

Mail Tribune

Discover Life Daily

www.mailtribune.com

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Advertising Rate Guide effective January 1, 2010. Published Monday through Sunday mornings

RETAIL ADVERTISING RATES:

- Open rate..... \$33.24 column inch
- Open rate-Friday and Sunday..... \$34.92 column inch
- Open rate-Tempo..... \$35.89 column inch

ANNUAL WEEKLY PERFORMANCE CONTRACTS:

Contracts are based on minimum amount of advertising volume to be used weekly. Contract advertisers who fail to fulfill their contract agreement are subject to a penalty. Rebates pertaining to contracts will be applied up to a maximum of the next contract rate level.

Column Inch	Minimum to be used each week	Weekday	Friday/Sunday	Tempo/TV
130	2.5	\$19.81	\$21.43	\$22.40
338	6.5	\$19.39	\$21.01	\$21.98
780	15	\$19.30	\$20.92	\$21.89
2600	50	\$18.94	\$20.56	\$21.53
3900	75	\$18.60	\$20.22	\$21.19
6708	129	\$17.88	\$19.50	\$20.47
10,920	210	\$17.53	\$19.15	\$20.12

Upon request, electronic tearsheet of display advertisements will be provided free of charge on the day of publication. Co-op billing and tearsheets will be provided to any advertiser if requested at the time of the order.

13-week contracts: Ask your representative

26-week contracts: Ask your representative

ANNUAL MONTHLY PERFORMANCE CONTRACTS:

Contracts are based on minimum amount of advertising volume to be used during the contract year. Contract advertisers who fail to fulfill their contract agreement are subject to a penalty. Rebates pertaining to contracts will be applied up to a maximum of the next contract rate level.

Annual Linage Commitment	Monthly Linage Commitment	Weekday	Friday/Sunday	Tempo/TV
150"	12.5"	\$21.55	\$23.17	\$24.14
275"	22.9"	\$21.28	\$22.90	\$23.87
500"	41.7"	\$20.82	\$22.44	\$23.41
1,100"	91.7"	\$20.55	\$22.17	\$23.14
3,500"	291.7"	\$20.34	\$21.96	\$22.93
5,200"	433.3"	\$20.03	\$21.65	\$22.62
10,000"	833.3"	\$19.79	\$21.41	\$22.38
20,000"	1666.7"	\$19.66	\$21.28	\$22.25
25,000"	2083.3"	\$19.38	\$21.00	\$21.97

COLOR:

Use current space rate plus the following color rates: Price:
Black and one color \$517
Black and two colors \$638
Black and three colors \$760

- 60 column inch minimum for classified
- 24-hour advanced copy closing for full color ads

Frequency rates available. Ask your representative.

TEMPO ENTERTAINMENT/TV:

Tabloid issue published each Friday with additional average circulation of 5,370. Contract or Open Rates apply plus a premium rate charge. **Tempo 97¢ per inch premium**

CIVIC RATES:

To apply to all churches and civic organizations promoting charitable or educational programs. Pickup discounts do not apply.

- Daily \$17.90
- Tempo \$19.80
- Friday/Sunday \$18.81
- A la Carte \$ 6.88

COMBINATION INSERTION DISCOUNT:

The combination rates will apply to each ad repeated without copy change within six issues of the original publication date. First combination is equivalent to a 25% discount. Second combination is equivalent to a 35% discount. Both discounts are based on original ad placement cost. Additional combination may be placed within six issues of the original publication date at the prevailing second combination rate.

Discount is not applicable to open, national or civic rate advertisers.

POSITION CHARGE:

For an additional 25% charge, we will guarantee the page on which an ad will appear, but not the position on the page itself. Guaranteed position will be acceptable only within the Mail Tribune's news guidelines and format policies. Combination insertion discount does not apply to position charge.

MULTIPLE PAGE DISCOUNTS:

Contact your sales consultant for current volume performance programs

VOLUME PERFORMANCE AGREEMENTS:

For additional information regarding volume performance agreements, contact the Advertising Director.

