

2011

Effective November 1, 2010

Creating effective multi-media advertising campaigns to meet your business needs throughout Central Missouri.



- **Print & Deliver**
- **Online Advertising**
- **Marketing Strategies**
- **Commercial Printing**
- **Newspaper Advertising**
- **Market Based Publications**

Investment Guide

Policies and Procedures

COMMISSIONS AND CREDIT APPLICATIONS - All rates for local, general and preprint advertising are net and non-commissionable and are not available to advertising agencies. If Advertiser desires to be billed for advertising costs incurred, a credit application must be completed and approved by Central Missouri Newspapers, which said approval process takes at least two weeks to perform. Advertisements published prior to approval of the credit application must be paid for in advance of the publication.

CONTENT AND INDEMNIFICATION - The Advertiser is solely responsible for the content of the Advertisement and agrees to hold Central Missouri Newspapers, its agents, officers and employees harmless from any damage caused by or arising directly or indirectly from the advertisement or its content including reasonable attorney's fees incurred by Central Missouri Newspaper in defending against any such claim.

COPY REGULATIONS AND ACCEPTANCE POLICIES - Central Missouri Newspapers in its sole discretion reserves the right to edit or reject any advertisement at any time for any reason. All advertisements including preprints are subject to inspection by Central Missouri Newspapers prior to acceptance for publication. A copy of any preprint should be made available to Central Missouri Newspapers for inspection and approval before copies are printed and shipped to Central Missouri Newspapers. If preprints are shipped without inspection by Central Missouri Newspapers and the publisher refuses the preprint advertisement, Central Missouri Newspapers will not be liable for any costs involved with the rejected preprint advertisement. Central Missouri Newspapers reserves the right to insert the word "Advertisement" at the Advertiser's expense.

COPYRIGHT AND CREATIVE DESIGN NOTICE - Advertisements and ad proofs are under copyright owned by Central Missouri Newspapers and are to be used for the sole purpose of being published in Central Missouri Newspapers' publications. Redistribution or reuse of advertisements is prohibited without written permission from Central Missouri Newspapers. Use of advertisements or ad proofs other than for this purpose shall result in Advertiser being charged a fee of \$40 per hour for the time spent creating and designing the copyrighted advertisement.

POSITION - The rates provided for in this Agreement are for run of paper position (ROP). In no event will advertisements, reruns or returns be made because of the position in which an advertisement has been published. Special position requests ("Paid Position") will be honored to the extent possible. Paid position is available on first come basis on specified pages and size stipulation. Larger advertisements take priority with regard to Paid Position space. A 25% surcharge will be added to the rate for Paid Position advertisements.

PROOFS - Ad proofs will either be hand delivered in the city limits of Jefferson City or sent electronically for advertisements 12 column inches or larger. Ad proofs are sent to allow Advertiser to check the accuracy of content submitted by the Advertiser. Advertisements smaller than 12 column inches and second ad proof requests will be sent electronically.

MAKE OVER CHANGES AND CANCELLED ADS - An additional charge of \$40 per hour for time spent creating and designing the advertisement will be added for advertisements ordered and then cancelled without insertion. Complete makeovers at proof time are subject to an additional charge of \$40 per hour for time spent creating and designing the advertisement. Both charges will be billed at a one hour minimum.

OMISSION AND ERROR - Central Missouri Newspapers will endeavor to prevent errors and omissions in all advertisements. The liability of Central Missouri Newspapers for any error for which it may be responsible shall be limited to the cost of the actual space occupied by the advertisement in which the error occurred. The liability of Central Missouri Newspapers for typographical errors or omissions shall be limited to the cost of the advertisement. Central Missouri Newspapers shall not be liable for its failure for any reason to insert an advertisement in the Newspaper. In the event of errors or omissions by Central Missouri Newspapers that affect the value of the advertisement, the Newspaper will be responsible for the space occupied by the error and will publish a correction ad stating that the error is the fault of Central Missouri Newspapers provided that Advertiser notifies Central Missouri Newspapers within 24 hours after publication of the erroneous advertisement. Central Missouri Newspapers may write a letter to be posted in the store reflecting the correct information that should have been in the advertisement. Should the error or omission be the fault of the Advertiser (including errors not corrected when Advertiser reviews ad proof), a correction will be published at the expense of the Advertiser.

