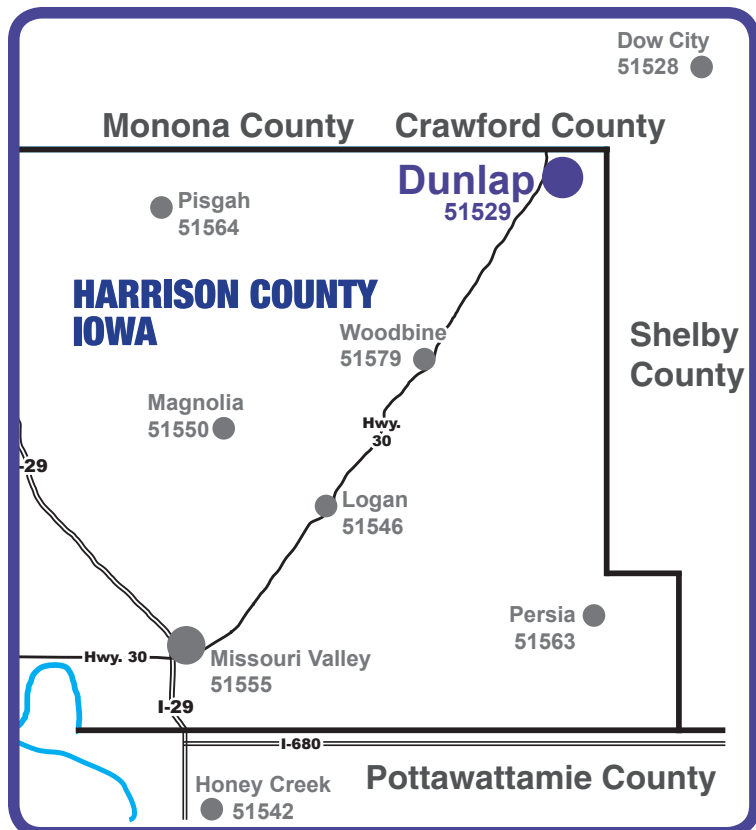


# The Dunlap Reporter

P.O. Box 159 • Missouri Valley, Iowa 51555 • 712-642-2791 • Fax: 712-642-2595 • advertising@missourivalleytimes.com

## Advertising Rate Information

Non-commissionable (net) rates • Effective July 1, 2018



### THURSDAY

## The Dunlap Reporter

650 Circulation • 1,500 readers

**Display \$5.60**

**Classified display \$6.60**

### WEDNESDAY & THURSDAY

## The Dunlap Reporter

Combination With

**MISSOURI VALLEY TimesNews**

2450 circulation • 6,000+ readers

**Display \$13.95**

**Classified Display \$15.00**

**MISSOURI VALLEY Harrison County TimesNews MERCHANDISER**

7300 circulation • 18,000+ readers

**Display \$17.95**

**Classified Display \$18.95**

### FULL COLOR RATES

One Publication per week = \$95  
 Two Publications per week = \$190  
 Three Publications per week = \$285

#### Volume Discounts

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

#### Frequency Discounts

4 consecutive weeks, same ad copy = 20%  
 3 consecutive weeks, same ad copy = 15%

