

JournalStar



General Advertising

Rates and information effective January 1, 2009

File Delivery and Guidelines



**FREE
Ad Delivery
Service!!**

The Journal Star announces AdDesk

A web site just for our advertisers
<http://centralillinoisads.com>

1. Go to our Web site: <http://centralillinoisads.com>

The AdDesk web site has information you need such as deadlines, ad sizes and contact information. It also has easy to understand instructions on how to make display ads that work with our computer systems.

2. Send your ads **FREE** of charge.

AdDesk is an easy and free way to deliver advertising materials to us. All you need is an Internet connection and web browser, no special software is required.

3. Delivery Confirmed!

When you submit your ad materials through AdDesk you will receive a confirmation that your ad has been received. We'll inspect your ad promptly to ensure it is ready to run in the paper.

centralillinoisads.com

We're making it easier to advertise with us!

We at the Peoria Journal Star are committed to making your advertising experience effective and enjoyable. AdDesk is designed to provide you, our advertisers, with easy access to essential information and services that you need when advertising with us. We're still a phone call away! So, if you have **QUESTIONS...**

Call us at (309) 686-3016

JournalStar

Offset Press Facts & Stats

The Journal Star prints at 100 lines per inch (lpi) in **CMYK** four color process. We do not use Pantone (PMS) colors, though our process match screens can approximate these colors.

Removable Media

We accept the following removable media:

- 3.5 Floppy Disk • CD-ROM Disk • DVD-Rom
- Iomega Zip Disks (100, 250 & 750 MB)

Computer Software

We accept files in the following applications:



- Adobe Acrobat 7.0
- Adobe Illustrator CS2
- Adobe Photoshop CS2
- Adobe InDesign CS2
- Quark XPress 6.0
- MultiAd Creator 7.0

Imaging Guidelines

- High-res continuous-tone image resolution should be at least 200 pixels per inch (ppi) when the image is scaled to its final publication size.
- Line-art resolution should be at least 400 pixels per inch (ppi).
- Our line screen is 100 lpi with an angle of 45 degrees.
- Avoid using menu options to create special effects such as italic, bold, outline, drop-shadow, etc. Instead, use fonts specifically designed to create these effects.

Questions? Please Call Us

If you have specific questions concerning the graphics in your advertisement, we encourage you to call our Electronic Ads Department at

(309) 686-3016.

General Advertising

● 1. Personnel

Publisher	(Peoria) Ken Mauser
Advertising Director	(Peoria) Tim Rollet
National/Co-op Mgr.	(Peoria) Mary Swaringen
Publisher	(Galesburg) Tony Scott

● 3. Commissions and Terms of Payment

- A. Credit application required prior to advertising.
- B. 15% to recognized advertising agencies.
- C. Placement fees are **UNACCEPTABLE**.
- D. Advertising agencies are responsible for payment of all advertising placed by the agency. Sequential liability clauses not honored.
- E. No cash discount.
- F. Failure to receive checking copies/tearsheets not recognized as valid reason for withholding payment.
- G. Credits and/or adjustments will not be given for a period beyond six (6) months.
- H. Credit Card payments are unacceptable.
- I. Advertising space is billed at actual measured space. Unpaid balances will accrue interest at a rate of 1½% per month, or the maximum rate allowed by law, whichever is less, from the date due until the date paid. In the event the Advertiser/Agency fails to pay any amount due under this Agreement, the Peoria Journal Star, Inc. shall have the right to recover from the Advertiser/Agency, in addition to the amount due, and in addition to any other rights or remedies the Peoria Journal Star, Inc. may have, reasonable costs of collection, including but not limited to collection agency fees, attorney's fees and costs of litigation.

