Impressions | \$465 |
| 2 col x 3" ad | 45,000 Impressions | \$695 |
| 2 col x 4" ad | 60,000 Impressions | \$900 |

Ads must run within 30 days. Online banner is run of site. Offer good to customers that have not done any advertising with the Missoulian for the past 12 months. Same ad, minimal copy changes.

ROP & Classified Business Builder Programs

Ads must run every day in a 30 day period.

| Inches | Cost per ad | Cost per 30 day run schedule |
|--------|-------------|------------------------------|
| 1 | \$17.90 | \$537.00 |
| 2 | \$28.10 | \$843.00 |
| 3 | \$38.10 | \$1,143.00 |

ROP & Classified Event Packages

3-TIME SPECIAL \$28.10/col. inch
2" Minimum. Ads must be the same size during the run.
Must run 3 ads in a 7-day period.

4-TIME SPECIAL \$26.80/col. inch
2" Minimum. Ads must be the same size during the run.
Must run 4 ads in a 10-day period.

5-TIME SPECIAL \$25.55/col. inch
2" Minimum. Ads must be the same size during the run.
Must run 5 ads in a 14-day period.

10-TIME SPECIAL \$24.35/col. inch
2" Minimum. Ads must be the same size during the run.
Must run 10 ads in a 14-day period.

ROP & Classified SNAP Programs

(Small-Space Newspaper Advertising Program)

Minimum 2 ads/week. Ads must run consecutive weeks.

| 4 WEEK | | 13 WEEK | |
|--------|---------------------|---------|---------------------|
| Inches | Cost for 2 ads/Week | Inches | Cost for 2 ads/Week |
| 4 | \$178 | 4 | \$166 |
| 6 | \$265 | 6 | \$245 |
| 8 | \$332 | 8 | \$315 |
| 10 | \$409 | 10 | \$383 |

| 26 WEEK | | 52 WEEK | |
|---------|---------------------|---------|---------------------|
| Inches | Cost for 2 ads/Week | Inches | Cost for 2 ads/Week |
| 4 | \$160 | 4 | \$155 |
| 6 | \$243 | 6 | \$223 |
| 8 | \$306 | 8 | \$287 |
| 10 | \$369 | 10 | \$351 |

Bonus Display Rate

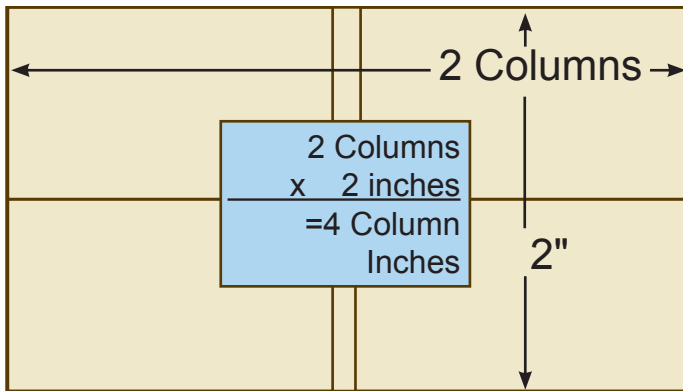
Want to run a different size? Display rate included in Package buys! \$26.00/daily; \$30.00/Sunday. SNAP Program or Business Builder must be in effect in order to take advantage of the bonus display rate.

Large Space Sale Flight Plan:

Must purchase a minimum of 4 ads in a 2-week window. Ads must run consecutive weeks. No other discounts apply.

| | | |
|-------------------|--------------|-------------------|
| ¼ pg plus | (30" - 62") | \$18.30/col. inch |
| ½ pg plus | (63" - 89") | \$17.75/col. inch |
| Junior to Full pg | (90" - 129") | \$16.55/col. inch |





Ad sizes are expressed in "column inches." To figure out the size of an ad, first determine how many columns wide the ad will be. Then determine the height of the ad in inches. Multiply the number of columns wide by the height in inches. Example: 2 columns X 2 inches = 4 column inches. The cost of the ad is determined by multiplying the total column inches by your contract inch rate.

Ad Sizes

| ROP | PICAS | INCHES |
|--------|-------|---------|
| 1 col. | 9p4 | 1.5556" |
| 2 col. | 19p4 | 3.2223" |
| 3 col. | 29p4 | 4.8889" |
| 4 col. | 39p4 | 6.5556" |
| 5 col. | 49p4 | 8.2223" |
| 6 col. | 59p4 | 9.8889" |

Contacts

| | |
|---|----------|
| Publisher, Stacey Mueller | 523-5201 |
| Advertising Director, Jim McGowan..... | 523-5213 |
| Controller, Annalisa Martin..... | 523-5206 |
| Art Director, Kathleen Murphy..... | 523-0486 |
| Assistant Ad Director/Sales Manager, Tiffany Frisch | 523-5356 |
| Co-op Advertising/Commercial Printing, Debbie Larson..... | 523-5318 |
| Sales Support..... | 523-5223 |
| Editor, Sherry Devlin..... | 523-5350 |
| City Editor, Michael Moore | 523-5268 |
| Sports Editor, Bob Meseroll..... | 523-5265 |



List of Premium Positions & Special Pages 2010-2011

| Position | Day | Size | Color | Notes |
|--|------------------------|----------------|-------|--|
| Adopt a Pet | Last Wed of the month | Logo | full | |
| Bon Appetit | E Weekly | 1x3 or 2x3 | b/w | rotating 3x6 b/w feature |
| Brewery & Winery Directory | E Monthly | Listing | | |
| Business Cover | Sun | 6x3 | full | |
| Business Focus | Mon | 2x2 | spot | rotating 3x5 full color feature |
| Church Directory | Sat | Listing | | |
| Employment Marketplace | Sun | 2x7 | full | |
| First Friday | E Monthly & Weekly | 2x3 | full | |
| Front Page Sticker | Daily | Sticker | full | |
| Front Page strip ad | Daily | 6x1.5 | full | |
| Health Cover | Tues | 6x3 | full | |
| Health Directory | Sun & Tues | Listing | | |
| Holiday Celebration | E Monthly | 2x3 | full | |
| KUFM Sponsor | E Weekly | 3x5 | b/w | |
| Lawn & Garden Cover | Alternating Sat | Up to 6x7 | full | 1 st & 3 rd Sat, Apr-Oct; 3 rd Sat, Nov-Mar |
| Poly Bag Product Sample | 1st Thurs of the month | Product sample | | |
| Real Estate Marketplace | Sun | 2x7 | full | |
| Road Trip | Thurs in the summer | 2x4 | full | |
| Sports Planner | Sun | 6x3 | full | |
| Stock Island | Tues-Sat | 2x5.5 | b/w | |
| Super Thursday Poly Bag | 1st Thurs of the month | Bag | | |
| Sustainable Business Council Directory | 3rd Sun of the month | Listing | | |
| Travel Cover | Alternating Sat | Up to 6x7 | full | |
| Wall Street Journal | Sun | 6x3 | b/w | |
| Weather | Daily | 6x10.5 | full | |
| Wheels Cover | Sat | 6x6 | full | |
| Youth Sports | Tues | 6x3 | full | |

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advertising@missoulain.com

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Missoulain
 Every **minute.** Every **day.**