VERBAL AGREEMENTS - Central Missouri Newspapers will not be bound by any verbal agreements, promises, waivers, understandings or conditions of any nature that are not contained in a written Agreement.

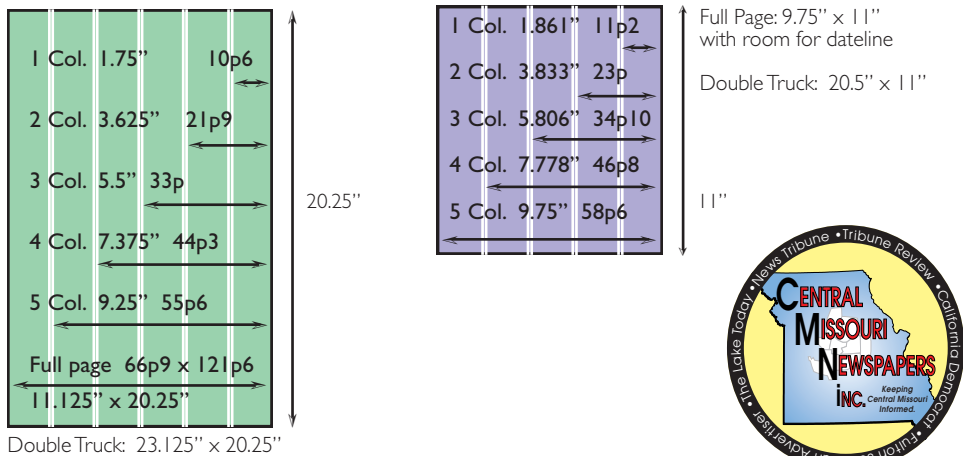
TEAR SHEETS - Tear sheets requested prior to publication can be filed during the month and delivered with Advertiser's statement at a cost of \$1 per tear sheet. Requests for tear sheets after publication or for a duplicate tear sheet previously furnished will be charged at the rate of \$2 per tear sheet.

ROP DEPTH REQUIREMENT - The minimum size advertisement is one column inch. Advertisements ordered for more than 18.5 inches in depth will be charged as full 20.25 inch column depth. Advertisements ordered to be placed in tabloid-sized publications more than 10 inches in depth will be charged as full tabloid length of 11 inches.

DEADLINES - Deadlines for submitting ad copy are as set forth on the rate card. Deadlines for holiday editions, being the day before the holiday and the day of the holiday, are 48 hours earlier than the normal deadlines except that normal deadlines which fall on a Monday will be advanced to 4:00 p.m. the previous Friday for copy without proof. Advertisements containing multiple pages (more than two), or equivalent space in less pages, must be in the creative service department 24 hours prior to the normal deadlines set forth on the rate card. Special arrangements for deadlines can be made for weekly multiple page ads in tabloids.

FORCE MAJEURE - Central Missouri Newspapers shall not be liable to the Advertiser for failure to publish all or any portion of the advertising that is the subject of an Agreement when such failure results directly or indirectly from fire, flood, earthquake, other acts of God, strikes, lockouts, other labor difficulties, acts of the public enemy, riots, insurrections, governmental regulations, or any other cause or event beyond control of Central Missouri Newspapers.

