2015 MEDIA PLANNING GUIDE

Rates effective January 1, 2015

We Deliver Results To Over 36,400 Readers In Print And Online 24/7.

THE Messenger
IN PRINT DAILY | ONLINE 24/7
713 Central Avenue, Fort Dodge, IA 50501
515-573-2141 or 1-800-622-6613
CITY AND RETAIL TRADING ZONES/ FORT DODGE, IOWA

Advertise in The Messenger and The Extra and reach 11 counties in North Central Iowa

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Over 36,400*
Print and Online Readers Daily

*Based on 2.4 readers per household Iowa Newspaper Association Survey and online sessions per day via website, mobile and digital subscribers
Publications

THE MESSENGER is published every morning, seven days a week. The Messenger’s daily circulation enables any advertiser to capture the North Central Iowa market. The Messenger’s percentage of city penetration is among the highest in the state of Iowa. Our award winning special sections appeal to a wide variety of readers and help advertisers reach their target audiences.

THE EXTRA is a weekly publication delivered to non-subscribers of The Messenger each Wednesday. The Extra’s 15,000 unduplicated extended circulation gives an advertiser nearly 100% TOTAL MARKET COVERAGE of the primary market area for Fort Dodge.

SELECT TV Entertainment magazine is a weekly TV listing of all area cable and network channels. It is inserted in The Messenger every Sunday and The Daily Freeman-Journal every Friday in Webster City.

ACTIVE LIVING is a monthly tabloid targeting the 50+ reading audience. The stories are locally generated from our eleven-county distribution area. It is inserted the second Thursday of every month in The Messenger.

REAL ESTATE BUYERS’ GUIDE is published the last Thursday of every month. 14,000 copies are printed and inserted in The Messenger throughout Fort Dodge and surrounding areas and all real estate offices.

FORT DODGE BUSINESS REVIEW in cooperation with the Greater Fort Dodge Growth Alliance, is a monthly magazine featuring Fort Dodge business news. Over 8,000 copies are inserted in The Messenger.

FORT DODGE TODAY MAGAZINE is inserted monthly into The Messenger for all Fort Dodge subscribers. Available by subscription outside of Fort Dodge.

FARM NEWS is a weekly farm publication serving farmers in 33 counties in Northwest and North Central Iowa. Delivered by 2nd class mail to active farmers, with over 24,000 readers in print and online every Friday.

FARM NEWS EQUIPMENT GUIDE is a twice per month publication that combines a print product of new and used equipment with an online inventory. The Equipment Guide seeks to bring equipment for sale directly to the qualified active Iowa farmer.

TWIST & SHOUT is your local and area monthly entertainment magazine! It is distributed to over 80 free standing locations and in the hands of over 10,000 readers each month. The content includes feature stories about theater, concerts, good eats and drinks and event calendars, as well as monthly columns on current music, movies and books.
DON’T MISS THESE MESSENGER SPECIAL EVENTS IN 2015

**JANUARY**
- Bridal Guide
- Catholic Schools Week
- Baby Register
- Auto Spotlight
- Sunday Value Pack

**FEBRUARY**
- Progress Editions
- Academic Excellence
- Crime Prevention
- Sunday Value Pack
- Weekly Nascar Contest

**MARCH**
- Spring Farm Preview
- NIE Design An Ad
- Home & Garden Expo
- Sunday Value Pack
- Golf Savers Card
- Spring Parks & Rec. Guide
- Bracket Buster Contest

**APRIL**
- Golf Directory
- Sunday Value Pack
- Go Green
- Meet the Businesses
- Destination Guide
- Racing Directory
- Active Living Senior Expo

**MAY**
- Webster Co. Visitor's Guide
- Graduation Salute
- Transportation Week
- Sunday Value Pack
- Honor Flight

**JUNE**
- Hometown Pride
- Sunday Value Pack
- Academic Excellence
- North West Travel Guide
- Made In Iowa
- Students in the Arts

**JULY**
- Wedding Planner
- Webster County Fair
- Sunday Value Pack
- Little League Tab
- Girls Softball Tournament
- City Golf Tournament
- FDSH School Calendar

**AUGUST**
- Football Preview Magazine
- Sunday Value Pack

**SEPTEMBER**
- Weekly Football Contest
- Fall Home
- Sunday Value Pack
- Ad-A-Note Sale
- Honor Flight

**OCTOBER**
- Fire Prevention
- Sunday Value Pack
- Reader's Choice
- Breast Cancer Awareness
- Bridal Spectacular Awareness
- Racing Directory
- Active Living Senior Expo

