

SOLON ECONOMIST & NORTH LIBERTY LEADER

2010-11 advertising rates

weekly newspapers



PUBLICATION DATES

2010	May 25
Nov 3	Jun 1
Nov 10	Jun 8
Nov 17	Jun 15
Nov 24	Jun 22
Dec 1	Jun 29
Dec 8	July 6
Dec 15	July 13
Dec 22	July 20
Dec 29	July 27
	Aug 3
2011	Aug 10
Jan 5	Aug 17
Jan 12	Aug 24
Jan 19	Aug 31
Jan 26	Sep 7
Feb 2	Sep 14
Feb 9	Sep 21
Feb 16	Sep 28
Feb 23	Oct 5
Mar 2	Oct 12
Mar 9	Oct 19
Mar 16	Oct 26
Mar 23	Nov 2
Mar 30	Nov 9
Apr 6	Nov 16
Apr 13	Nov 23
Apr 20	Nov 30
Apr 27	Dec 7
May 4	Dec 14
May 11	Dec 21
May 18	Dec 28

FOR ADVERTISING, CALL OUR SOLON OFFICE:
624-2233

or email us: advertising@southslope.net

PUBLICATION DATE: Every Wednesday unless delayed by holiday, delivered by US Mail.

AD DEADLINE: Noon Friday before publication.

PROOF DEADLINE: ... Corrections to ad proofs must be received by **Monday, NOON.**

SUBSCRIPTION: \$25/year in county, \$28 in state, \$31 out of state.

CLASSIFIEDS: \$7 for the first 20 words, 10¢ each additional word.

CARD OF THANKS \$10 (limit 100 words)

INSERTS: \$60 per thousand (6¢ each)

PAID CIRCULATION

2,647 Week to week paid circulation

Leader		Economist	
Subscriptions	1055	Subscriptions	1,392
News Racks	<u>125</u>	News Racks	<u>75</u>
SUB TOTAL	1,180	SUB TOTAL	1,467

Policies regarding payment of accounts

When you accept a billing basis for your advertising account, you agree to pay within 31 days of the invoice date. We prefer payment within 14 days, but a 1.5% monthly interest rate (18% annual interest rate) will be applied on all accounts unpaid 31 days after invoice date. First-time advertising must be pre-paid

For advertisers receiving contract rates, billing is monthly and payment is expected by the 20th of each month. In the event of a contract default, ads already run will be back-billed at the full rate.

www.northlibertyleader.com

www.soloneconomist.com

COLOR

FULL COLOR
\$75
SPOT COLOR
\$45

Spot and Full Color are Available on a weekly basis. Spot red, blue, green and yellow cost \$45 per week in addition to ad cost. Call for full color availability.

Advertising and Editorial Guidelines

Deadline: 12 p.m. Friday unless otherwise granted. Submissions can be made by mailing hard copy, faxing or emailing. For email submissions of text, we prefer Microsoft Word or simple text documents or inline text. Photo or artwork submissions can be accepted in the following formats: pdf (portable document format), jpeg, TIFF, psd or eps. NO Microsoft Publisher documents can be accepted at this time. Target resolution: 200 dpi.

There is NO CHARGE to place the following items in the newspapers: Weddings, engagements, obituaries, births, anniversaries and birthdays.