Mechanical Specifications



Regional Investment

Reach Over 155,000 Readers

Jefferson City News Tribune Sunday Edition	21,554 Paid Circulation
Jefferson City News Tribune Daily Edition	17,706 Paid Circulation
Monday thru Saturday	
Jefferson City Tribune Review	14,400 Free Circulation
Carrier delivered to over 13,000 non-subscribers in Jefferson City and Holts Summit each Wednesday, plus 1,250 copies delivered to businesses in surrounding counties.	
California Democrat	3,494 Paid Circulation
Weekly Wednesday Edition	
Fulton Sun	3,901 Paid Circulation
5-Day Daily Sunday, Tuesday, Wednesday, Thursday & Friday	
The Lake Today	12,000 Free Circulation
US Postal Mailed to homes each Wednesday in the lake area plus key rack locations give the Lake Today over 13,000 copies distributed weekly.	
Sun Advertiser	9,000 Free Circulation
A free TMC (total market coverage) product distributed to nonsubscribers throughout Callaway County every Wednesday.	

Regional Group Display Rates (Per Column Inch)

Jefferson City News Tribune Sunday Edition	\$9.00 Per Column Inch
Jefferson City News Tribune Daily Edition	\$8.00 Per Column Inch
Jefferson City Tribune Review	\$2.60 Per Column Inch
California Democrat	\$3.00 Per Column Inch
Fulton Sun	\$5.00 Per Column Inch
The Lake Today (Full Color Only)	\$5.00 Per Column Inch
Sun Advertiser	\$1.50 Per Column Inch

Rates based on same advertisement running in a minimum of 3 products: Jefferson City News Tribune, Tribune Review, California Democrat, Fulton Sun, Sun Advertiser and The Lake Today. (All rates for combination buys are net.)

Regional Group Preprint Rates

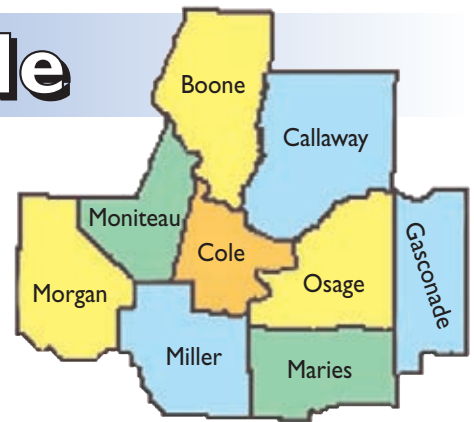
Rate Per Thousand Based on Number of Annual Preprint Events

Size of Preprint Std Pgs / Tab Pgs	Open		7-23		24-51	
	Daily	Sunday	Daily	Sunday	Daily	Sunday
Single Card	\$43	\$44	\$42	\$43	\$41	\$42
2 Std./4 Tab to 8 Std./16 Tab	\$44	\$45	\$42	\$43	\$41	\$42
10 Std./20 Tab to 16 Std./32 Tab	\$45	\$46	\$44	\$45	\$43	\$44
20 Std./40 Tab to 24 Std./48 Tab	\$46	\$47	\$45	\$46	\$44	\$45

Preprint rates based on inserting into a minimum of 3 products: Jefferson City News Tribune, Tribune Review, California Democrat, Fulton Sun, Sun Advertiser and The Lake Today.

Add \$2 per thousand to quantities less than full run.
Minimum Dimensions: 5"x7"; Maximum Dimensions 11"x12"

News Tribune Retail Investment Guide



Award Winning Quality!

News Tribune is among the 50 newspapers from 18 countries that achieved membership in the coveted International Newspaper Color Quality Club 2008-2010. Only 12 North American newspapers earned the title including four from Canada, with seven having a circulation of 100,000 or greater.

Electronic Edition

Newspaper advertisers receive the additional benefit of inclusion in the electronic edition of the News Tribune at newstribune.com!