**NOVEMBER**
- Thanksgiving Edition
- Winter Sports Magazine
- Sunday Value Pack
- Shop Local Special Section
- Serving Our Country
- Small Business Saturday
- Outdoor Hunter Showcase
- GFDGA City Map

**DECEMBER**
- Holiday Showcase
- The Year in Review Edition
- Sunday Value Pack
- 2015 Calendar
- Holiday Greetings
- Letters to Santa
- Hometown Youth
- Health and Fitness

We deliver results to over 36,400 readers in print daily and online 24/7
The Daily Freeman-Journal
extended COVERAGE

Readers that frequently purchase products or services from ads seen in Farm News for $5.00 per column inch.

Fast Facts... 75.4%
Readers that frequently purchase products or services from ads seen in Farm News.

Source: Circulation Verification Council 2012

Fast Facts... 76%
Which newspaper is your primary source of local news?

The Daily Freeman-Journal

*Source: Pulse Research 2010
## Media Planning Guide 2015

### Banner Advertising Options

<table>
<thead>
<tr>
<th>Placement</th>
<th>OPEN</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost Per Thousand Impressions</td>
<td>ros</td>
<td>targeted</td>
<td>ros</td>
<td>targeted</td>
</tr>
<tr>
<td>Top Leaderboard</td>
<td>$16</td>
<td>$9</td>
<td>$10</td>
<td>$13</td>
</tr>
<tr>
<td>Peel Down (per day)</td>
<td>$99</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Weather Sponsor</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Right Half Banner</td>
<td>8</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Rectangle</td>
<td>16</td>
<td>9</td>
<td>10</td>
<td>14</td>
</tr>
<tr>
<td>Left Skyscraper</td>
<td>16</td>
<td>9</td>
<td>10</td>
<td>14</td>
</tr>
<tr>
<td>Center Middle Banner</td>
<td>11</td>
<td>6</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

** Definitions: **
- **ROS** - Run of Site, your ad can appear on any page of messengernews.net at any time.
- **Targeted** - Target your ad up to 5 different ways, by geography, time of day, day of week, page on the site and how frequently it is viewed per IP address.

### Ad Specifications

- **Leaderboard** 728x90 px (30k, static, 45k animated)
- **Skyscraper** 160x600 px (30k static, 45k animated)
- **Rectangle** 300x250 px (30k static, 45k animated)
- **Banner** 468x60 px (25k static, 40k animated)
- **Half Banner** 234x60 px (20k static, 25k animated)
- **Weather Sponsor** 468x60 px (25k static, 40k animated)

The Messenger will do all online design work for you at no extra charge!

- 600,000 Pageviews per month
- 20,000 Pageviews per day
- 6,000 online readers per day

Google Analytics average from Jan. 1, 2014-Dec. 28, 2014

### Mobile Advertising Options

#### Mobile App Ad Rates

- **12 month or 120,000 impression commitment** .................................................. $12 cpm
- **6 month or 60,000 impressions commitment** .................................................. $13 cpm
- **3 month or 30,000 impression commitment** .................................................. $14 cpm
- **Open Rate** .................................................. $16 cpm

**Targeting your link**
You can target your ad to either download your app or route to your website. You can even set it to make a call to your business.

Our mobile apps on iphone and Android, which are open to everyone, have 350,000 pageviews per month. The app has been downloaded by over 1,150 readers.

Google Analytics average from Jan. 1, 2014-Dec. 28, 2014
multi media ADVERTISING OPTIONS

special EVENTS packages:
Combine the power of print and web to promote a special sale, anniversary, holiday or grand opening.

$1200 - Special Event Package
60 inches of Messenger Color Advertising
25,000 online ads

$2100 - Special Event Package
129 inches of Messenger Color Advertising
45,000 online ads

$4000 - Special Event Package
258 inches of Messenger Color Advertising
100,000 online ads

Print inches can be run as one ad or as many ads totaling the number of inches in the package. Online ads can be targeted and can be run in the leaderboard, skyscraper or rectangle position. Additional packages are available to fit any budget.

No Website, No Problem
Online advertiser profile:
$15 per month with 6 month advertising commitment
$10 per month with 1 year advertising commitment

Not ready to commit to a monthly plan?
When you run a print ad you can run an online banner ad 10,000 times for $100.

print to web RATES
Your print ad displayed to our online readers.