● 4. Policy - All Classifications

- A. The subject matter, form, size, wording, illustrations and typography of all advertising is subject to the approval of the publisher. The right to edit, reject or cancel advertising is reserved by the Peoria Journal Star, Inc. in its sole discretion.
- B. Advertisements set solid or in reading matter type, or advertising which simulates editorial content must carry the word "ADVERTISEMENT".
- C. If war restrictions or other interruptions cause shortages of any kind that limit or prevent publication, the Journal Star reserves the right to cancel or limit existing contracts on an equitable basis.
- D. **POLICY - GENERAL ADVERTISING**
General advertising rates apply to display advertisers outside the Peoria DMA and to any classification deemed by the publisher to be "general" in nature. The following are examples deemed by the Publisher to be General:
 - All advertising placed by retail firms that do not have an outlet located within the newspaper's designated retail market area
 - Amusement/theme parks located outside Peoria DMA
 - Book Publishers, mail order, movie studios
 - Credit cards, financial, investment accounts, legal display ads
 - Educational institutions with no campuses in the Peoria DMA
 - Freight delivery and mail service
 - Insurance companies, health plans/HMOS
 - Manufacturers, wholesalers, brokers, distributors & dealer associations

- Media advertising, including national/network, radio, television, cable, programmers, newspapers, magazines, print and electronic media directories, direct mail, information service providers, online services, web site advertising
- National associations, fraternal organizations, trade unions
- Oil and energy, defense, high tech, government
- Public utilities outside Peoria DMA
- Recruitment (help wanted) display advertising published/ outside of the classified pages
- Sports teams outside Peoria DMA
- State and National political/advocacy advertising, public policy makers
- Telecommunications, including local phone service, long distance service, wireless
- Tobacco, liquor, health and beauty aids, food products, packaged goods, pharmaceuticals
- Transitory seminars, traveling shows, lectures and conventions
- Transportation and travel suppliers, airlines, hotels and resorts, cruise lines, cruising services, tour operators, tourist boards, interstate bus lines, railroads and vehicle rentals

- E. Liability for errors: The Journal Star is liable for errors in advertisements only when it fails to correct errors plainly marked by the advertisers on the proof and returned to the office by the designated proof return deadline. Our liability than shall be limited to the actual cost of that portion of the advertisement occupied by the error.
- F. General non-contract rates are commissionable to recognized agencies.
Bulk contract rates are not commissionable.
- G. All advertising that displays (1)800, (1)888, (1)900 and (1)976 phone numbers must also carry a local address to qualify for retail display rates. The ad must include the amount charged per call and any long distance charges/tolls.
- H. The Journal Star reserves the right to reject any advertising and to interpret which classifications are considered "General".

● 5. General Rates - Effective January 1, 2009

All ROP advertising in the Journal Star is sold in combination with the Galesburg Register Mail.
One Order - One Bill.

A. ROP <small>Gross Rates</small>	DAILY	SATURDAY or SUNDAY
SAU® Inch Rate	\$88.74	\$100.22

Repeat Discount: Advertisements of 6 inches or more that are repeated within six days of the original ad, will receive a 25% discount for the first repeat and a 35% discount for the second and third repeat. Repeat discount available any day except Sunday.

- B. **TOTAL MARKET COVERAGE:** Delivered to non-subscribers in our MSA. Arrives in the homes on Wednesday. Any ROP advertisement that runs in the Journal Star and the Register-Mail the week prior to or following the designated Wednesday, may be run in the TMC Edition for \$15.45 per column inch.

Preprinted Insert Rates

C. Preprint Gross Rates

Tab Pages	CPM
2	\$28.83
4	\$53.10
6	\$71.54
8	\$85.92
10	\$91.56
12	\$97.22
14	\$102.91
16	\$108.83
18	\$111.74
20	\$113.63
22	\$116.71
24	\$122.07

The Journal Star strives for 95% or better accuracy in delivery of preprinted inserts.

**MINIMUM OF \$750
FOR ANY ZONED INSERT.**

Quantities Needed	
SUNDAY	97,341
SATURDAY	87,246
DAILY	84,309

Frequency Discounts	
6 Per Year	5% Discount
12 Per Year	6% Discount
24 Per Year	7% Discount
36 Per Year	10% Discount
Frequency rates are applicable to single corporate advertisers only. Contracts must be received prior to first insertion.	
CALL FOR HIGHER FREQUENCY RATES.	

Polybag/Sampling now available. Contact National Manager for details.

Maximum Tab Size - 12" x 12". For other than standard size, contact National Manager.

Deadline noon 13 days prior to insertion. Memorial Day, July Fourth, Labor Day, Thanksgiving Day and Christmas inserts accepted with Full Circulation or Full Metro quantities only. Contact National Manager for quantities needed.

Late inserts will be charged \$500 per day (including weekends) and will only be accepted with National Manager's approval. Charging for late inserts will not insure insertion. Only pre-authorization from National Manager will assure insertion.