Retail Advertising (Per Column Inch)

Open Display	Daily	Sunday
	\$10.65	\$12.20

Annual Advertising Agreements

Amount	Daily Rate	Sunday Rate	Inserts
\$1,000	\$9.60	\$10.90	7-23 inserts
\$3,000	\$9.00	\$10.40	24-51 inserts
\$6,000	\$8.75	\$10.20	52-77 inserts
\$9,000	\$8.55	\$10.05	78-99 inserts
\$12,000	\$8.35	\$9.90	100+ annual inserts
\$18,000	\$8.15	\$9.70	
\$35,000	\$8.00	\$9.50	
\$50,000	\$7.85	\$9.25	
\$75,000	\$7.50	\$9.05	
\$100,000	\$7.30	\$8.80	

Preprint conversion for ROP
Preprint Agreement Required

The News Tribune increases circulation on the Wednesday before Thanksgiving. Sunday rates are used on this day to reflect the increase in readership.

Additional Investment Opportunities

National Advertising Rate (Per Column Inch)

Daily \$14.30 Sunday \$15.80

Pick up rates within 6 days of original ad \$9.00 per column inch (Excludes Sundays & Wednesdays)
(Gross Rate 15% commissionable to accredited advertising agencies)

Political Rate (Per Column Inch)

Daily \$9.00 Sunday \$10.40

All political advertising must be paid in advance of publication.

Non-Profit Rate (Per Column Inch)

Daily \$8.80 Sunday \$9.90

Churches, clubs, community organizations and organizations supporting events that are not-for-profit. The News Tribune reserves the right to determine the non-profit status of any organization requesting this rate.

Multiple Insertions (Pick-Up) Rates

Retail ads picked up and published within a 7-day period earn discounted rates on Monday, Tuesday, Thursday, Friday and Saturday. Pick-up rates do not apply on Sunday and Wednesday.

	Per Column Inch
First Repeat	\$6.50
Second thru Fifth	\$5.50

Memorial Card of Thanks (Per Column Inch)

Daily \$7.30 Sunday \$8.00

Tribune Review Rates

\$2.60 Per Column Inch / Pickup
\$4.50 Tribune Review Only

Color Opportunities

Daily \$3.25 per column inch up to \$180
Sunday \$4.25 per column inch up to \$210

Front Page Notes

2.875" x 2.875" paper stock

Stickers Ordered	Rate Per Thousand (CPM)
10,000 to 19,999	\$80
20,000 to 30,000	\$65
30,000 & up	\$50

No Zoning - Full runs only

For specs & other details, please contact your marketing consultant.

Commercial Printing

The News Tribune's state of the art press, quality printing, binding and mailing capabilities have placed us among the state's top commercial printers. With customers from St. Louis, Kansas City, Springfield & Branson, along with the states of Kansas, Iowa and Oklahoma, we continue to expand. Complete graphic design is available with electronic pagination. Please contact Dale Eickhoff, (573) 761-0233 for quotes or additional information.

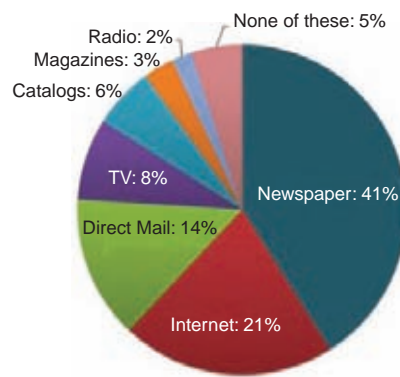
Print and Deliver

Target your market with a Print and Deliver insert. Simply choose the distribution option that best fits your needs and your advertising budget. Your marketing consultant will help you with date selection, zoning and pricing.

Marketing Agency - Central Missouri Advertising Consultants

The News Tribune has experts in various media as well as the coveted Media Audit software. This allows us to provide you with recommendations for the most effective media for your target audience. With talented graphic designers, the News Tribune is the best choice for helping with your marketing needs from logo design to complete marketing packages. Call Tim Turner (573) 301-8306 to set up an appointment.