<table>
<thead>
<tr>
<th>Print Ad Size</th>
<th>Online Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>1&quot;-40&quot;</td>
<td>$25.00</td>
</tr>
<tr>
<td>41-80</td>
<td>$50.00</td>
</tr>
<tr>
<td>81-120+</td>
<td>$75.00</td>
</tr>
</tbody>
</table>

Sound and motion start automatically when someone views our homepage! Advertiser supplies video.

online CONTESTS
The Messenger hosts online contests throughout the year ranging from sports contests to holiday contests such as the Mother Child Look-A-Like photo contest for Mother’s Day. You can sponsor a contest that we have created or have us create a business specific contest just for you. Ask your sales representative for details. Contest are cross-promoted in print, online and through social media.

video RATES

<table>
<thead>
<tr>
<th># of times your ad is seen</th>
<th>Online Fee</th>
<th>SOV</th>
</tr>
</thead>
<tbody>
<tr>
<td>25,000</td>
<td>$250</td>
<td>12%</td>
</tr>
<tr>
<td>35,000</td>
<td>$350</td>
<td>35%</td>
</tr>
<tr>
<td>50,000</td>
<td>$500</td>
<td>50%</td>
</tr>
<tr>
<td>100,000</td>
<td>$1000</td>
<td>100%</td>
</tr>
</tbody>
</table>
retail ADVERTISING rates

LOCAL YEARLY CONTRACTS

<table>
<thead>
<tr>
<th>Total Inches</th>
<th>Messenger per inch</th>
<th>Messenger/Extra per inch</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Month Contract</td>
<td></td>
<td></td>
</tr>
<tr>
<td>135</td>
<td>$26.25</td>
<td>$29.25</td>
</tr>
<tr>
<td>225</td>
<td>23.70</td>
<td>26.70</td>
</tr>
<tr>
<td>450</td>
<td>22.60</td>
<td>25.60</td>
</tr>
<tr>
<td>900</td>
<td>22.30</td>
<td>25.30</td>
</tr>
<tr>
<td>1,300</td>
<td>21.75</td>
<td>24.75</td>
</tr>
<tr>
<td>1,800</td>
<td>21.30</td>
<td>24.30</td>
</tr>
<tr>
<td>2,400</td>
<td>20.80</td>
<td>23.80</td>
</tr>
<tr>
<td>3,000</td>
<td>20.00</td>
<td>23.00</td>
</tr>
<tr>
<td>4,000</td>
<td>19.85</td>
<td>22.85</td>
</tr>
<tr>
<td>5,000</td>
<td>19.65</td>
<td>22.65</td>
</tr>
<tr>
<td>6,250</td>
<td>19.40</td>
<td>22.40</td>
</tr>
<tr>
<td>8,000</td>
<td>19.10</td>
<td>22.10</td>
</tr>
<tr>
<td>10,000</td>
<td>18.80</td>
<td>21.80</td>
</tr>
<tr>
<td>12,500</td>
<td>18.45</td>
<td>21.45</td>
</tr>
<tr>
<td>Church Rate</td>
<td>17.40</td>
<td>20.40</td>
</tr>
<tr>
<td>Non-Profit Rate</td>
<td>19.00</td>
<td>22.00</td>
</tr>
<tr>
<td>Open Rate</td>
<td>28.30</td>
<td>31.30</td>
</tr>
</tbody>
</table>

Political, Per Contract, Cash in Advance

All advertising except classified line ads counts toward retirement of contract requirements. In addition to the regular display advertising, this includes (but is not limited to) color charges, advertising in The Extra and preprinted inserts. To determine the number of inches which count toward contract fulfillment, the dollar amount is divided by the account’s ROP contract rate.

WEEKLY LOCAL RETAIL

Consecutive Weeks (Rate Per Inch).
3-Inch Per Week Minimum Requirement.

6 Weeks .............................................................. $26.55
13 Weeks ............................................................ 25.45
26 Weeks ............................................................ 24.10
52 Weeks ............................................................ 21.10

THE MESSENGER EXTRA (TMC PUBLICATION)

The Messenger Extra is a non-subscriber, full-size newspaper delivered to over 15,000 homes within a core area of Fort Dodge to give you nearly 100% unduplicated extended coverage.