STAFF

Doug Lindner
Publisher
624-2233

hybrid@southslope.net

Lori Lindner
Editor
665-2199

lori@southslope.net

Kelly Meyer
Advertising Sales
530-7056

advertising@southslope.net

Jennifer Maresh
Graphic Designer
624-2233

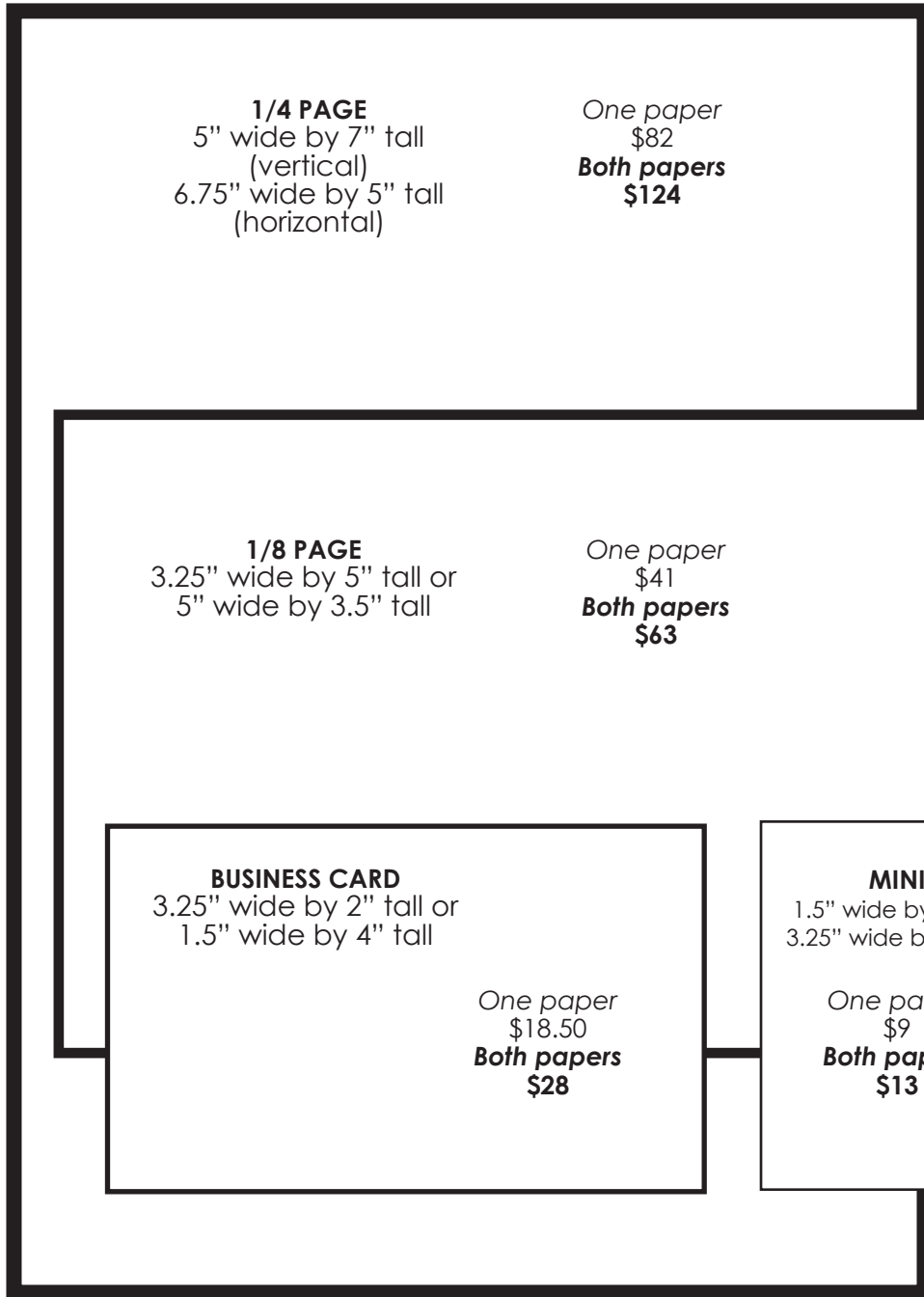
hybridads@southslope.net

North Liberty Office: 10 W. Cherry St. • P.O. Box 288 • North Liberty, IA 52317 • Office: 665-2199

Solon Office: 102 N. Market St. • P.O. Box 249 • Solon, IA 52333 • Office: 624-2233 • Fax: 624-1356

SOLON ECONOMIST & NORTH LIBERTY LEADER

Standard ad sizes



1/4 PAGE
5" wide by 7" tall
(vertical)
6.75" wide by 5" tall
(horizontal)

One paper
\$82
Both papers
\$124

1/8 PAGE
3.25" wide by 5" tall or
5" wide by 3.5" tall

One paper
\$41
Both papers
\$63

BUSINESS CARD
3.25" wide by 2" tall or
1.5" wide by 4" tall

One paper
\$18.50
Both papers
\$28

MINI
1.5" wide by 2" tall
3.25" wide by 1" tall

One paper
\$9
Both papers
\$13

1/2 PAGE
10.25" wide by 7.5" tall or
6.75" wide by 12" tall or
5" wide by 15" tall

One paper
\$165
Both papers
\$242

FULL PAGE
10.25" wide by 15.5" tall

One paper
\$305
Both papers
\$445

Overall page is 10-1/4" wide by 15-3/4" deep. Pages are divided into six columns each 1-5/8" wide (10 picas).

- 1 Column = 1.625"
- 2 Column = 3.25"
- 3 Column = 5"
- 4 Column = 6.75"
- 5 Column = 8.625"
- 6 Column = 10.25"

PER INCH ADVERTISING RATES	Week to week Paid Circulation	
	One Paper	Both Papers
Open to 4"	4.75	7.00
5" to 10"	4.00	6.30
11" to 15"	3.95	6.20
16" to 21"	3.90	6.10
22" to 48"	3.43	5.35
49" to 84"	3.32	4.99
85" to 93"	3.27	4.78

MECHANICAL

Business Directory
\$199
a year
SIZE SHOWN AT RIGHT

SOLON ECONOMIST
102 N. MARKET ST.
PO Box 249 Solon IA 52333
624-2233
Classifieds • Display Advertising

listed weekly in our
Business & Professional Directory

SAVE 10% any time you pre-pay your advertising

DISCOUNTS FOR MULTIPLE RUNS:

- 52 weeks/ 40 percent discount
- 26 weeks/30 percent discount
- 12 weeks/25 percent discount
- 4 weeks/ 15 percent discount