TOTAL MARKET COVERAGE (TMC) A LA CARTE:

The Mail Tribune's total market coverage issue is distributed free to 20,700 Jackson County homes on Wednesday—unduplicated by Mail Tribune paid subscribers. We offer 3 frequency contracts to lower your cost per inch. To qualify for a frequency contract, you must agree to run weekly during the duration of the contract period.

Open rate.....\$6.88

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* Advertising must be in each issue of A la carte to qualify for weekly frequency rate.

CLASSIFIED ADVERTISING

• NATIONAL RATES

Daily, per line, per insertion \$3.53 Friday/Sunday, per line, per insertion \$4.61 Minimum: One day, 5 lines, \$35.28

Display

Daily, per column inch, per insertion \$35.28 Friday/Sunday, per column inch, per insertion \$46.07 Recruitment ads are billed on additional 10% premium

A 15% commission is available to recognized advertising agencies that will assume financial responsibility within terms for all advertising placed by the agency. National rates apply.

• COMMERCIAL CLASSIFIED RATES

Open Rates - No Contract In Place

All Rates Per Line/Per Insertion

Commercial rates are for advertisements using the same copy. Combination insertion discounts are not available with open rates.

Minimum 5 lines

Per line, per day:	Weekday	Friday/Sunday
1-2 consecutive days	\$2.26	\$2.46
3-7 consecutive days	\$2.18	\$2.39
8-13 consecutive days	\$2.01	\$2.25
14-29 consecutive days	\$1.92	\$2.13
30-31 consecutive days	\$1.84	\$2.05

Each classified line ad is posted every day on the Mail Tribune's web page for an additional 32¢ per day for each ad placement running consecutively up to 31 days (minimum charge \$3). Recruitment/Employment advertisements are billed an additional 10% premium for non-contract open rates.

Employment/Recruitment Advertising

1-2 consecutive days	\$2.49	\$2.70
3-7 consecutive days	\$2.39	\$2.61
8-13 consecutive days	\$2.25	\$2.46
14-29 consecutive days	\$2.12	\$2.35
30-31 consecutive days	\$2.01	\$2.25

Guaranteed placement: Classified in-column display ads will receive a guaranteed position in a specific category for an additional \$2.50 per inch (.25¢ per line).

Charitable/Civic Rate	\$1.86	\$2.05
Promoting charitable or educational programs		
Pickup discounts not available		

• CLASSIFIED CONTRACT RATES

Contracts are based on minimum amount of advertising volume to be used during the contract period.

Advertisers who do not fulfill their contract agreements are subject to a penalty. Advertisers who fulfill their contract agreements are offered a rebate up to a maximum of the next contract rate level.

Daily Minimum-52 Weeks:

Per line, per day:	Weekday	Friday/Sunday
4 lines daily	\$1.50	\$1.70
12 lines daily	\$1.45	\$1.65
25 lines daily	\$1.42	\$1.62

Weekly Minimum-52 Weeks:

Per line, per day:	Weekday	Friday/Sunday
5 per week	\$1.70	\$1.90
15 per week	\$1.61	\$1.81

Monthly Minimum-12 Months:

Per line, per day:	Weekday	Friday/Sunday
30 per month	\$1.81	\$2.01
60 per month	\$1.78	\$1.98

13-week/3-month contract - add 16¢ per line

26-week/6-month contract - add 10¢ per line

In-column displays with guaranteed position:

Add \$2.50 per inch/25¢ per line. Combination insertion discounts apply to all Classified Display Contract Rates.

- In-column logos \$20 setup fee, per logo
- Bold face 10¢ per line, per day
- Pi characters may be used on lines with no copy/text
- Blind box number \$25

(If replies to be mailed, \$35 for postage and handling. If emailed or faxed, \$50.00)

Each classified line ad is placed on our award-winning worldwide web site for an additional 32¢ per ad, per day, running consecutively up to 31 days (minimum charge \$3). Classified semi-displays are charged 81¢ per ad, per day (minimum charge \$8.10). Contact your Consultant for further details.