Per Inch

Display Pick-Up Rate .............................................. $3.00
Extra Only Rate (Display/Classified) ...................... 14.70

COLOR RATES

<table>
<thead>
<tr>
<th>Inches</th>
<th>Messenger</th>
<th>Extra</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-129”</td>
<td>$70</td>
<td>$140</td>
</tr>
<tr>
<td>70-89”</td>
<td>$60</td>
<td>$120</td>
</tr>
<tr>
<td>50-69”</td>
<td>$50</td>
<td>$100</td>
</tr>
<tr>
<td>30-49”</td>
<td>$40</td>
<td>$80</td>
</tr>
<tr>
<td>10-29”</td>
<td>$30</td>
<td>$60</td>
</tr>
<tr>
<td>4-9”</td>
<td>$20</td>
<td>$40</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Inches</th>
<th>Messenger</th>
<th>Extra</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-129”</td>
<td>$45</td>
<td>$65</td>
</tr>
<tr>
<td>70-89”</td>
<td>$40</td>
<td>$60</td>
</tr>
<tr>
<td>50-69”</td>
<td>$35</td>
<td>$55</td>
</tr>
<tr>
<td>30-49”</td>
<td>$30</td>
<td>$50</td>
</tr>
<tr>
<td>10-29”</td>
<td>$25</td>
<td>$45</td>
</tr>
<tr>
<td>4-9”</td>
<td>$20</td>
<td>$40</td>
</tr>
</tbody>
</table>

DISCOUNTS

On multiple run dates, the following discounts will prevail:

50% off your first pick-up
75% off each additional pick-up

(applies to ads 12 inches or larger)

Ads must repeat within 6 days. The first ad runs at rate card rate. No multiple run discounts good in combination with another. Discounts good on all display and classified display ads. Classified line ads excluded. Please no copy changes.
## Classified Advertising Rates

### LOCAL Classified Display Rates

<table>
<thead>
<tr>
<th>Number of Days</th>
<th>Per Line</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$43.80</td>
</tr>
<tr>
<td>2</td>
<td>$38.40</td>
</tr>
<tr>
<td>3</td>
<td>$36.60</td>
</tr>
<tr>
<td>4</td>
<td>$34.80</td>
</tr>
<tr>
<td>5</td>
<td>$33.00</td>
</tr>
<tr>
<td>6+</td>
<td>$25.20</td>
</tr>
</tbody>
</table>

### LOCAL Classified Line Rates - 3 Day Minimum

<table>
<thead>
<tr>
<th>Number of Days</th>
<th>Per Line</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>$3.65</td>
</tr>
<tr>
<td>4</td>
<td>$3.20</td>
</tr>
<tr>
<td>5</td>
<td>$3.05</td>
</tr>
<tr>
<td>6</td>
<td>$2.90</td>
</tr>
</tbody>
</table>

### CONTRACT CLASSIFIED RATES

#### Yearly Contracts

<table>
<thead>
<tr>
<th>Total Inches</th>
<th>Per Inch</th>
<th>Per Line</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Month Contract</td>
<td>$19.00</td>
<td>$1.60</td>
</tr>
<tr>
<td>200</td>
<td>$19.00</td>
<td>$1.60</td>
</tr>
<tr>
<td>350</td>
<td>$18.00</td>
<td>$1.50</td>
</tr>
<tr>
<td>700</td>
<td>$17.50</td>
<td>$1.45</td>
</tr>
<tr>
<td>1,350</td>
<td>$16.75</td>
<td>$1.40</td>
</tr>
<tr>
<td>2,700</td>
<td>$16.25</td>
<td>$1.35</td>
</tr>
<tr>
<td>4,500</td>
<td>$14.50</td>
<td>$1.20</td>
</tr>
<tr>
<td>7,500</td>
<td>$13.75</td>
<td>$1.15</td>
</tr>
<tr>
<td>11,200</td>
<td>$13.25</td>
<td>$1.10</td>
</tr>
</tbody>
</table>

#### WEEKLY CONTRACT CLASSIFIED (3 Line Minimum)

<table>
<thead>
<tr>
<th>Number of Consecutive Weeks</th>
<th>Per Inch</th>
<th>Per Line</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Weeks</td>
<td>$22.80</td>
<td>$1.90</td>
</tr>
<tr>
<td>13 Weeks</td>
<td>$22.25</td>
<td>$1.85</td>
</tr>
<tr>
<td>26 Weeks</td>
<td>$21.75</td>
<td>$1.80</td>
</tr>
<tr>
<td>52 Weeks</td>
<td>$21.00</td>
<td>$1.75</td>
</tr>
</tbody>
</table>

