

The Mapleton Press

502 Main Street • P.O. Box 187 • Mapleton, Iowa 51034
712-881-1101 • Fax: 712-881-1330 • adsmppress@longlines.com • www.mapletonpress.com

Advertising Rate Information

Effective January 1, 2017 Non-commissionable (net) rates

Reach over 10,000 readers in Monona County,
Northwest Crawford County, and Southeast Woodbury County.

Combo Buy

The Mapleton Press
The Budget Booster
\$9.00 per column inch

Combined circulation of 4,400 households & businesses with a weekly readership of 11,000+. Total Market Coverage U.S. Postal Service mailed circulation in 12 communities – Anthon, Castana, Charter Oak, Danbury, Mapleton, Oto, Ricketts, Rodney, Schleswig, Smithland, Soldier, and Ute.

Newspaper Only

The Mapleton Press
\$7.50 per column inch

Circulation of 1,475 and a weekly readership of over 3,600. Covering the news for the communities and school districts in Anthon, Castana, Charter Oak, Danbury, Mapleton, Oto, Ricketts, Rodney, Schleswig, Smithland, Soldier, and Ute.

Volume Discounts

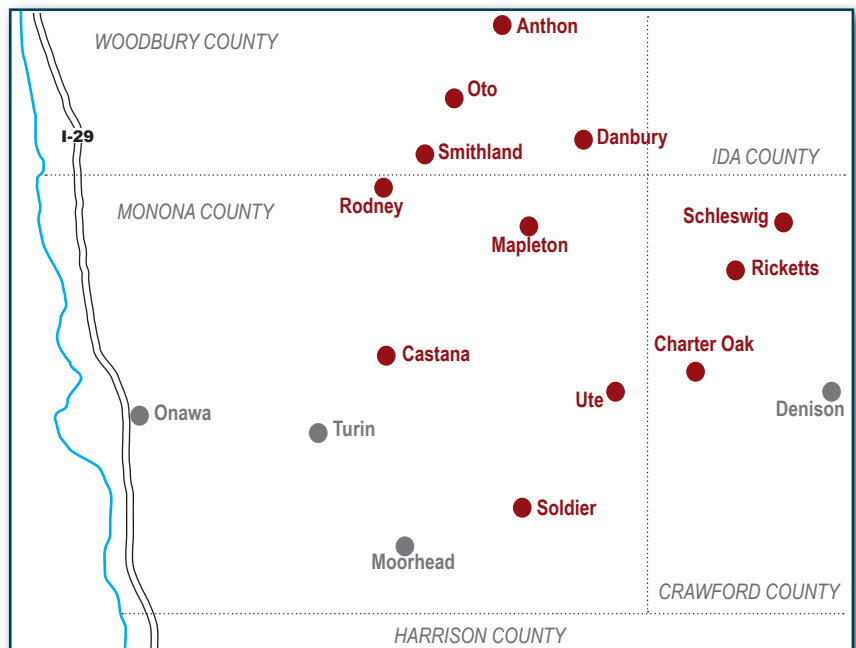
416 inches = 4% 1,040 inches = 12% 2,080 inches = 20%
624 inches = 8% 1,560 inches = 16% 3,016 inches = 25%

Frequency Discounts

4 consecutive weeks, same ad copy = 25%
3 consecutive weeks, same ad copy = 15%

Color Rates

The Mapleton Press & The Budget Booster = \$190.00
The Mapleton Press only = \$95.00
The Budget Booster only = \$95.00
Rocket or Green Saver = \$180.00



Anthon (51004)	Moorhead (51558)	Smithland (51056)
Castana (51010)	Onawa (51040)	Soldier (51572)
Charter Oak (51439)	Oto (51044)	Turin (51040)
Danbury (51019)	Ricketts (51460)	Ute (51060)
Denison (51442)	Rodney (51051)	(Communities in red are
Mapleton (51034)	Schleswig (51461)	Total Market Coverage
		areas of the Press/Booster)

Preprinted Insert Rates

Weight	Page Count	Rate (Net)
.25 ounces	Single Sheet	\$72/m
.50 ounces	4 page tabloid	\$83/m
.62 ounces	6 page tri-fold	\$89/m
.75 ounces	8 page tabloid	\$94/m
1.25 ounces	12 page tabloid	\$97/m
1.50 ounces	16 page tabloid	\$103/m
1.75 ounces	20 page tabloid	\$108/m

(Pricing for additional sizes available upon request)

Preprint Insert Policies

Minimum: 1,000 inserts. Insert circulation areas can be split by zip code or by zip code batch.

Size: Maximum of final size allowed is 11"x12.25". Folding charge is \$25 per 1,000.

Preprint Deadlines: Preprints must be at The Mapleton Press office by Noon Monday the week of insertion. \$10 cancellation fee after deadline applies.

Insert Pick Up Charge: Insert pick up within circulation area available at no charge with a minimum of 1,000 inserts. Outside area at prevailing delivery rates.

Iowa Rocket

\$8.75 per column inch

Inserted into 9 Western Iowa Publications

Avoca Journal Herald • Carroll Times Herald/Adv.
Dunlap Reporter • Harlan PennySaver
The Mapleton Press • Oakland Herald

Manning Monitor • Missouri Valley Times-News/Merchandise
Coverage also includes: Denison and Crawford County, Woodbine, Logan,
Charter Oak, Schleswig, Ute, Pottawattamie County & Council Bluffs rural routes

Over 56,000 Readership – Publishing for over 40 years!

