

### PERSONNEL

*Vice President, Advertising - Fox Valley Publications*  
 Robert Wall 630/978-8019

*Advertising Manager*  
 Ron Gibson 847/888-7797

*Classified Manager*  
 Debi Ryan 630/978-8212

### CIRCULATION

Member Audit Bureau of Circulation.  
 Member Advertising Checking Bureau.

### TERMS & CONDITIONS

Rates herein effective February 1, 2009. Retail advertising rates are non-commissionable and no cash discounts are permitted. All advertising is cash with copy except where prior credit has been approved. Terms: Net payment due 30 days from invoice billing date.

### POLICY

- The Courier News reserves the right to revise or reject any advertisement. Advertising simulating news style must carry the word "ADVERTISEMENT" at the top of the advertisement.
- The Courier News will exercise due care to prevent omission and errors, but its total liability for any error of any published advertisement shall not exceed the portion of space in which the error occurred, and shall be limited to the first publication of the advertisement.
- The Courier News may revise its advertising rate schedule at any time upon 30 days written notice to contract advertisers.
- Advertising rates are for run of paper (R.O.P.) position. The Courier News will neither sell nor guarantee position. Requests for special positions will be given every consideration whenever possible without violating established rules of makeup of the newspapers.
- To assure publication in any specific edition, advertising copy should be furnished in accordance with The Courier News' schedule of production. Cancellation or postponement of scheduled ads must be made before noon, two working days prior to publication date. Selected specialty publications require more advanced notice of cancellation.
- Advertising composed but not published will be charged to advertiser at 25% of space cost to cover labor and material expense. Extraordinary revision of advertising copy after deadline, when accepted, is charged at the rate of \$35 per hour.

### RETAIL RATES

R.O.P. (Annual Frequency Contracts)

Frequency	Rate
1x	\$21.50 pci
6x	\$18.50 pci
12x	\$16.00 pci
26x	\$15.00 pci
52x	\$13.50 pci
99x	\$12.50 pci

### PRE-PRINTED INSERT RATES

Size	Per Thousand Rates
8.5 x.11	\$39.00
11 x 17 (folded)	\$45.00
4 page tab	\$54.00
8 page tab	\$56.00
12 page tab	\$60.00
16 page tab (and larger)	\$65.00

- Inserts exceeding 13" in width or 11.75" in depth must be folded.
- Inserts must be received at least 7 days prior to distribution date.

Inserts accepted for distribution on all publication days. All sections and units subject to review prior to distribution. Skidded pre-printed supplements should be stacked on solid base, non-returnable skids or pallets. All inserts must be well jogged, brick stacked and banded. Inserts are measured from edge to edge of page in square inches to determine insert category.

### MISCELLANEOUS LOCAL RATES

Special Sections	\$17.50
Taxing Agency	\$19.50
Church Rate/Non-Profit	\$17.50
Political	\$21.50

### OTHER RATES

For classified or recruitment advertising rates, refer to the Classified rate card, or call 630/978-8310 for more information.

### COPY REGULATIONS

- All advertising accepted subject to approval of Publisher. Publisher shall have the right to revise or reject, in whole or in part, any copy deemed unacceptable.

### R.O.P. DEADLINES

Publication Day	Deadline	Publication Day	Deadline
Monday	Thurs., 4 pm	Thursday	Mon., 4 pm
Tuesday	Fri., 10 am	Friday	Tues., 4 pm
Wednesday	Fri., 4 pm	Sunday	Wed., 4 pm

Holiday deadlines will vary and may not follow published deadlines.

### PAGE DIMENSIONS (6 col x 11.5" Deep)

Column Wide	1	2	3	4	5	6
Inches Wide	1.57	3.3	5.04	6.77	8.51	10.25

### COLOR RATES

Ad Size	One Color (red)	Full Color
up to 15"	\$50	\$75
16" - 40"	\$100	\$150
41" - 72"	\$150	\$200

We require an 100 line screen or 200 dpi  
 Ads may be E-mailed to us at:  
 elginart@scn1.com