



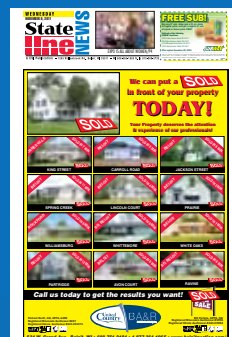
ADVERTISING RATES

Rate Information Effective **January 1, 2012**

- Reach Over 211,686 Combined Households Every Wednesday & Sunday
- 83.4% Readership
- 98.4% Receptiveness
- 86.1% Purchase Power

Choose the one source VERIFIED to reach the entire community.

- News
- Shopping
- Homes
- Help Wanted
- Events
- Entertainment
- Auto
- Grocery
- And so much more.....



View current eEditions online: www.communityshoppers.com • Reach over 20,700 combined website + digital editions unique visitors monthly.

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 and includes links to websites printed in advertising.

A. OPEN RATE:.....**\$15.20** per column inch
FULL PAGE:.....**\$11.80** per column inch
 Minimum Charge: \$32.00

B. NATIONAL
OPEN RATE:.....**\$18.10** per column inch

C. WEEKLY FREQUENCY RATES:
 8 Consecutive Weeks.....**\$12.05** per column inch
 6" Minimum Ad Size, 1-time Written Agreement

13 Consecutive Weeks.....**\$12.05** per column inch
 26 Consecutive Weeks.....**\$11.25** per column inch
 52 Consecutive Weeks.....**\$10.60** per column inch
 4" Minimum Ad Size

Subject to signed & approved Frequency Rate Agreement

D. ANNUAL FREQUENCY RATES:
 12 Weeks.....**\$12.65** per column inch
 25 Weeks.....**\$11.80** per column inch
 4" Minimum Ad Size

E. DISPLAY BULK RATES:

750".....	\$9.25 Full Page	\$922.52
1000".....	\$8.95 Full Page	\$889.91
2,500".....	\$8.75 Full Page	\$861.95
5,000".....	\$8.40 Full Page	\$822.35
10,000".....	\$7.90 Full Page	\$775.76
15,000".....	\$7.60 Full Page	\$736.15
20,000" or more.....	\$7.25 Full Page	\$696.55

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.

F. BLIND BOX CHARGE: \$12.50 per week
 Mail or Email available

G. REAL ESTATE MAGAZINES:
 Walworth County House & Home,
 Stateline Real Estate Review

	Open Rate	6 Issues	12 Issues	4 Color*
1 Full Page.	\$225*	\$179	\$167	\$78
2-4 Pages....	\$209*	\$167	\$157	\$52
5-9 Pages....	\$193*	\$157	\$141	\$31
10 or more....	\$187*	\$152	\$137	\$31

4-color rates available with contracts.
 *Open Rate Color: \$100

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

Walworth County Sunday

Front Page Banner Coupon (3.375" x 2.375").....\$220.00
 Front Page Bottom Sunday
 (6 col. x 5" - includes 4-color).....\$590.00
 Front Page Bottom Banner - Wednesday
 (7 col. x 1" - includes 4-color).....\$210.00
 Back Page (full page plus \$101 upcharge).....\$1422.60

Stateline News Wednesday

Stateline News Sunday

Front Page Banner Coupon (3.375" x 2.375").....\$220.00
 Front Page Sunday
 (6 col. x 5" - includes 4-color).....\$590.00
 Front Page Wednesday
 (7 col. x 13.5" - includes 4-color).....\$750.00
 Page 4 - Sunday
 (7 col. x 5" - includes 4-color).....\$590.00
 Page 4 - Wednesday
 (3 col. x 4" - includes 4-color).....\$195.00
 Back Page (full page plus \$101 upcharge).....\$1422.60

Janesville Messenger Wednesday

Janesville Messenger Sunday

Front Page Banner Coupon (3.375" x 2.375").....\$185.00
 Front Page Sunday
 (6 col. x 5" - includes 4-color).....\$590.00
 Front Page Wednesday
 (7 col. x 13.5" - includes 4-color).....\$750.00
 Page 2
 (3 col. x 4" - includes 4-color).....\$195.00
 Back Page (full page plus \$101 upcharge).....\$1422.60

Guaranteed positions

(Full Page, Pages 2, 3, 5, 7 & inside back cover), subject to availability, \$50 premium charge.

COLOR RATES

All color requests are subject to availability.

One Spot Color - (our choice) \$100.00
 - (your choice) \$170.00
 Full Process Color (CMYK).....\$240.00

MECHANICALS

One full page is 7 columns wide x 16" tall
 (112 column inches per page)

1 column.....	1.3125"	5 column.....	7.25"
2 column.....	2.75"	6 column.....	8.75"
3 column.....	4.3125"	7 column.....	10.375"
4 column.....	5.8125"	Centerspread.....	21.375"

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

Walworth County Wednesday

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

Walworth County Sunday

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

Stateline News Wednesday

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

Stateline News Sunday

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

Janesville Messenger Wednesday

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

Janesville Messenger Sunday

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

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.
- 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 \$13/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:

CSI Media, LLC
120 Wright Street, Delavan, WI 53115

PREPRINTED INSERT OPEN RATES

- 1-48 pages.....\$56/M
more than 48 pagescall for quote
- Add 2% for spoilage. • Minimum billing \$280. • 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, CSI is a full service commercial printer. Quotes available upon request.