The combination rates will apply to each display ad repeated without copy change within six issues of the original publication date. First combination is equivalent to a 25% discount. Second combination is equivalent to a 35% discount. Both discounts are based on original ad placement cost. Additional combination may be placed within six issues of the original publication dates at the prevailing second combination rate.

Discount is not applicable to classified line ads, open rate, national or civic advertisers.

• CLASSIFIED MEASUREMENTS

Standard pages prepared to 11.694" wide x 21.5" deep, 9 columns width to print 129" per page. Ads must be at least half as many inches deep as columns wide; minimum 1 column by 1 inch. Depth exceeding 19" will be charged a full 21.5" column. Minimum type size: 7 pt.

Column	Inches	10 columns	0.917
1 column	1.194	11 columns	13.75
2 columns	2.5	12 columns	15.055
3 columns	3.792	13 columns	16.361
4 columns	5.111	14 columns	17.666
5 columns	6.417	15 columns	18.972
6 columns	7.722	16 columns	20.277
7 columns	9.028	17 columns	21.583
8 columns	10.333	18 columns	22.888
9 columns	11.639	19 columns	24.194

• RETAIL MEASUREMENTS

Standard pages prepared to 11.681" wide x 21.5" deep, 6 columns width to print 129" per page. Ads must be at least half as many inches deep as columns wide; minimum 1 column by 1 inch. Depth exceeding 19" will be charged a full 21.5" column. Minimum type size: 7 pt.

Column	Inches	Column	Inches
1 column	1.833	4 columns	7.75
2 columns	3.806	5 columns	9.722
3 columns	5.778	6 columns	11.694

Double truck advertising is accepted with a minimum of 10 column width or more (including the centerspace of 3 picas as one column) totaling 180 column inches. Color charge 2 pages

• ADVERTISING OPPORTUNITIES

Visit MailTribune.com and see how your business can take advantage of the most visited web site in southern Oregon. Whether utilizing a large in-story display advertisement, section sponsorship or participation on RogueValleyHomeFinder.com, JobFinder.com or AutoFinder.com, your business will reach the unique audience only the internet can deliver. Call or email our web advertising specialist for more information at Webdeveloper@mailtribune.com on how your business can leverage the power of the area's leader in online advertising

• PREPRINTED INSERTS

Preprint Billing

- \$7 per thousand will be added to targeted distribution requests less than full circulation. Minimum charge of \$350 per month will apply for all zoned preprint distribution.

- Insert rates apply to inserts from single advertisers. Any section appearing for a group of merchants will be charged as ROP space and billed individually according to our rate card. Preprint charges will be based on our quarterly distribution report.

- R.O.P. CREDIT FOR PREPRINT USAGE: Insert advertising dollars spent will earn an equivalent ROP inch credit based on daily ROP contract in force.

- Inserts with flap attached will be billed an additional 50 cents per thousand, per flap.

- Zoned insertion: Eight zones available for partial distribution. Partial-zoned inserts are accepted if the entire zone is distributed. Individual zones cannot be divided.

- Maximum standard size 12½" x 21½", folded to 12½ x 10¾"

- Minimum size 5" x 7". Insert other than standard size and tabsize newsprint should be submitted for acceptance.

- An additional charge of \$25 per thousand for quarterfolding will apply if, upon receipt, inserts are oversized or paper quality standards will not pass through the inserting equipment. All four page dinky tabs require half folding prior to delivery.

- Single page insert minimum weight 60 lb. stock.

- Up to 8½" x 10¾" considered flexie size. Two flexie pages equal one tabloid page.

- Up to 5" x 7" considered coupon book size. Four pages equal one tabloid page.

- From 8½" x 11" to 12" x 11½" considered tabloid size.

- Up to 8½" x 11" single sheet billed as card.

- It is permissible to include the names of other newspapers along with the Mail Tribune on the front page.

- If the insert contains simulated news, the words "Paid Advertising" must appear at the top of any such page in not less than 12 point boldface caps.

- Inserts that do not meet the specifications outlined will require approval for acceptability and appropriate size. \$50 per month for storage and handling for preprints warehoused at our site.

- Partial or zoned preprints are not available for insertion in a Friday or Sunday edition.