TMC Supplemental Mail - Each week, non-subscribers in the MSA receive the US Express, a special editorial package. Distribution of your inserts, in this tailor-made product, can be designed to include selected areas or all the covered zones. **Supplemental Mail must be used in conjunction with regular paid insert distribution.**

2 Tab - \$24.51 - Net

4 Tab - \$45.14 - Net

8 Tab - \$73.04 - Net

Supplemental Mail Coverage	
MSA Zones	Inserts Required
ZONE A	1,287
ZONE B	10,494
ZONE C	9,544
ZONE D	4,958
ZONE E	5,088
ZONE F	2,053
ZONE H	5,689
ZONE I	16,460
ZONE J	3,731
ZONE K	2,373
TOTAL MSA	61,677

See zone map on following page.

Delivery Hours:

24 hours per day, 7 days a week.

Material Delivery Address:

Journal Star, 1 News Plaza, Peoria, IL 61643

When purchasing Galesburg, 13,000 should be packaged separately and shipped to:

Galesburg Register Mail, 140 S. Prairie Street, Galesburg, IL 61401

General Advertising

7. Color Rates/Data

A. Color Rates are Net.

	Daily	Saturday	Sunday
Spot Color	\$625	\$650	\$700
Full Color	\$1000	\$1030	\$1045

B. Materials due five business days in advance. Cancellation the same.

11. Special Day/Pages/Features

Business Section – Tuesday and Sunday (Wall Street Journal)

TV Listings, Theatre – Daily and Sunday

Food Pages — Wednesday

“Cue” Entertainment/Leisure Guide – Thursday

Home Builders/Garden Pages – Saturday

Resort, Travel – Sunday

AgriBusiness Page – Tuesday

Kid’s Pages – Monday

You Page – Friday

12. ROP Depth Requirements

Ads in excess of 18 inches charged full depth.

13. Contract & Copy Regulations

- A. Clauses which are not in accordance with our rules will not be considered binding even though mentioned on the order.
- B. The advertiser and/or agency shall designate the width in columns and the exact depth. The Journal Star agrees to publish and bill the advertisement in space ordered; measurement to be from cut-off rule to cut-off rule.
- C. In the event of any direct tax or levy being applied to advertising, this tax or levy will become an additional charge to the advertiser, over and above the rates mentioned herein.
- D. Credit for errors in advertisement allowed for first insertion only.
- E. Not responsible for key numbers unless included in original material.
- F. Position orders: We will attempt to place advertisements in line with your preference, but as position of an advertisement is not guaranteed, we can make no adjustments if and when the position request is not fulfilled. We cannot accept advertising orders which direct an ad to be omitted if not run in a special position or on a designated page.

14. ROP Advertising Deadlines

Copy and layout to Journal Star Ad Services by the following deadlines: Deadlines for advertising requiring layouts, color or additional services are one working day in advance of above deadlines. Deadlines for weekly or special pre-date sections may vary. Advanced deadlines during week of holiday - 12 noon four business days preceding publication.

Display Advertising Deadlines	
Monday Adv. Due	Thursday, 12 Noon
Tuesday Adv. Due	Friday, 12 Noon
Wednesday Adv. Due	Friday, 12 Noon
Thursday Adv. Due	Monday, 12 Noon
Friday Adv. Due	Tuesday, 12 Noon
Saturday Adv. Due	Wednesday, 12 Noon
Sunday Adv. Due	Wednesday, 12 Noon

15. Mechanical Measurements

- A. Offset Press - 100 line screen
Page size: 11.625” x 20.31”
Double Truck: 24.125” x 20.31”
- B. Six columns to page.
- C. 20.5 inches charged to a column; 123 inches charged to a page.
- D. Double Truck 266.5 inches.
- E. All printing material for ROP should be sent to
General Advertising Department
Journal Star, 1 News Plaza
Peoria, Illinois 61643
or upload at www.centralillinoisads.com
- F. Column Widths:

Display Ad Sizes	
1 Column.....	1.83 Inches
2 Column.....	3.79 Inches
3 Column.....	5.75 Inches
4 Column.....	7.71 Inches
5 Column.....	9.67 Inches
6 Column.....	11.625 Inches
Double Truck.....	24.125 Inches
Depth Of Full Page.....	20.31 Inches

A double truck is a two-page spread including the space between the pages and is charged as 13 columns and runs 20.31 inches deep.