### Lynette Hansen

SALES AND MARKETING SPECIALIST

lhansen@enterprisepub.com

Cell: 402-278-0205

**The Dunlap Reporter • The Rocket**  
[www.dunlapreporter.com](http://www.dunlapreporter.com)

# OTHER ADVERTISING RATES

## WEDNESDAY & FRIDAY

Wednesday & Friday

MISSOURI VALLEY  
**TimesNews**

Wednesday

Harrison County  
**MERCHANDISER**

8,350 circulation • 20,800+ readers weekly

**Display \$21.00 pci**

**Classified Display \$23.15 pci**

## WEDNESDAY ONLY

Wednesday & Friday

MISSOURI VALLEY  
**TimesNews**

Harrison County  
**MERCHANDISER**

6,680 circulation • 16,500 readers weekly

**Display \$14.00 pci**

**Classified Display \$15.25 pci**

## NEBRASKA DISTRIBUTION

Tuesday

WASHINGTON COUNTY  
**Pilot-Tribune Clipper**

**Display \$15.75**

**Classified Display \$17.25**

Tuesday & Thursday

WASHINGTON COUNTY  
**Pilot-Tribune Clipper** Arlington Citizen

**Display \$17.50**

**Classified Display 19.00**

Friday

WASHINGTON COUNTY  
**Enterprise**

**Display \$11.50**

**Classified Display \$13.75**

Thursday

**Arlington Citizen**

**Display \$8.25**

**Classified Display \$9.25**

**30% off the above Blair, Neb., rates when you run the same ad in the Missouri Valley Times-News or Dunlap Reporter.**

## Green Saver

### 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!

**\$6.45 per column inch**

**Add full color \$180/week**

**\$10.40 pci combination with**

**The Dunlap Reporter**



Inserted into 9

### Western Iowa Publications

Avoca Journal Herald  
Dunlap Reporter  
Harlan PennySaver  
The Mapleton Press  
Oakland Herald  
Missouri Valley Times-News/  
Merchandiser  
**Coverage also includes:**  
Denison and Crawford County,  
Woodbine, Logan, Manilla, Manning,  
Pottawattamie County & Council  
Bluffs rural routes

45,000+ Readership –  
Publishing for over 45 years!

**\$9.00 per column inch**

**Add full color \$180/week**

**\$12.95 pci combination**

**with The Dunlap Reporter**

## Local Nonprofit/Community Organization Advertising

– available one week for local organizations' fundraising events –

Minimum size: 10 column inches

**The Dunlap Reporter \$3.60 per column inch**

## 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 / Classified Display Advertising:

### The Dunlap Reporter

Proofs: Monday 12 Noon  
 Regular Ads: Monday 5:00 p.m.  
 Public Notices: Tuesday Noon

**Rocket:** Friday at Noon

**Green Saver:** Friday at Noon

## Line Classified Advertising:

### The Dunlap Reporter

Tuesday Noon

**Rocket:** Friday 5 p.m.

**Green Saver:** Friday 5 p.m.

## PREPRINTED INSERT RATES

| Weight      | Page Count      | Rate (Net) |
|-------------|-----------------|------------|
| .25 ounces  | Single Sheet    | \$73/m     |
| .50 ounces  | 4 page tabloid  | \$84/m     |
| .62 ounces  | 6 page tri-fold | \$90/m     |
| .75 ounces  | 8 page tabloid  | \$95/m     |
| 1.25 ounces | 12 page tabloid | \$98/m     |
| 1.50 ounces | 16 page tabloid | \$104/m    |
| 1.75 ounces | 20 page tabloid | \$109/m    |

(Pricing for additional sizes available upon request)

## PREPRINT INSERT POLICIES

**Minimum:** 1,000 inserts. Insert will be charged at page rates unless weight is greater than listed, in which case the weight price will be charged.

**Zoning:** Zoning by zip code is available.

**Preprint Deadlines:** Preprints must be at the Missouri Valley Times-News office by **Wednesday the week prior to insertion.**

**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.

## SIZE REQUIREMENTS

# The Dunlap Reporter

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 |

Sizes for The Missouri Valley Times-News, Harrison County Merchandiser, Washington County Pilot-Tribune, Enterprise, Clipper and Arlington Citizen are the same as The Dunlap Reporter.



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 |

# 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 |

# The Dunlap Reporter

## 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 Missouri Valley Times-News is subject to review, approval and acceptance by management, which reserves the right at any time to edit or reject any advertising 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 month. 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 **ONE WORKING DAY** 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 your 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 already been completed and extensive changes need to be made, there may be an additional charge for time and materials.

**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 Missouri Valley Times-News/Merchandiser 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.