



Media, LLC
ADVERTISING RATES

Effective *July 31, 2016*

JANESVILLE CommunityShoppers.com
MESSENGER

WISCONSIN | ILLINOIS
STATE
LINE **NEWS**

WALWORTH COUNTY WalworthCountyToday.com
SUNDAY

WALWORTH COUNTY SHOPPER CommunityShoppers.com
ADVERTISER

• *Reach Over 215,565
Combined Households
Every Wednesday and Sunday*

- *77.2% Readership*
- *96.8% Receivership*
- *79.3% Purchase Power*

*Choose the one source **VERIFIED**
to reach the entire community.*

*View current eEditions online:
www.communityshoppers.com*



DISPLAY ADVERTISING RATES

An eEdition charge of **\$1.50** is added to each display ad each time it runs. This charge covers conversion of printed papers to digital formats for easy use online. Color included in rate card rates.

A. OPEN RATE:.....**\$20.50** per column inch
FULL PAGE:.....**\$16.75** per column inch
 *excludes employment ads
 Minimum Charge: \$35.00

B. EMPLOYMENT
OPEN RATE:.....**\$21.65** per column inch

C. NATIONAL
OPEN RATE:.....**\$24.50** per column inch

D. WEEKLY FREQUENCY RATES:
 8 Consecutive Weeks.....**\$16.45** per column inch
 6" Minimum Ad Size, 1-time Written Agreement

13 Consecutive Weeks.....**\$16.45** per column inch
 26 Consecutive Weeks.....**\$15.55** per column inch
 52 Consecutive Weeks.....**\$14.90** per column inch
 4" Minimum Ad Size

Subject to signed & approved Frequency Rate Agreement

E. ANNUAL FREQUENCY RATES:
 12 Weeks.....**\$17.05** per column inch
 25 Weeks.....**\$16.20** per column inch
 4" Minimum Ad Size

F. DISPLAY BULK RATES:

750".....	\$13.45	Full Page	\$990.10
1000".....	\$13.10	Full Page	\$955.15
2,500".....	\$12.90	Full Page	\$926.05
5,000".....	\$12.55	Full Page	\$885.25
10,000".....	\$12.00	Full Page	\$832.85
15,000".....	\$11.65	Full Page	\$792.10
20,000" or more.....	\$11.30	Full Page.....	\$751.30

Subject to signed and approved Bulk Rate Agreement.
 Rates are net and no other discounts available.
 Advertiser agrees to place the minimum amount of inches during the term of the agreement.

G. BLIND BOX CHARGE: \$15.00 per week
 Mail or Email available

H. REAL ESTATE MAGAZINE:
 Walworth County House & Home

	Open Rate	6 Issues	12 Issues
1 Full Page.....	\$335.....	\$265\$252
2-4 Pages.....	\$318.....	\$225\$214
5-9 Pages.....	\$302.....	\$193\$177
10 or more.....	\$296.....	\$189\$173

Six and twelve issue rates based on signed and approved Real Estate Magazine advertising program.
 Multiple page rates based on number of pages purchased each issue.

PREMIUM POSITIONS

Walworth County Wednesday

Front Page Top Coupon (2 col. x 2.5").....\$227.00
 Front Page Bottom Coupon (2 col. x 2.5").....\$227.00
 Front Page Bottom Banner (6 col. X 2.5").....\$428.00
 Back Page (6 col. x 12.5").....\$1523.40

Walworth County Sunday

Cover Corner + 1/2 page Weekender (6 col. x 6").....\$608.00
 Content premium 1/2 pages (6 col x 6").....\$595.00*
Top Story, County Living, Home & Leisure, Sports, Business

Stateline News Wednesday

Front Page Top Coupon (2 col. x 2.5").....\$227.00
 Front Page (6 col. x 10").....\$773.00
 Back Page (6 col. x 12.5").....\$1523.40

Stateline News Sunday

Cover Corner + 1/2 page Weekender (6 col. x 6").....\$608.00
 Content premium 1/2 pages (6 col x 6").....\$595.00*
Top Story, County Living, Home & Leisure, Sports, Business

Janesville Messenger Wednesday

Front Page Top Coupon (2 col. x 2.5").....\$191.00
 Front Page (6 col. x 10").....\$773.00
 Back Page (6 col. x 12.5").....\$1523.40

Janesville Messenger Sunday

Cover Corner + 1/2 page Weekender (6 col. x 6").....\$608.00
 Content premium 1/2 pages (6 col x 6").....\$595.00*
Top Story, County Living, Home & Leisure, Sports, Business

*Content Premiums are eligible for contract rate pricing. Signed commitments of multiple insertions earn discounts; ask your Media Consultant for details.

NEW!!!

Ask your Media Consultant how
 you can target your customers with Content
 Premium 1/2 page ads!