Primary Medium for Advertising



MarketingCharts.com
Data Source: MORI Research Survey for the Newspaper Association of America, 2009

Online Advertising

Local and national news coverage, weather updates, business directory, job opportunities, live forums and much more every day. Over 400,000 visitors a month. Ask your marketing consultant how you can reach this growing number of customers!

www.NewsTribune.com



Preprint Rates (Cost Per Thousand)

Size of Preprint Std Pgs / Tab Pgs	*1-6 Annual		7-23 Annual		24-51 Annual		52-77 Annual	
	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday
Single Card	\$50	\$51	\$43	\$44	\$42	\$43	\$41	\$42
2 Std. / 4 Tab	\$52	\$53	\$43	\$44	\$42	\$43	\$41	\$42
4 Std. / 8 Tab	\$54	\$55	\$44	\$45	\$43	\$44	\$42	\$43
6 Std. / 12 Tab	\$56	\$57	\$44	\$45	\$43	\$44	\$42	\$43
8 Std. / 16 Tab	\$59	\$60	\$54	\$55	\$53	\$54	\$52	\$53
10 Std. / 20 Tab	\$61	\$62	\$54	\$55	\$53	\$54	\$52	\$53
12 Std. / 24 Tab	\$64	\$65	\$54	\$55	\$53	\$54	\$52	\$53
14 Std. / 28 Tab	\$66	\$67	\$59	\$60	\$58	\$59	\$57	\$58
16 Std. / 32 Tab	\$68	\$69	\$59	\$60	\$58	\$59	\$57	\$58
18 Std. / 36 Tab	\$70	\$71	\$63	\$64	\$61	\$62	\$60	\$61
20 Std. / 40 Tab	\$70	\$71	\$63	\$64	\$61	\$62	\$60	\$61

* Non-Contract Rates based on 6 or less preprints during a 12-month period.

44 plus pages add \$1 per thousand for every 4 tab pages and standard pages.

Standard page equals two tab pages.

Full run circulation is billed at 22,500 Sunday; 19,000 Wednesday and 18,500 Monday, Tuesday, Thursday, Friday and Saturday.

Add \$2 per thousand to quantities less than 15,000.
Minimum quantity for zoning 10,000.

Minimum Dimensions: 5"x7"; Maximum Dimensions 11"x12".

The News Tribune increases circulation on Thanksgiving. Sunday rates are used on this day to reflect the increase in readership.

Gross Quantity of Preprints Needed

Sunday: 23,000 Wednesday: 19,500 Daily: 19,000

Preprint distribution numbers reflect ABC Audit September 30, 2009.

Delivery Deadlines/Shipping Address

Preprints Shipping Address: 2130 Schotthill Woods Rd. Jefferson City, MO 65101

Mailroom Contact: Richard Slawson
Phone: 573-761-0214

Preprints need to be delivered a minimum of five days prior to insertion date.

Copy Deadlines for ROP Display & Classified Display

Day	Deadline	Day	Deadline
Monday	5 p.m. Wednesday	Friday	Noon Tuesday
Health (Tues.)	5 p.m. Thursday	TV Week (Fri.)	One week in advance
Tuesday	5 p.m. Thursday	Saturday	Noon Tuesday
Flavor (Wed.)	3 p.m. Thursday	Style (Sun.)	5 p.m. Monday
Wednesday	Noon Friday	Sunday	5 p.m. Wednesday
Escape (Thurs.)	5 p.m. Friday	Business (Sat.)	Noon Tuesday
Thursday	Noon Monday		
Tribune Review	5 p.m. Wednesday prior		

All deadlines 24 hours earlier than regular deadlines for holiday editions, which includes the editions the day before the holiday and the day after the holiday. In cases where the normal deadline falls on a Monday, deadline for above will be advanced to 4 p.m. Friday for copy without proof.

Targeted Publications

Active Times	1 st Monday of Month	Garden	Sunday (March-October)
Escape	Thursday	TV Week	Friday
Styles	Sunday	Church Page	Friday
Health	Tuesday	Home Living	March, May, August, & Oct.
Mini Page	Tuesday		
Flavor	Wednesday		

Annual Targeted Section list available upon request.