Preprint Shipping and Delivery

- Deliver to 33 N. Fir St., Medford, Oregon 97501.

- Receiving hours:

Monday: 8:00 a.m. to 4:30 p.m.; 7:00 to 11:30 p.m.

Tuesday: 8:00 a.m. to 5:00 p.m.; 7:00 to 2:30 a.m.

Wednesday: 8:00 a.m. to 4:30 p.m.; 7:00 to 11:30 p.m.

Thursday: 8:00 a.m. to 4:30 p.m.; 7:00 to 11:30 p.m.

Friday: 8:00 a.m. to 4:30 p.m.; 7:00 to 11:30 p.m.

Saturday: 7:00 p.m. to 11:30 p.m.

Sunday: 9:00 p.m. to 11:30 p.m.

- Each pallet should be plainly labeled as to the number of inserts stacked thereon. Pallets not to exceed 48" height.
- Do not strap bundles.
- 10 days prior notice for placing reservations, delivery 7 days prior to date of insertion.
- Please contact our office for most current preprint quantities. Call for preprint distribution.

The cost per thousand rates will apply to Mail Tribune subscriber delivery.

Call for rates on frequency higher than 135.

Tab Size	Open	Contract 5-10	Contract 11-24	Contract 25-60	Contract 61-99	Contract 100-135
	Rate					
Single Sheet						
8.5" x 11"	\$36.05	\$34.55	\$32.80	\$32.05	\$30.80	\$30.35
1-4 tab	\$41.55	\$40.30	\$39.05	\$37.55	\$36.05	\$34.85
6-8 tab	\$45.05	\$43.80	\$42.55	\$41.05	\$39.55	\$38.35
10-16 tab	\$50.55	\$49.30	\$48.05	\$46.55	\$45.05	\$43.85
18-24 tab	\$54.55	\$53.30	\$52.05	\$50.55	\$49.05	\$47.85
26-32 tab	\$57.05	\$55.80	\$54.55	\$53.05	\$51.55	\$50.35
34-40 tab	\$59.55	\$57.80	\$57.05	\$56.05	\$54.05	\$52.85
42-48 tab	\$63.55	\$62.30	\$61.05	\$59.55	\$58.05	\$56.85
50-56 tab	\$66.55	\$65.30	\$64.05	\$62.55	\$61.05	\$59.85
58-99 tab	\$69.55	\$68.30	\$67.05	\$65.55	\$64.05	\$62.85

Call for A la carte Jackson County non-subscriber rates

• DESIGN, PRINT & DELIVERY

The Mail Tribune offers design, print and deliver (DPD) services for single sheet inserts.

Advertisers have the opportunity to reach over 85% of Jackson County households with a total market package, or to zero in on a particular area with as few as 10,000 inserts.

Inserts are single sheets printed on either 8.5 x 11 or jumbo 10.5 x 11 paper. Each insert is full color on one or both sides printed on coated matte paper.

The newspaper requires 14 days from insertion date to receive advertising materials. Advertiser will receive one proof copy for corrections.

Call your advertising representative for current rates.

• **COMMISSIONS, PAYMENTS, AND CREDIT**

- All rates are non-commissionable and payable in advance of publication unless a credit account has been established. Credit approved account payments are due by the 10th day of calendar month following publication.
- A late fee will apply if an account has not been paid within 30 days of billing date, at a rate of 1.5% per month on the principal balance. 18% annual percentage rate.
- Finance charges up to the legal limit may be assessed on past due accounts. In the event payment is not made within the approved credit limits, we reserve the right to reject advertising copy and/or immediately cancel any contract. The advertiser agrees to indemnify the newspaper for all expenses incurred in connection with the collection of amounts payable, including court costs and attorney and/or collection fees.
- An advertiser who does not maintain his credit status with the newspaper shall be deemed in breach of contract, and the newspaper may re-bill the advertiser for an outstanding balance due at the earned rate or non-contract rate on the newspaper's current rate schedule.
- Payment terms, finance charges and discounts may be revised at any time upon 30 days notice to advertisers.
- Insertion orders containing disclaimers or conditions for publication are not accepted.
- For your convenience, we accept Visa, MasterCard, and Discover. We also extend terms, subject to credit approval, to retail and classified customers.
- If the advertiser utilizes the services of an agent or other third party, the advertiser and the party shall be jointly and severally liable for payment and for compliance with any agreement with the newspaper.
- Political advertisements must be paid by check or credit card in advance of publication and comply with newspaper's political advertising guidelines.
- Display ads are charged as they appear on printed page to the nearest half-inch of depth.