### CLASSIFIED COLOR RATES

<table>
<thead>
<tr>
<th>Inches</th>
<th>Spot Color</th>
<th>Full Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>131&quot;+</td>
<td>$70.00</td>
<td>$140.00</td>
</tr>
<tr>
<td>51-130&quot;</td>
<td>$50.00</td>
<td>$100.00</td>
</tr>
<tr>
<td>1-50&quot;</td>
<td>$20.00</td>
<td>$60.00</td>
</tr>
</tbody>
</table>

### EMPLOYMENT ADS

Your ad will run in The Messenger, The Extra, and the Webster City area will be reached by The Daily Freeman-Journal and The Area Advertiser.

<table>
<thead>
<tr>
<th>Number of Consecutive Days</th>
<th>Billed Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>$4.40</td>
</tr>
<tr>
<td>4</td>
<td>$3.90</td>
</tr>
<tr>
<td>5</td>
<td>$3.70</td>
</tr>
<tr>
<td>6</td>
<td>$3.55</td>
</tr>
</tbody>
</table>

### Online Employment Pricing

This employment solution provides an employer with the opportunity to target potential employees and to be seen by job seekers searching online at Jobs.MessengerNews.net

**Line Ads**

- 7 days $55.00
- 14 days $85.00
- 30 days $105.00

**Display Ads**

- 7 days $75.00
- 14 days $130.00
- 30 days $195.00

**Top Jobs**

- 30 days $75.00

*In combination with a print ad in The Messenger*

### Miscellaneous

- Happy Ads (Cash Only) Per Inch $12.00
- + Web Charge $3.00
- Auction Rate (Per Inch) $18.60
- Includes The Extra
- Announcements (Local)
- 5 lines (Billed) up to 3 days $20.00
- Each Additional line (Billed) $4.00
- Garage Sales - Includes Map It!
- 1-5 days up to 10 lines $34.50
- Each Additional line $2.50

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**Media Planning Guide 2015**

Our Midwest Regional Classified Network saves time and money. One ad placement goes to 27 publications in Iowa and Minnesota. Reach over 409,000 readers. Your ad will be included on the internet. For details and rates call our classified department.

MRCN.........Up to 25 words $145 for 5 days for the price of 3 days

MRCN.........Up to 25 words $245 for 10 days for the price of 7 days

MRDN.........$75 per inch for 3 days
business

BUiLDER RATES

PLAN A
30 consecutive insertions in
The Messenger; 4 consecutive insertions in
The Extra NO COPY CHANGES
$7.10/inch

AD SIZE ..........................................................BILLED
3”.................................................................$724.20
4”.................................................................965.60
5”.................................................................1207.00
6”.................................................................1448.40

PLAN B
15 insertions, every other day, for 30 consecutive
days in The Messenger; 4 consecutive insertions in
The Extra NO COPY CHANGES
$10.00/inch

AD SIZE ..........................................................BILLED
3”.................................................................$570.00
4”.................................................................760.00
5”.................................................................950.00
6”.................................................................1140.00

mechanical
REQUIREMENTS

A. Retail - Display column width 1.583 inches with 1/8 inch between columns.
B. Classified - Column width 1.022 inch with 1/8 inch between columns.
C. Printed area width -10 inches: Printed area depth - 21.25 inches
D. All advertising charged to the nearest half inch
E. Printed by offset process
F. Electronically sent ads excepted
G. PDF documents via internet - creative@messengernews.net
H. Applications: Quark Xpress, Adobe Acrobat, Photoshop, Multi-Ad Creator

SPACE RESERVATION
CLOSING TIMES
Closing Time at 4 p.m.
National and Retail Display
3 working days prior to insertion
Classified Display
3 working days prior to insertion
Extra Display
Thursday Noon before insertion date
Inserts
10 days prior to insertion date

REAL ESTATE BUYERS’ GUIDE is published the last Thursday of every month. 14,000 copies are printed and inserted in The Messenger throughout Fort Dodge and surrounding areas and all real estate offices.

<table>
<thead>
<tr>
<th></th>
<th>Open</th>
<th>6 Months</th>
<th>1 Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$370</td>
<td>$330</td>
<td>$275</td>
</tr>
<tr>
<td>Full (2 or more)</td>
<td>320</td>
<td>300</td>
<td>230</td>
</tr>
<tr>
<td>1/2</td>
<td>260</td>
<td>230</td>
<td>190</td>
</tr>
<tr>
<td>1/4</td>
<td>205</td>
<td>185</td>
<td>150</td>
</tr>
</tbody>
</table>

All rates include full process color.