I. Modular Dimensions:

1/8 Page	3 Column x 5”
1/4 Page	3 Column x 10.5”
1/2 Page Horizontal	6 Column x 10.5”
1/2 Page Vertical	3 Column x 20.5”
Full Page	6 Column x 20.5”

18. Sunday Color Comics

Page size 6 column x 20”. Non-commissionable.

Full Page	\$2,884
1/2 Page	\$1,545
1/4 Page	\$824

Sunday Comic Spadea

- A. Spadea wraps freely on the left hand side of the Sunday comic section. Contact National Manager for availability. 10 day deadline applies.

Full Spadea:
11.625” x 20.31” Both sides
\$3,605

General Advertising



Advertise with the Journal Star and PJStar.com and reach 79% of adults 18+ in the Tri-County Area (210,050).*

PJStar.com widens the gap!

The new Media Audit numbers are out, and they illustrate the increased dominance of pjstar.com among Tri-County news and information websites.

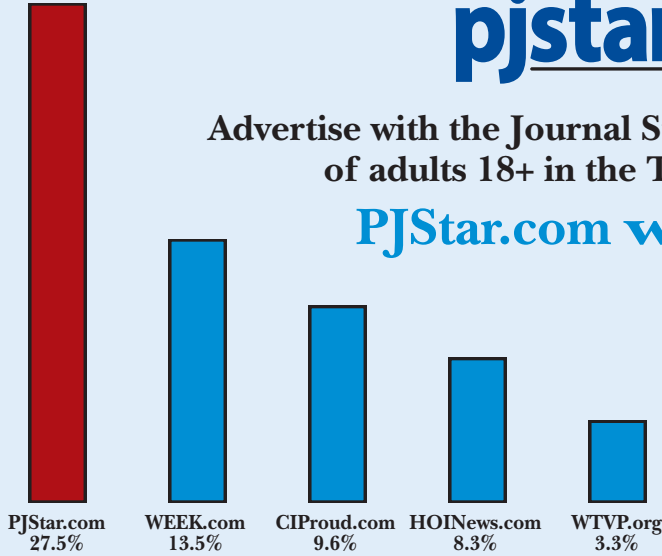
6 Month Average (Source: HBX Analytics, November 2007 - April 2008)

Summary:

Average Page Views per month.....4,811,928

Average Unique Visitors per month.....358,135

*Media Audit, Fall 2007



Front Page Notes Now Available Monday Thru Saturday

Conditions for Publication

- All notes must be approved by Journal Star management and orders are governed by terms and conditions outlined in the current Journal Star rate cards.
- Run dates are on a first-come, first-served basis.
- All orders are considered firm and will require full payment if canceled.
- A printed advertising polybag and front page ad note may run on the same day.

- Political advertising will be accepted - all rules governing political and issue advertising must be strictly adhered to. Ads must be identified as "Paid Political Advertisement."
- Available only in the zones in the 3 distribution areas below.
- Rates are based on a per-application basis.
- Front page products will be allowed Monday through Saturday, except Holidays.



Zones	1X CPM	6X CPM	12X CPM
Peoria County Edition	\$54	\$52	\$48
Tazewell/Woodford Edition Pekin Times	\$54	\$52	\$48
Full Circulation	\$44	\$42	\$40

Quantities	Monday-Friday	Saturday*
Peoria County Edition	31,800	34,000
Tazewell/Woodford Edition Pekin Times	31,500	25,800
Full Circulation	76,200	74,000

Contact the National Manager for additional information and costs. * Pekin Times not available on Saturday



STYLE AND substance™

Showcasing Distinctive Homes of Central IL

Style and Substance™ offers advertisers the distinctive advantage of a targeted, upscale audience with a distribution of 35,000 magazines inserted into the Journal Star to new housing growth areas.