• **GENERAL RATE POLICY**

- Retail rate applies to local retail stores and service businesses. Rates will be determined by contract level committed to by the advertiser. Contracts not fulfilled will receive short-rate billing.
- The Publisher reserves the right to adjust rates during the term of any agreement upon 30 days written notice. Upon receipt of the newspaper's revision of rates and/or credit terms, the advertiser may cancel a contract agreement without penalty by giving 30 days prior written notice to the newspaper.
- Brokered space is not accepted. Rates apply only to advertising placed expressly on behalf of the original advertiser. Under no circumstances shall the original advertiser resell space to a third party. Contract rates are for the customer's own commercial advertising and may not be extended or transferred by the advertiser to any other party.
- The Mail Tribune is not liable for failure to print, publish or circulate an advertisement for any reason whatsoever.
- The advertiser assumes sole responsibility for statements contained in the advertisements and indemnifies the company against all loss, liability or expense arising from claims of libel, unfair trade practices, unfair competition, infringement of trademarks, names or patents, copyrights and proprietary

rights and violations of the right to privacy resulting from publication of the advertiser's copy or materials. The advertiser agrees to hold harmless and to indemnify the newspaper from all damages, costs and expenses of any nature whatsoever; for which the newspaper may become liable by reason of its publication or omission of the advertiser's advertising. Re-use for advertising purposes of the newspaper's news copy, artwork, photographs and advertising copy written or produced by the newspaper is expressly forbidden without prior consent of the newspaper:

- The Mail Tribune reserves the right to edit, reject, revise, correctly classify or cancel any advertisement at any time. Subject matter, photography and typography of all advertising are subject to the approval of the publisher. Receipt of copy and/or payment does not determine acceptance for publication.
- The Mail Tribune reserves the right to include the word "advertisement" in an advertisement that, in the judgment of the publisher, may be mistaken for editorial material.
- Proofs are shown on ads per request via email or fax. Once a proof is delivered, the Mail Tribune is no longer responsible for errors in copy (except mistakes in proof corrections.) Excessive changes on proofs will be charged at \$75 per hour; minimum \$75 charge.
- 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 errors or omissions in connection with an advertisement is strictly limited to the monies paid for the advertisement. Advertiser is responsible to notify the Mail Tribune of an error in time for correction before the second run. Credit or make-good will be given on the first insertion only. All requests for credits and adjustments are welcome for 90 days after any initial billing month.
- Request for position will be honored whenever possible, but is not guaranteed unless position charge is selected. Advertiser's request for position is not a condition of acceptance nor basis for a make-good.
- Advertising is most productive when it is easily understood by everyone. Please spell out all words, with the exception of the few standard abbreviations listed in most dictionaries.
- The Mail Tribune reserves the right to revise, reject or properly classify any copy. Regulations require that recruitment advertising must clearly state the nature of the work. Sales recruitment ads must state the nature of the item or service to be sold and the basis of compensation. No estimate of earnings may be made in any recruitment ad unless copy states "guaranteed." All employment ads are sorted alphabetically according to first word used.
- Request for position on classified display advertising will be honored whenever possible, but not guaranteed. Effort is made to position classified display ads at the bottom of the page as near the proper classification as possible. In-column advertising in most classifications, is arranged by size.

• **COPY CLOSING**

- Advertising copy is not considered on time unless all components are received by deadline (text, art, photos).
- Artwork, designs and layouts originated by the newspaper are owned by the Mail Tribune.
- Cancellation of advertising cannot be accepted after deadline or closing date. The newspaper is not responsible for the correctness of copy or materials published that were received after its scheduled deadline.