TERMS AND CONDITIONS Real Estate Buyers’ Guide advertisements may not be used in conjunction with any other Messenger real estate agreements. The Real Estate Buyers’ Guide is for commercial advertising only. Private party ads will not be accepted.
preprinted tab

**INSERT RATES** (per thousand)

<table>
<thead>
<tr>
<th>TABLE 1: THE MESSENGER &amp; EXTRA 22,001 PLUS COPIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tab Pgs.</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>8</td>
</tr>
<tr>
<td>12</td>
</tr>
<tr>
<td>16</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TABLE 2: THE MESSENGER &amp; THE EXTRA 12,001-22,000 COPIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tab Pgs.</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>8</td>
</tr>
<tr>
<td>12</td>
</tr>
<tr>
<td>16</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TABLE 3: THE MESSENGER &amp; THE EXTRA LESS THAN 12,000 COPIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tab Pgs.</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>8</td>
</tr>
<tr>
<td>12</td>
</tr>
<tr>
<td>16</td>
</tr>
</tbody>
</table>

For full size inserts double pages to get tabloid equivalent. Maximum size 1012 inches by 11 inches. For 20 page tabs and more, add $2.00 per thousand for every 4 page increase. Minimum charge $150.00. Prices on specialty products (including bags) starting at $75.00 per thousand. Folding available for additional charge.

All Sunday and Thanksgiving Day inserts must be full distribution only, no zoning available.

The Messenger does not accept Monday or Saturday inserts.

If inserts are not delivered directly to our print facility (located at 720 Second Street, Webster City, Iowa) there will be an additional delivery fee, minimum $25.00. Actual delivery fee depends on location.

---

**SPECIAL PRINTINGS**

The Messenger prints various sections for advertisers, groups, and organizations.

- Standard
- Tabloid
- Single Sheet

All available in Full Color and Black & White. Call for a competitive price quote.

**AD-A-NOTES**

$58 PER THOUSAND

Prominently display your next ad on our front page. Full distribution required.

---

**print-sert RATES**

*Design/Layout • Printing • Inserting*

**PRINTED ON ONE SIDE**

<table>
<thead>
<tr>
<th>White 8 1/2&quot;x11&quot; Size</th>
<th>Under 10,000 Copies</th>
<th>Over 10,000 Copies</th>
<th>Over 20,000 Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost Per Thousand</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Color 70# Offset</td>
<td>$71.00</td>
<td>$66.48</td>
<td>$63.36</td>
</tr>
<tr>
<td>4 Color Gloss Stock</td>
<td>110.40</td>
<td>82.80</td>
<td>78.00</td>
</tr>
</tbody>
</table>

**PRINTED ON BOTH SIDES**

<table>
<thead>
<tr>
<th>White 8 1/2&quot;x11&quot; Size</th>
<th>Under 10,000 Copies</th>
<th>Over 10,000 Copies</th>
<th>Over 20,000 Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost Per Thousand</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Color 70# Offset</td>
<td>$83.76</td>
<td>$76.48</td>
<td>$72.48</td>
</tr>
<tr>
<td>4 Color Gloss Stock</td>
<td>120.45</td>
<td>92.80</td>
<td>88.00</td>
</tr>
</tbody>
</table>

Standard Ink Colors: Black, Red, Blue & Green

Deadline 10 days prior to distribution. Price includes design, layout, print and insertion of your flyer according to these rates. Call your Messenger account representative today for details. All prices subject to change depending on paper market.
GET RESULTS

VENDOR SECTIONS

• New Business
• Anniversary
• New Location
• Remodel
• Expansion

Call today to find out how we can partner with you to make your milestone a success!

Advertising Department
515-573-2141

MONTHLY SUNDAY VALUE PACK RATES

Superior Quality,
50# Premium Stock, Full Color

<table>
<thead>
<tr>
<th></th>
<th>Front Cover</th>
<th>Inside Full Page</th>
<th>Inside 1/2 Page</th>
<th>Inside 1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Runs</td>
<td>$425.00</td>
<td>$375.00</td>
<td>$210.00</td>
<td>$165.00</td>
</tr>
<tr>
<td>6 Runs</td>
<td>515.00</td>
<td>445.00</td>
<td>260.00</td>
<td>200.00</td>
</tr>
<tr>
<td>1 Run</td>
<td>605.00</td>
<td>525.00</td>
<td>295.00</td>
<td>225.00</td>
</tr>
</tbody>
</table>

Reach over 30,000 readers in print and online.
Your ad will also be featured online at www.messengernews.net for 30 days.