News Tribune

210 Monroe St.
Jefferson City, MO 65101

573-761-0223
Fax 573-636-7035
www.newstribune.com



Your Award-Winning Hometown Newspaper

The Fulton Sun



Local Retail & Classified Display Advertising Rates

FULTON SUN

Tuesday, Thursday, Friday	\$6.70 pci
Wednesday, Sunday	\$7.30 pci
Pick-Up	\$4.15 pci
(Tuesday, Thursday or Friday within 10 days)	

SUN ADVERTISER (TMC)

\$1.65 pci

- Sun Advertiser is a free TMC (total market coverage) product distributed to non-subscribers throughout Callaway county every Wednesday.
- 9,000 copies printed weekly are distributed weekly by carrier or mail.
- This is a pick-up rate, every ad must run at least on another day in the Fulton Sun.

COLOR ENHANCEMENT

\$3.00 pci up to \$120.00 (minimum \$9.00)

Definition of local: Local retail rate apply to businesses located with the Fulton Sun circulation area. The business must have a permanent location (12 month lease or own building) where the products or services are purchased from that location.

Annual ROP Contracts

VOLUME AT WILL	BASE RATE
CONTRACT	
\$800	\$5.90
\$1,500	\$5.70
\$3,000	\$5.50
\$6,000	\$5.20
\$9,000	\$4.95
\$12,000	\$4.70
\$18,000	\$4.45

Flight Plan

3 publications, 1 rate, 12,000+ homes

<p>Black & White \$11.50 pci</p> <p>Full Color \$20.50 pci</p>	<p>Includes: (1) Sunday or Wednesday run in the Fulton Sun (1) Tuesday, Thursday or Friday pick-up in The Fulton Sun (1) Run in the Sun Advertiser</p> <p>Must be the same ad in all three issues and dates must be within a 7 day window.</p>
--	--

Political Rates

Political rate \$6.55 pci
 Political advertising must be paid in advance of publication. All ads must carry a standard disclaimer statement of name of person or committee placing ad.

Thank You/Non-Profit Rates

Tuesday, Thursday, Friday	\$5.65 pci
Sunday, Wednesday	\$7.00 pci

National Rates

Tuesday, Thursday, Friday	\$7.70 pci
Sunday, Wednesday	\$8.95 pci
Sun Advertiser (pick-up)	\$1.80 pci
(Gross rates 15% commissionable to accredited advertising agency)	

Preprint Rates

SIZES UP TO	SINGLE SHEET	8 PG TAB	16 PG TAB	24 PG TAB	32 PG TAB	40 PG TAB
OPEN RATE	\$45	\$58	\$61	\$70	\$78	\$85
12-23 PER YR	\$40	\$54	\$57	\$65	\$72	\$78
24-51 PER YR	\$38	\$52	\$55	\$64	\$69	\$75
52 & OVER	\$36	\$50	\$53	\$60	\$66	\$72

44 plus pages add \$1 per thousand for every 4 tab pages.

Fulton Sun: Daily full run is 4,000; Sunday and Wednesday are 4,300. No zoning is allowed
Sun Advertiser: Full run is 9,000. Zoned quantities will be charged \$10/M extra; a minimum quality of 5,000 is required.

Delivery Deadline: Five business days prior.

Delivery Address: 2130 Schotthill Woods Rd., Jefferson City, MO 65101

Receiving Hours: Monday-Friday 8 a.m. - 5 p.m.

Inserts must be skidded in shrink wrap, boxed, or bundled and quantity must be marked on each. Flaps of 5" or less will be charged at \$1 per thousand on regular sections and 50¢ per thousand on tabloid sections.

Business Hours: Monday through Friday 8:00 a.m.-5:00 p.m.
Phone: (573)642-7272 • Fax: (573)642-0656
E-mail: display@fultonsun.com
www.fultonsun.com
Rates effective: November 1, 2010

the LAKE TODAY

THE LAKE AREA'S FULL COLOR NEWSPAPER

LAKE OZARK • OSAGE BEACH • KAISER • THE NORTH SHORE • AND SURROUNDING COMMUNITIES

A full color weekly newspaper delivered each Wednesday to Osage Beach, Lake Ozark, Kaiser, the North Shore, and surrounding communities.