MECHANICALS

One full page is 6 columns wide x 12.5" tall
 (75 column inches per page)

1 column.....	1.4028"	5 column.....	7.6806"
2 column.....	2.9722"	6 column.....	9.25"
3 column.....	4.5417"	Centerspread.....	19.75"
4 column.....	6.1111"		

CSI NETWORK DISCOUNTS

Add any of our other publications in the same week and save!
 First paper.....Earned Rate
 Second paper.....25% off
 Third, Fourth, Fifth & Sixth paper.....50% off

DISPLAY AD DEADLINES

Wednesday Publications

Proofs, Color Ads, Full Page(s),
Front/Back Pages:Thursday 5pm
General Deadline:Friday 5 pm

Sunday Publications

Proofs, Color Ads, Full Page(s),
Front/Back Pages: Tuesday 5pm
General Deadline:Wednesday 5 pm

* Deadlines could advance around holidays – ask your media representative for details.

Proofs will be provided on any ad 12 inches or larger as long as the ad is received by the proof deadline. Excessive revisions from original copy and artwork may incur additional charges.

PREPRINTED INSERTS

POLICIES AND REQUIREMENTS

- Preprinted inserts must be scheduled 10 business days prior to distribution.
- Preprinted inserts must be received at our plant 5 business days prior to distribution.
- Preprints can be targeted by zones which must include the combined home delivery and rack distribution totals.
- Single sheet inserts must be printed on 60# or heavier stock.
- Preprinted inserts must be quarter-folded to fit in an 8 1/2" x 11" jacket. Folding is available at \$15/M for non-complying inserts with advanced deadline.
- Large quantities should be shipped flat on skids in turns of 50.
- Special size or special handling requests at additional fees.
- Preprinted inserts should be shipped, freight prepaid to:

333 S. Wuthering Hills Dr., Janesville, WI 53546

PREPRINTED INSERT OPEN RATES

- 1-48 pages.....\$63/M
more than 48 pagescall for quote
- Add 2% for spoilage. • Minimum billing \$315. • Zoning available.
 - Contract rates available for frequency and volume.
 - Contact your account representative for distribution counts.
 - Print & Deliver options available for single sheet, two-sided, glossy inserts. Contact Media Representative for details.
 - Wednesday prior to Thanksgiving full run, no zoning.

COMMERCIAL PRINTING

From single sheet flyers to magazine-quality programs, booklets and tabs, We are a full service commercial printer. Quotes available upon request.

ONLINE ADVERTISING

Opportunities available for monthly and annual online placement. Contact your Media Representative.
www.communityshoppers.com; www.walworthcountytoday.com

OTHER CSI PUBLICATIONS

HOUSE & HOME REAL ESTATE GUIDE - A Wisconsin Community Papers award-winning publication. Walworth County's most complete real estate monthly magazine. Published the 3rd Wednesday of each month.

EXPLORER MAGAZINES - Visitors guide to Walworth County (Lake Geneva), and the Rock River Valley, (Janesville, Beloit Stateline area and N. Winnebago County in Illinois). Over 130,000 copies are distributed between these two publications with over 300 drop-off points, plus 650 Chicagoland locations.

COUPON FEATURES - Published quarterly (Winter, Spring, Summer, Fall). Delivered to every household in your market area.

WEDDING GUIDE - Offering the bride and groom all of the information they need in planning their wedding. Published in the Spring.

LBA HOME EXPO & PARADE OF HOMES - Readers find all the details for these two popular Lakeland Builders Association annual events in Walworth County; a trade show-type event in the spring and a new-home, open house event in the summer.

HOME & OUTDOORS - Published every Spring and Fall. Distributed in Walworth County, Janesville and Beloit/Stateline areas. These sections include articles, news and advertising related to the home improvement and outdoor activities.

HOLIDAY GIFT GUIDE - Published the Wednesday before Thanksgiving Day. Our gift guide offers readers the choices they need when shopping for holiday gifts. Delivered to every household in your market area.

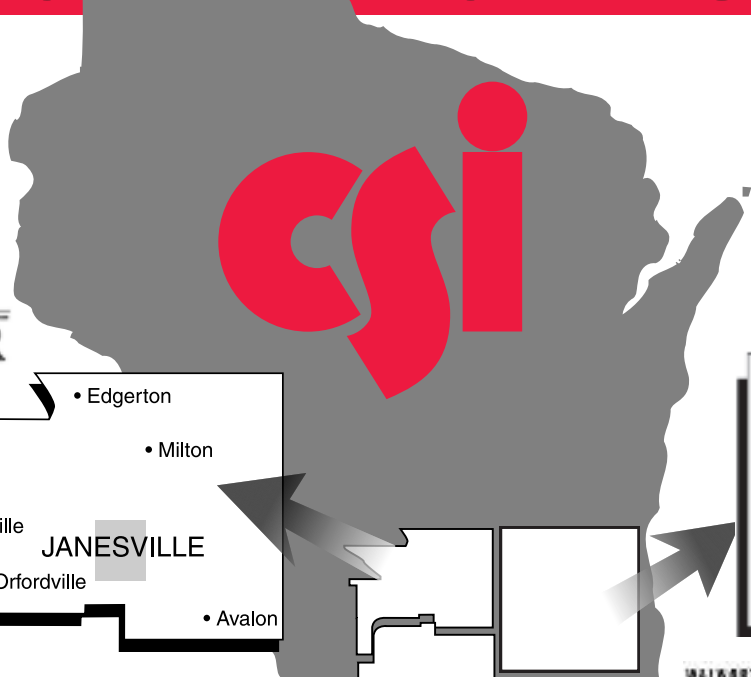
Other special sections run seasonally in all of our publications. Contact your Media Representative for rates and deadline information for all of our special publications.