POINTS TO CONSIDER...

Newspaper advertising remains the primary medium for advertising information:

Newspaper 35%
Internet 28%
Ads in mail 12%
Television 9%
Catalogs 7%
Magazines 3%
Radio 1%

Newspapers were considered the top medium for:

• Best for bringing sales to your attention
• Most valuable for planning and shopping
• Preferred for receiving ad information
• Most used to help and plan
• Most believable and trustworthy

Source: Advertising Budgeting and Planning 101, NAA 2013
monthly publications

FORT DODGE TODAY MAGAZINE
Fort Dodge Today Magazine includes features and photos of Fort Dodge people and is inserted the last Friday of each month into The Messenger for all Fort Dodge subscribers. Available by subscription outside of Fort Dodge. Fort Dodge Today Magazine also appears online at www.messengernews.net throughout the month.

FORT DODGE BUSINESS REVIEW
In cooperation with the Greater Fort Dodge Growth Alliance this magazine features Fort Dodge businesses, community calendars, Growth Alliance news and Iowa Central insight, as well as many other business related features. Business Review is inserted on the third Friday of each month in The Messenger in all of Webster County and is mailed to all Growth Alliance members. Fort Dodge Business Review is also online at www.messengernews.net throughout the month.

TWIST & SHOUT
The Twist & Shout is an entertainment magazine that started in 1992 and is published every month in the Fort Dodge area. It is distributed to over 80 free standing locations and in the hands of over 10,000 readers each month. The content includes feature stories regarding local and regional plays, theater, concerts, behind the scenes stories, event calendars, and local connection photopages, as well as monthly columns on current music, movies and books.

FORT DODGE TODAY GLOSS COVER RATES

<table>
<thead>
<tr>
<th></th>
<th>1 Month</th>
<th>3 Months</th>
<th>6 Months</th>
<th>1 Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$470</td>
<td>$425</td>
<td>$385</td>
<td>$350</td>
</tr>
<tr>
<td>1/2</td>
<td>310</td>
<td>280</td>
<td>255</td>
<td>230</td>
</tr>
</tbody>
</table>

All rates include full process color.

MONTHLY PUBLICATION RATES

<table>
<thead>
<tr>
<th></th>
<th>1 Month</th>
<th>3 Months</th>
<th>6 Months</th>
<th>1 Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$375</td>
<td>$355</td>
<td>$320</td>
<td>$275</td>
</tr>
<tr>
<td>1/2</td>
<td>270</td>
<td>225</td>
<td>205</td>
<td>180</td>
</tr>
<tr>
<td>1/4</td>
<td>175</td>
<td>165</td>
<td>150</td>
<td>130</td>
</tr>
<tr>
<td>1/6</td>
<td>150</td>
<td>140</td>
<td>130</td>
<td>110</td>
</tr>
<tr>
<td>1/8</td>
<td>105</td>
<td>95</td>
<td>80</td>
<td>75</td>
</tr>
<tr>
<td>Strip</td>
<td>175</td>
<td>165</td>
<td>150</td>
<td>130</td>
</tr>
</tbody>
</table>

All rates include full process color.
brand builders
PROGRAM & CONTRACT

Your Brand Builder Ad May Include:
- A Benefit Headline
- Company Name/Logo
- Slogan
- One Graphic Element
- Phone Number and Address

The Brand Builder Program provides Valuable advertising that gives you the power to truly dominate your market.

- Frequency and Reach
- 100% Market Coverage Carrier, mail & demand
- Visibility using the most recognized publications in the market

Every week your ad will appear in The Messenger Extra on Wednesday and The Messenger on the days of your choice.

Includes a Brand Builder button on www.messengernews.net for additional branding.

Add color to your ad for $5 per ad*  
*When color is available

Choose from either a 2 col. x 2" or a 1 col. x 4" ad
- 7 ads in The Messenger and 1 in The Extra
- 5 ads in The Messenger and 1 in The Extra
- 3 ads in The Messenger and 1 in The Extra

Choose from either a 2 col. x 3" or a 1 col. x 6" ad
- 7 ads in The Messenger and 1 in The Extra
- 5 ads in The Messenger and 1 in The Extra
- 3 ads in The Messenger and 1 in The Extra

6 Months
- $159.82 per week
- $125.06 per week
- $90.24 per week

12 Months
- $145.29 per week
- $113.69 per week
- $82.04 per week

One Year Contract allows the above rates to remain fixed during the contract period and are exempt from rate increases.