We reach the customers advertisers want the most! The Lake Today will feature local Lake Area news as well as stories of interest to Lake Area residents.

ADVERTISING RATES

Open Advertising Rate:

\$10.50 per column inch.

Full Color Contract Rates:

Weekly Frequency	6x Rate	13x Rate	26x or more Rate
6-20 inches	\$8.40	\$7.35	\$6.30
21-50 inches	\$7.98	\$6.93	\$5.88
51-90 inches	\$7.56	\$6.51	\$5.46
91+ inches	\$7.14	\$6.09	\$5.04

Insert Rates:

\$50 per thousand	Single Sheet
\$55 per thousand	Up to 8 tabloid pages
\$60 per thousand	Up to 12 tabloid pages
\$65 per thousand	Up to 16 tabloid pages
\$70 per thousand	18 or more tabloid pages

(A minimum of 12,000 required for full run. Additional fee for partial run.)

Call 866-865-1690 to place your classified ad today and ask about our group discount to include your ad in our other publications or email: class@thelaketoday.com

DISTRIBUTION

The Lake Today will be delivered by mail directly to ALL readers' home addresses and all Post Office boxes in the Lake Ozark, Osage Beach, Kaiser, and the North Shore area. Key rack locations in Lake Ozark, Osage Beach, Kaiser, North Shore and Eldon communities.

Total mail distribution - 10,602
Total rack distribution - 1,400
Total distribution - 12,002 copies

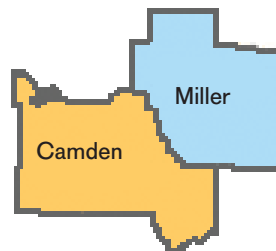
Rates effective November 1, 2010

P.O. Box 1378 • 2221 Bagnell Dam Blvd. Suite 112 • Lake Ozark, Missouri • 573-365-2827

email: editor@thelaketoday.com



Deadline for space reservation is Friday prior. Call 365-2827.



POLITICAL: Political advertising is accepted and must be paid in cash or local check at the time of scheduling. All ads must carry a standard disclaimer statement of name of person or committee placing ad, chair-person and treasurer. The political rate is \$6.93 per column inch.

CHURCH & CIVIC RATE: Figured at the lowest display contract level rate for events and services deemed not to be regularly competitive with the newspaper's business clients. All other policies and guidelines apply.



Retail Display Advertising Rates

(Rates are per column inch)

California Democrat **\$6¹⁵**
 (Published on Wednesdays)

Annual ROP Contract **\$6⁰⁰**
 (Advertiser must run in every issue for a year)

Tribune Review **\$8⁶⁰**
 (Published on Wednesdays combined with the California Democrat)

National **\$7⁹⁵**

Preprint Rates **\$60⁰⁰**
 Per Thousand

California Color

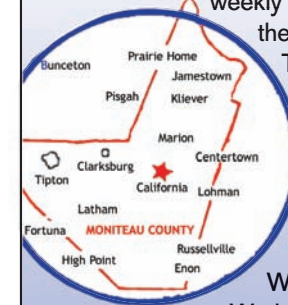
\$3.00 per column inch – Up to \$120

Circulation

The *California Democrat* is a 3,700 circulation weekly serving California and the surround area.

The *Tribune Review* is a free distribution publication with a total of over 13,000 copies. The *California Democrat* is distributed by carrier in California on Wednesdays and mailed on Wednesdays.

The *Tribune Review* is distributed by carrier in California, Jefferson City and Holts Summit.



P.O. Box 126, 319 S. High
California, MO 65018
Office: 573-796-2135
Fax: 573-796-4220

Email: pkelsay@californiademocrat.com