GENERAL RULES

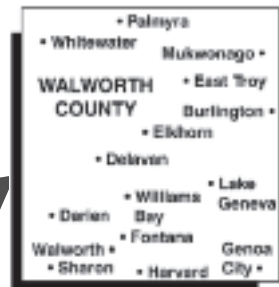
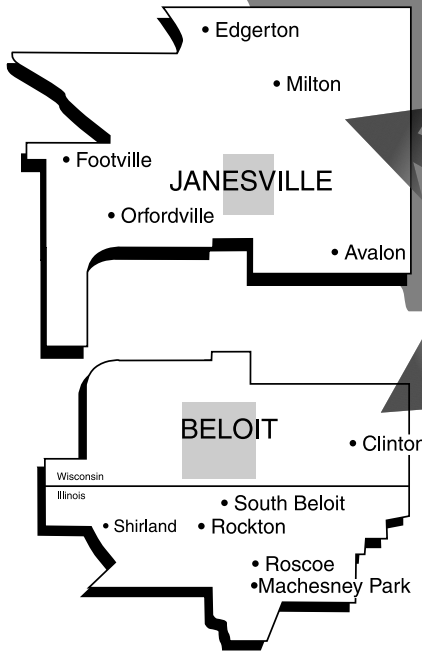
- The Publisher reserves the right to reject or cancel any advertising at any time.
- CSI Media does not guarantee placement of ads; unless premium paid positions. Position requests are available. No specific section can be guaranteed unless a premium of \$50 is paid. Adjustments, reinsertion or refunds will not be given because of a requested position (without premium charge) in which an advertisement has been published.
- Advertising canceled after final reservation/cancellation deadline will be charged at 25% of regular space rates.
- The Publisher reserves the right to insert the words "Paid Advertisement" in advertising copy that appears in editorial format.
- All political advertising must be prepaid. Rates will be net of the open rate charges. Political advertising will not qualify for any CSI Media discount programs.
- The Publisher's responsibility for any errors is limited to the actual space of each error and will not exceed the actual cost of the space. No other liability is assumed.
- On multiple insertions, credit for errors will not be given after the first insertion. Advertising placed on a no-proof basis, which includes making corrections after deadlines, is done at the risk of the advertiser. Any claims in advertising errors must be made within 30 days of publication. All make-goods must be run within 30 days of published error.
- Custom artwork, major alterations on proof ads, and special or out-of-the-ordinary production requests may be billed at our regular hourly production rate of \$65 per hour.
- Display ads taller than 10" but less than 12.5" will be charged for the full 12.5" column height.
- Ads at 60" are billed at 75".
- Credit available upon approval of credit application. Personal guarantee will be required from businesses established less than one year.
- A late payment charge of 1.5% per month (18% per annum) will be applied on all accounts not paid within 30 days of billing.
- Rates subject to change without notice.
- Only one proof is guaranteed with each qualifying ad. If multiple proofs are required, a \$15.00 surcharge will be applied.



***REACH 287,137 VERIFIED READERS EACH WEEK FOR LESS!**



JANESVILLE MESSENGER



WALWORTH COUNTY SUNDAY

WISCONSIN ILLINOIS STATELINE NEWS

WALWORTH COUNTY SHOPPER ADVERTISER

Janesville Messenger

333 S. Wuthering Hills Drive
Janesville, WI 53546

608-752-0777 • Fax: 608-752-1007
<http://www.janesvillemessenger.com>
E-mail: messenger@janesvillemessenger.com

Stateline News

1712 Cranston Road
Beloit, WI 53511

608-365-1663 • Fax: 608-365-7045
South: **815-389-2722**
<http://www.statelinenews.com>
E-mail: statelinenews@statelinenews.com

**Walworth County Shopper Advertiser
Walworth County Sunday**

220B E. Commerce Court
Elkhorn, WI 53121-4371

262-728-3424 • Fax: 262-728-5479
<http://www.communityshoppers.com>
E-mail: csi@communityshoppers.com

****CURRENT DISTRIBUTION**

Wednesday.....	32,663
Sunday.....	32,663

***CURRENT DISTRIBUTION**

Wednesday.....	33,783
Sunday.....	36,587

***CURRENT DISTRIBUTION**

Wednesday.....	39,952
Sunday.....	39,917

*CVC Audit Report. Audit Period ending March 31, 2015
**CVC Publisher's Statement. Period ending September 30, 2015

Complete copies of CVC Audit Reports are available upon request