Green Saver

\$6.45 per column inch

Inserted into 10 Western Iowa Publications

Buena Vista County Journal • Ida County Courier
Lake View Resort • Mapleton Press – Schleswig
Chronicle – Odebolt, Early, Wall Lake
The Observer – Arcadia, Westside, Vail

Pocahontas Record-Democrat • Sac City Sun
Schaller Herald • Storm Lake Times

Over 42,000 Readers Weekly!

Mechanical Requirements

The Mapleton Press/Budget Booster

Page Size = 11.625" x 21.5"

1 column	1.833"	11.0 picas
2 columns	3.792"	22.9 picas
3 columns	5.750"	34.6 picas
4 columns	7.708"	46.3 picas
5 columns	9.667"	58.0 picas
6 columns	11.625"	69.9 picas

The Iowa Rocket

Page Size = 10.375" x 14.625"

1 column	1.547"	9.3 picas
2 columns	3.250"	19.6 picas
3 columns	4.953"	29.8 picas
4 columns	6.656"	39.1 picas
5 columns	8.359"	50.1 picas
6 columns	10.062"	60.4 picas

Iowa Green Saver

Page Size = 10.0625" x 14.625"

1 column	1.547"	9.3 picas
2 columns	3.250"	19.6 picas
3 columns	4.953"	29.8 picas
4 columns	6.656"	39.1 picas
5 columns	8.359"	50.1 picas
6 columns	10.062"	60.4 picas

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Other Advertising Rates

Nonprofit Organization Advertising

– available one time for a local organization upcoming fundraising event –

Minimum size: 10 column inches

The Mapleton Press = \$3.75 per column inch

Mapleton Press & Budget Booster = \$5.25 per column inch

Private Party – Birthday, Anniversary, Thank You Advertising

The Mapleton Press = \$4.00 per column inch

Mapleton Press/Budget Booster = \$5.50 per column inch

Line Classified Advertising

The Mapleton Press / Budget Booster:

\$8.00 for first 24 words, 25¢ for each additional word

Cards of Thanks – Mapleton Press / Budget Booster:

\$7.00 for first 40 words, 10¢ for each additional word

Rocket: \$15.00 for first 25 words, 40¢ for each additional word

Green Saver: \$8.00 for first 25 words, 20¢ for each additional word

Iowa 2x2 Network Statewide Advertising

2x2 Display Ad = \$1,275 statewide / \$440 per region – \$300 Central

2x4 Display Ad = \$2,550 statewide / \$860 per region - \$560 Central region

Regions: Northwest / Northeast / Central / North Central / Southwest / Southeast

Iowa INCN Statewide Line Classified Advertising

25 word Statewide Line Classified = \$300 extra words \$9

25 word Regional Line Classified = \$110 per region extra words \$4 (Central = \$75, extra words \$4)

Regions: Northwest / Northeast / Central / Southwest / Southeast

Deadlines

Display Advertising Friday, 5 p.m.

Classified Advertising Friday, 5 p.m.

Iowa Rocket Friday, 5 p.m.

Iowa Green Saver Friday, 5 p.m.

Preprinted Inserts Thursday, Noon

Iowa Statewide Line Classified Advertising:

Tuesday 5 p.m. to run the following week

Iowa Statewide 2x2 Network Advertising:

Monday 1 p.m. to run the following week

Public Notices Friday, 5 p.m.

News Submissions Friday, 5 p.m.

Publisher's Policy

GENERAL RATE POLICY: If credit has been extended, your account is due and payable by the 15th day of the month following publication. If legal process is needed to enforce this agreement or make collection, then an additional fee of 15% plus costs will be included. Acceptance of payment for advertising or advertising copy by an employee of The Mapleton Press is subject to review, approval and acceptance by management, which reserves the right at any time to edit or reject any advertising which is submitted for publication.

COMMISSION AND CASH DISCOUNT: All local retail rates are non-commissionable. All balances are due and payable on the 10th day of the following publication. When an advertising agency signs a volume contract for one of its accounts, the contract must be countersigned by the account and all parties must agree that the account is liable for the fulfillment of the contract.

PROOFS: If you need to see a proof of an advertisement, the ad deadline is TWO WORKING DAYS earlier than the printed deadline for each publication.

REFUSAL: We reserve the right to refuse or cancel any advertisement at any time.

CANCELLATION: Ad cancellation after deadline may result in a charge for reserved ad space.

APPROVAL: All advertising is accepted subject to approval by the publisher.

ERRORS AND CREDITS: Should there be an error in an advertisement through our mistake, we will give you a correction letter and re-run, or give credit for the ACTUAL SPACE OCCUPIED by the incorrect item. We must be notified before the ad runs a second time, or no credit can be given for the second incorrect insertion.

INDEMNIFICATION: Advertiser and/or agency state that either has the authority to place the ad and agrees to assume liability for all contents of all ads printed.

CHANGES: Changes must be received by normal deadline. If the ad has been completed and extensive changes need to be made, there may be an additional charge for time.

POSITION: Placement of the ads in the newspaper is at the option of the publisher. We will try to honor any requests for specific position. However, a guarantee of position placement when available will accrue an additional 20% charge.

PAYMENTS: Any account placing an advertisement for the first time with The Mapleton Press or The Budget Booster will be required to PAY IN ADVANCE until credit application is processed and approved. Going-out-of-business and moving sales need to be paid with order.