	1x	2x*	3x*	4x*
Full Page Bleed	\$3,411	\$3,240	\$3,069	\$2,900
2/3 pg	\$2,457	\$2,333	\$2,210	\$2,088
1/2 pg	\$1,911	\$1,814	\$1,718	\$1,624
1/3 pg	\$1,331	\$1,264	\$1,199	\$1,132
1/6 pg	\$720	\$681	\$645	\$595
**Back Cover	-	-	-	\$3,200
**Inside Front Cover	-	-	-	\$3,200
**Inside Back Cover	-	-	-	\$3,200
**Page 3	-	-	-	\$3,090

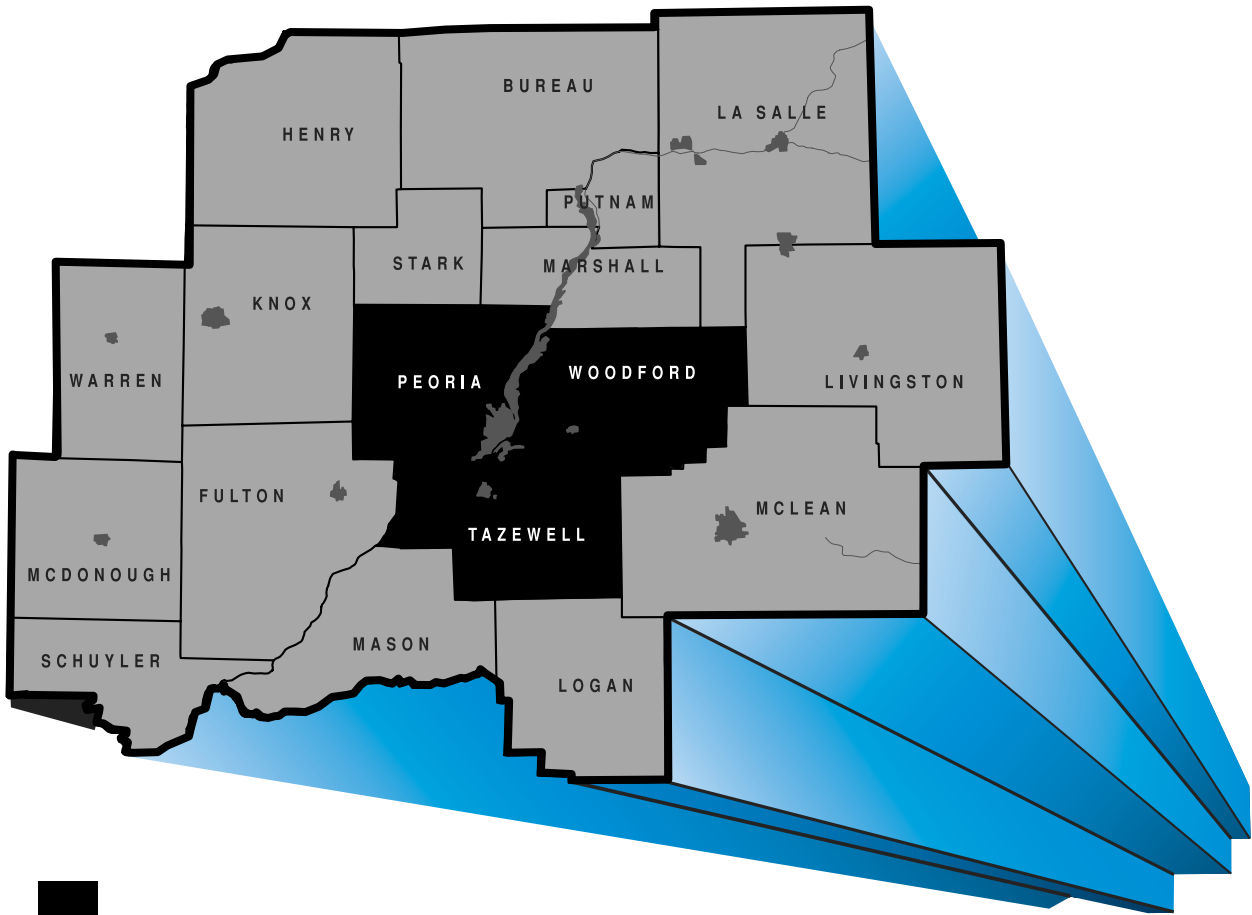
Ad Rates:

2009 Publication Dates:

- February 7
- April 11
- June 13
- October 31

5 Week space deadline applies.

**Premium position must be sold as full page bleed and a 4-time commitment is required. Rates effective for issues published in 2009. Ad rates are per issue. All ad rates include full color. *Multi runs are to be completed in 2009 to earn rate.



Circulation

Journal Star/Register Mail

