

Metro Iowa Plus 2008 Advertising Rates

Metro Iowa Plus Network online rate card available at www.metroiowaplus.com

Cedar Rapids Gazette • Davenport Quad-City Times • Des Moines Register • Dubuque Telegraph-Herald
Iowa City Press-Citizen • Omaha World Herald • Sioux City Journal • Waterloo/Cedar Falls Courier

Placement Instructions

Send material to:
Customized Newspaper Advertising | 319 E. 5th St. | Des Moines, IA 50309
1-800-227-7636 | media@cnaads.com

Advertising Representatives

Jeremy Hale | Bryan Rohe | Tom Smull

Representatives and/or Branch Offices

Customized Newspaper Advertising | Eastern Iowa DMA, Inc.

Commission and Cash Discount

15% to agencies, no cash discount.

Policy - All Classifications

Insertion orders or contracts containing liability disclaimers are not accepted. Agencies are held responsible for payment of invoices for advertising placed by them on their own behalf or on behalf of their clients. In lieu of agency liability, written documentation must be provided by the advertiser assuming responsibility for payment.

2008 Metro Iowa Plus Advertising Rates

(Rates are per column inch)

Black & White	Rate	CPM*
Daily SAU	\$526.95	\$0.51
Sunday SAU	\$660.07	\$0.48

This is a 22% discount from buying each newspaper separately!

Rate Discounts

- ▶ \$15,000-\$24,999 - 5% discount from the MIP Network rate
- ▶ \$25,000-\$49,999 - 10% discount from the MIP Network rate
- ▶ \$50,000-\$74,999 - 15% discount from the MIP Network rate
- ▶ \$75,000+ - 20% discount from the MIP Network rate
- ▶ The following categories will be afforded the \$75,000 contract level:
Non-profit, Political, Travel/Tourism and Remnant.

Frequency Discount Plan

Advertisers can purchase the first ad at Metro Iowa Plus Network rates and get 50% off the second ad and all subsequent ads run within six days of the first ad. No copy changes. Discount off daily rate only. No Sunday discount. Frequency discounts also apply to daily contract rates.

Daily SAU (per column inch)
Second Ad \$263.48

Color (in addition to black)

Daily	
One Color	\$4105.17
Two Color	\$6070.85
Full Color	\$7118.67

Sunday	
One Color	\$4678.02
Two Color	\$6791.27
Full Color	\$7932.28

Small Space Color† (63" or less; 8" minimum)

Daily	
One Color	\$61.27/column inch
Two Color	\$91.05/column inch
Full Color	\$106.35/column inch

Sunday	
One Color	\$69.18/column inch
Two Color	\$101.49/column inch
Full Color	\$117.39/column inch

†Small space color ads will be scheduled run of press with no position guarantees.

Daily Co-op (commissionable) \$376.23

Sunday Co-op (commissionable) \$485.84

Preprinted Inserts

1-page preprint	CPM**		CPM**
Daily	\$43.98	Sunday	\$44.12
4-page preprint			
Daily	\$57.21	Sunday	\$57.26
8-page preprint			
Daily	\$69.22	Sunday	\$64.64
12-page preprint			
Daily	\$72.45	Sunday	\$71.63
16-page preprint			
Daily	\$78.02	Sunday	\$77.08
20-page preprint			
Daily	\$84.46	Sunday	\$83.28

Preprint rates available for other sizes. Call for estimates for other sizes.

**CPM computed on circulation.

Special Days/Pages/Features

Available from Customized Newspaper Advertising

Closing Time

Seven days prior to publication

Mechanical Requirements

Available from Customized Newspaper Advertising

* Unless otherwise noted, CPM calculated on readership

Circulation and Readership

Net Paid - Audit Bureau of Circulations combined			
Daily Combined Circulation	513,971	Readership	1,027,942
Sunday Combined Circulation	692,931	Readership	1,385,862

One Order Ad Placement Service

Call 800-227-7636 | Visit www.metroiowaplus.com or www.cnaads.com



MetroIowaPlus
NEWSPAPER NETWORK