• **RECEPTION OF ELECTRONIC MATERIAL**

- The Mail Tribune has the capabilities to accept digital advertising
- We can output ads created in QuarkXpress utilizing Adobe Type 1 fonts that are currently in our system.
 - Camera-ready ads must be in PDF format with fonts converted to outlines and embedded.
 - Please include a hard copy of the ad. This will verify we have the proper ad and that no elements are missing
 - Any changes in PDF files are the responsibility of the originator of that file. Additional work to a file, beyond loading the material onto the Mail Tribune's system, will be charged at \$75 per hour; with a \$75 minimum.
 - The Mail Tribune will not be responsible for unusable material, delays or missed schedules due to errors, improperly prepared files or unclear instructions
 - Please consult your sales representative for additional information on electronic transmission or output.

Layout and design

Professional copy, art and layout service is available to Mail Tribune advertisers at no additional charge if all rough material is delivered to the newspaper 48 hours in advance of regular deadlines.

Advertising Design/Speculative layouts

Your sales representative can explain how you can increase results by outlining a planned advertising program complete with advertising ideas and layouts. This service, including design, is at no additional charge to Mail Tribune advertisers. Give yourself plenty of time—advance notice required.

• **SPECIAL SERVICES AND PRODUCTION CHARGES**

Photo service: please contact your sales consultant for current program. Our professional staff can assist you in your advertising planning for best results. Budgeting monthly or yearly with sound merchandising and presentation; gaining great impact by tying in with special events and yearly promotions. Our marketing consultants can assist your account or merchants association with campaigns and illustrations

- Total or Target Market Coverage
- Print, insert & delivery program
- Comic gatefolds
- Color comic advertising
- Co-op advertising program
- Custom design market surveys
- World-wide web
- Preprint distribution - zones or total market

• **CAMERA-READY ADS**

- All camera-ready material provided should be at 85 lines per inch.
- Type on a screened background of a density higher than 20% is not advised.
- Light face serif or script type is not advisable on screened backgrounds or reverses

• **DISPLAY COPY CLOSING**

For publication on:	All materials due:
Sunday	Wednesday, 11 a.m.
Monday	Wednesday, 11 a.m.
Tuesday	Thursday, 11 a.m.
Wednesday	Friday, 11 a.m.
Thursday	Monday, 11 a.m.
Friday	Tuesday, 11 a.m.
Tempo/TV	Monday, 11 a.m.
Saturday	Tuesday, 11 a.m.
Total Market Coverage:	
A la carte	Wednesday, 11 a.m.

On a publication day following legal holiday, and for special sections and groupings, please add 24 hours to above schedule. Ad cancellations limited to above closing schedule. All deadlines effective January 1, 2010.

• **SPECIAL DAYS/PAGES/ FEATURES/SECTIONS**

Sections:

Tempo/TV Entertainment and TV listings	Friday
Healthy Living	Tuesday
A la Carte food and entertainment	Wednesday

Feature pages:

Oregon Outdoors	Thursday
At Home	Saturday
Religion and HomeLife	Friday
Business section;	
Music and Arts; Local features; Senior Calendar;	
Comics; Parade; Expanded stock market report	Sunday

• **IN-COLUMN LINE AD COPY DEADLINE**

For publication on:	All Materials Due:
Sunday	Friday, 5 p.m.
Monday	Friday, 5 p.m.
Tuesday	Monday, 5 p.m.
Wednesday	Tuesday, 5 p.m.
Thursday	Wednesday, 5 p.m.
Friday	Thursday, 5 p.m.
Saturday	Friday, 5 p.m.

Contact your marketing consultant for legal holiday schedule.

• **ADVANCE DEADLINES**

- Double trucks and color advertisements are due 24 hours in advance of normal deadlines
- Advertisements requiring special services, artwork, and ads with intricate layout or color specifications or extensive copy are due 24 hours in advance of normal deadlines
- National holiday deadlines will be announced.

• **CIRCULATION**

Contact our office for current circulation and distribution figures