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.

REAL ESTATE REVIEW - A complete real estate monthly magazine covering the Beloit/Stateline areas. Published the 1st Sunday 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 90,000 copies are distributed between these two publications with over 300 drop-off points, plus 650 Chicagoland locations.

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

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

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.

ONLINE ADVERTISING

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

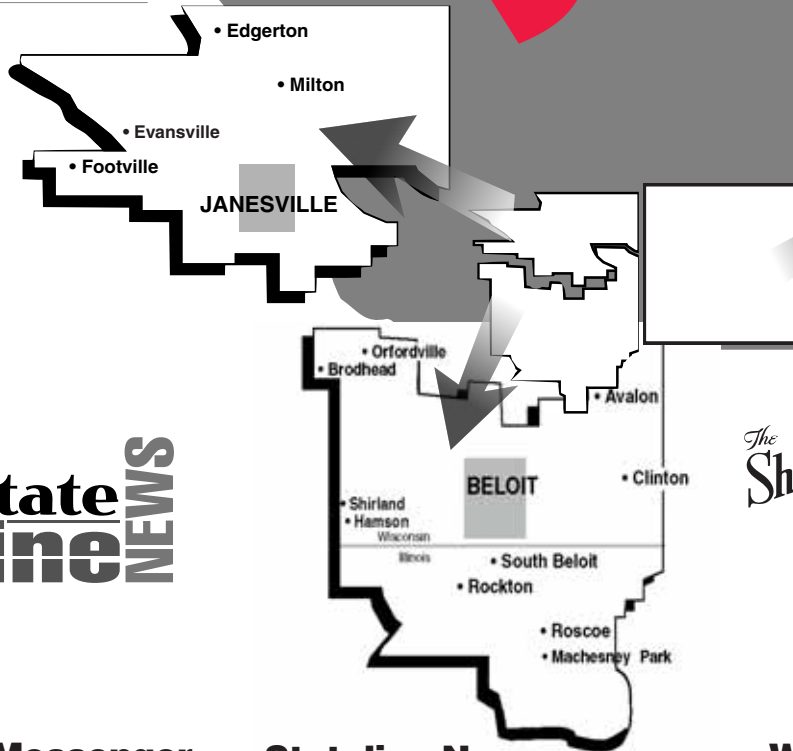
GENERAL RULES

- 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 paid in advance.
- 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 14" but less than 16" will be charged for the full 16" column height.
- A 10% prompt payment discount may be applied on qualifying accounts. Qualifying accounts must be paid in full within 10 days after invoice date.
- 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.
- Starting October 1, 2005, all contracts signed from this date forward will automatically self renew upon expiration.
- Rates subject to change without notice.
- Only one proof is guaranteed with each qualifying ad. If multiple proofs are required, a surcharge may be applied.

REACH 326,784 VERIFIED READERS EACH WEEK FOR LESS!



JANESVILLE
A FREE COMMUNITY NEWSPAPER
MESSENGER



- Palmyra
- Whitewater Mukwonago •
- WALWORTH COUNTY** • East Troy
- Burlington •
- Elkhorn
- Delavan
- Williams • Lake Geneva
- Darien Bay
- Fontana Genoa
- Sharon • Harvard City •

State
line NEWS

The Shopper
Walworth County
ADVERTISER

Walworth County
Sunday

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

DISTRIBUTION INFORMATION

CVC Audit Report. Audit Period:

Ending March 31, 2011

Total Distribution

Wednesday.....27,221

Sunday.....29,075

Verified Receivership.....98.8%

Verified Readership82.9%

Total Readers: Wednesday..... 42,361

Sunday..... 45,246

Stateline News

1555 Willowbrook Road
Beloit, WI 53511

608-365-1663 • Fax: 608-365-7045

South: **815-389-2722**

<http://www.statelinenews.com>

E-mail: statelinenews@statelinenews.com

DISTRIBUTION INFORMATION

CVC Audit Report. Audit Period:

Ending March 31, 2011

Total Distribution

Wednesday.....36,338

Sunday.....39,335

Verified Receivership.....98.5%

Verified Readership.....83.2%

Total Readers: Wednesday.....55,837

Sunday.....60,442

Walworth County

Shopper Advertiser

Walworth County Sunday

P.O. Box 367 • 120 Wright St.

Delavan, WI 53115-0367

262-728-3424 • Fax: 262-728-5479

<http://www.communityshoppers.com>

E-mail: csi@communityshoppers.com

DISTRIBUTION INFORMATION

CVC Audit Report. Audit Period:

Ending March 31, 2011

Total Distribution

Wednesday.....39,878

Sunday.....39,839

Verified Receivership.....98%

Verified Readership.....83.9%

Total Readers: Wednesday.....61,478

Sunday.....61,418

Complete copies of CVC Audit Reports are available upon request