Business Name: _____________________________________________
Advertiser Sign: ____________________________________________
Account Rep: _______________________________________________
Date to begin: ____________________ Date to end: _______________
Advertising Director Sign: ________________________ Date: ____________

The Messenger
IN PRINT DAILY | ONLINE 24/7
www.messengernews.net

Select the duration: 12 Months or 6 Months
THE Messenger
IN PRINT DAILY | ONLINE 24/7
www.messengernews.net

CONTRACT

Effective Date

Name of Business

Address

City/State/Zip

Owner

Manager

Business Phone _______________ Cell Phone _______________________

Person Responsible for Payment of Advertising

Name ________________________________________________________________________________________

Address ______________________________________________________________________________________

City/State/Zip __________________________________________________________________________________

Phone ________________________________________________________________________________________

The Messenger is hereby authorized to insert advertising in The Messenger as described herein:

☐ Display ☐ Classified

☐ Yearly Contract ☐ Weekly Contract

________________________________________________________________________ (Inches) ____________ (Weeks) ______________________________ (Rate)

Beginning ______________, 20____ And ending ______________, 20____

☐ Internet ☐ 3 Months ☐ 6 Months ☐ 12 Months

________________________________________________________________________ (Impressions) ____________ (Months) __________________________ (Size) ____________ (CPM)

Beginning ______________, 20____ And ending ______________, 20____

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 other errors is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

Signed by ______________________________________________________________________________________

Date _________________________________________________________________________________________

Accepted for The Messenger by __________________________________________________________________

Accepted by Advertising Director ___________________________ Date ________________________
A. All contracts shall be effective for one year from the date shown unless otherwise specified.

B. During the contract year, if the space used exceeds the contracted amount and reaches a category with a lesser rate, the inches used thereafter will be billed at the lower rate. If, at any time, during the year, an advertiser foresees using space to qualify for a category with a lesser rate, he may declare his intention and all space used thereafter will be billed at the lower rate.

If the space used falls short of contracted amount, such space will be billed at whatever rate applies to that amount of space.

C. The Publisher reserves the right upon thirty (30) days written notice to change the rates and conditions in effect under this Contract. Advertiser reserves the right to accept such change or rate or to cancel Contract without rate adjustment provided cancellation is delivered in writing to the Publisher within the thirty (30) day notice period.

Cancellation of said contract must be a bona fide intent not to advertise. Cancellation of such contracts to sign ensuing contracts to avoid payment of any charge back is not permitted.

D. In the event of error in any advertisement, the Publisher shall not be responsible for any amount in excess of space occupied by the noted error, and only responsible for the first time the ad runs incorrectly. In case there is an error in price, the advertising department will furnish a letter to the advertiser stating correct price, but will assume no liability if goods are sold at the incorrect price. For non-insertion of any advertisement, the publisher shall not be liable for any advertisement beyond the amount that may have been pre-paid for such advertisement.

E. The Publisher reserves the right to charge for copy/layout alterations.

F. An advertisement occupying the middle margin or “Gutter” or the center spread of the newspaper shall be at least 5 columns by 5 inches on both pages. The gutter will be charged as one column.

G. Advertisements are charged in depth units of one-half inch. Any advertisement over 19 1/2 inches deep charged at full depth of 21 1/2 inches. Standard ads shall be as many inches deep as columns wide.

H. Minimum size display ad – 1 column inch.

I. Every effort will be made to meet all position requests. Failure to meet position requests will not constitute cause for adjustment, refund or rerun.

J. All advertising copy is subject to acceptance or rejection of the Publisher.

K. Political advertising must designate the name of the person paying for the ad. In case of a committee or group, its name and the name of at least one officer must appear. Cash with copy.

L. The Publisher reserves the right to designate as “Paid Advertisement” any advertising which should be so designated.

M. The advertiser and/or advertising agency agrees to defend and indemnify the Publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser’s advertisement.

N. The Messenger does not accept brokered/allied advertising.

O. The Messenger will not extend credit for advertising orders or space reservations that claim sequential liability.

P. All advertising credit balances must be taken in kind (i.e., through additional advertising) and must be taken in one year.