

**MECHANICAL INFORMATION**

Width of Page.....6 columns-9.997”  
 Width of Column .....1.562”  
 Page Depth.....16.00”  
 Column Inches Per Page.....96.00”  
 Mechanical info for front page available upon request. Call for other column sizes.

**ADDITIONAL INFORMATION**

**REGULAR DEADLINE:** Friday, 5:00 p.m.; Full Page and Color Ads, Thursday, 5:00 p.m.; Classifieds Noon Monday. Call for deadlines for other pubs.

**PUBLICATION DAY:** Wednesday

**HOLIDAY DEADLINES:** Contact a sales representative.

**ONLINE:** All Freeport Shopping News and Monroe Shopping News ads are published online and have an automatic \$2.00 per publication fee.

**CANCELLATIONS:** Labor cost will be charged against cancelled copy already set. Cancellations are not accepted after Thursday, Noon, preceding the publication date.

**PROOFS:** Advertisers who submit copy **24 hours prior to deadline** (one business day) may request proofs.

**POSITION:** No guarantee is given to advertising position. However, a sincere attempt is always made to grant position requests when they do not interfere with the general make-up of the paper. **Preferred Position Reservations** (front and back pages) are reserved in advance.

**LIABILITY:** Error in publication—It is agreed the Shopping News is not to be held responsible for errors in publication, unless a proof of such advertisement is submitted to the advertiser and returned to the Shopping News Office with such error correction plainly noted in writing thereon prior to publication. In any event, the Shopping News liability shall not exceed republication of that part of the advertisement affected by the error. It is agreed that the Shopping News accepts responsibility for errors only on the first insertion of the advertisement. It is further agreed that in no case shall the Shopping News be held responsible for selling losses incurred in publication or failure to insert an advertisement. The advertiser assumes liability for the content of all advertising authorized for publication and any claims that arise against the publisher. **ACCEPTABILITY:** The publisher reserves the right to edit, reject or cancel any advertisement.

**ACCOUNTS:** Rates reflect Net Price. 1.5% per month added to accounts not paid by the 15th of the following month. This reflects an 18% per year rate.

**SUBSCRIPTION RATE:** Subscription rates are available outside our distribution area. Please call our office for rates.

**COMBINATION RATES**

To run the same ad, same day in other Shopping News Publications, the add-on rates are as follows:

Grant, Iowa, Lafayette Shopping News .....	\$11.98
Wisconsin-Iowa Shopping News .....	\$7.26
Dyersville Commercial Shopping News.....	\$6.48
Cascade Pioneer Shopping News .....	\$6.04
Richland Center Shopping News.....	\$6.53
Eastern Iowa Shopping News.....	\$7.96
Great Dane Shopping News .....	\$8.28
Freeport & Monroe Combined (Combo) Rate.....	\$17.94
With Freeport Contract .....	\$13.60
With Freeport Contract of \$7,000 or more .....	\$11.52

**FREEPORT**  
*Shopping News*

**1705 S. Galena Ave.**  
**Freeport, IL 61032**  
 www.myfreeportshoppingnews.com



**815-235-4106 • 800-343-6419 • FAX 815-235-7077**

E-mail: freeportshopnews@themonroetimes.com

**DISPLAY ADVERTISING RATES**

Effective January 1, 2012

<b>OPEN RATE .....</b>	<b>\$15.80</b>
Non-Profit Rate .....	\$10.79
National Commissionable Rate, 6 column format.....	\$20.64
Combo—Freeport and Monroe Shopping News.....	\$17.94

**DOLLAR VOLUME CONTRACT RATES**

<b>\$750-\$999 .....</b>	<b>\$12.50</b>
<b>\$1,000-\$3,499 .....</b>	<b>\$12.16</b>
<b>\$3,500-\$6,999 .....</b>	<b>\$11.75</b>
<b>\$7,000-\$14,999 .....</b>	<b>\$11.08</b>
<b>\$15,000-\$24,999 .....</b>	<b>\$10.04</b>
<b>\$25,000-\$49,999 .....</b>	<b>\$8.53</b>
<b>\$50,000+ .....</b>	<b>\$7.35</b>

**COLOR RATES**

	Freeport	Combo
Full Page black plus one color .....	\$115.00	\$171.00
Full Page black plus two colors .....	\$165.00	\$251.00
Two Pages black plus one color .....	\$171.00	\$261.00
Two Pages black plus two colors .....	\$251.00	\$377.00
Full Page process color .....	\$256.00	\$383.00
Two Pages process color .....	\$387.00	\$669.00

Not all color variations are available. Process separations and special artwork are billed extra. Specific color specifications may incur additional charges.

**COLOR BY-THE-INCH RATE**

Black plus one color (Minimum \$30.00) .....	\$2.56 per inch
Black plus two colors (Minimum \$50.00) .....	\$3.55 per inch
Process Color (Minimum \$60.00).....	\$4.20 per inch

Not all color variations are available. Process separations and special artwork are billed extra. Specific color specifications may incur additional charges.

**INSERT PRE-PRINTS**

<b>Minimum 1,000</b>	
<b>Less Than 8,000 .....</b>	<b>\$56.00/m</b>
<b>8,000-12,000 .....</b>	<b>\$54.00/m</b>
<b>12,000 or more.....</b>	<b>\$49.00/m</b>
<b>Combination Freeport &amp; Monroe Full Circulation.....</b>	<b>\$47.00/m</b>

Please call our office for rates on 12 page tab or larger  
 \$.0165 folding charge each will apply if larger than 8 1/2"x11"

**RECEIVING HOURS FOR PREPRINTS:** Monday-Friday, 8:00 a.m. to 4:00 p.m.

**DELIVER TO:** Bliss Communications Printing and Distribution Center

333 S. Wuthering Hills Dr., Janesville, WI 53546 • (608) 755-9495

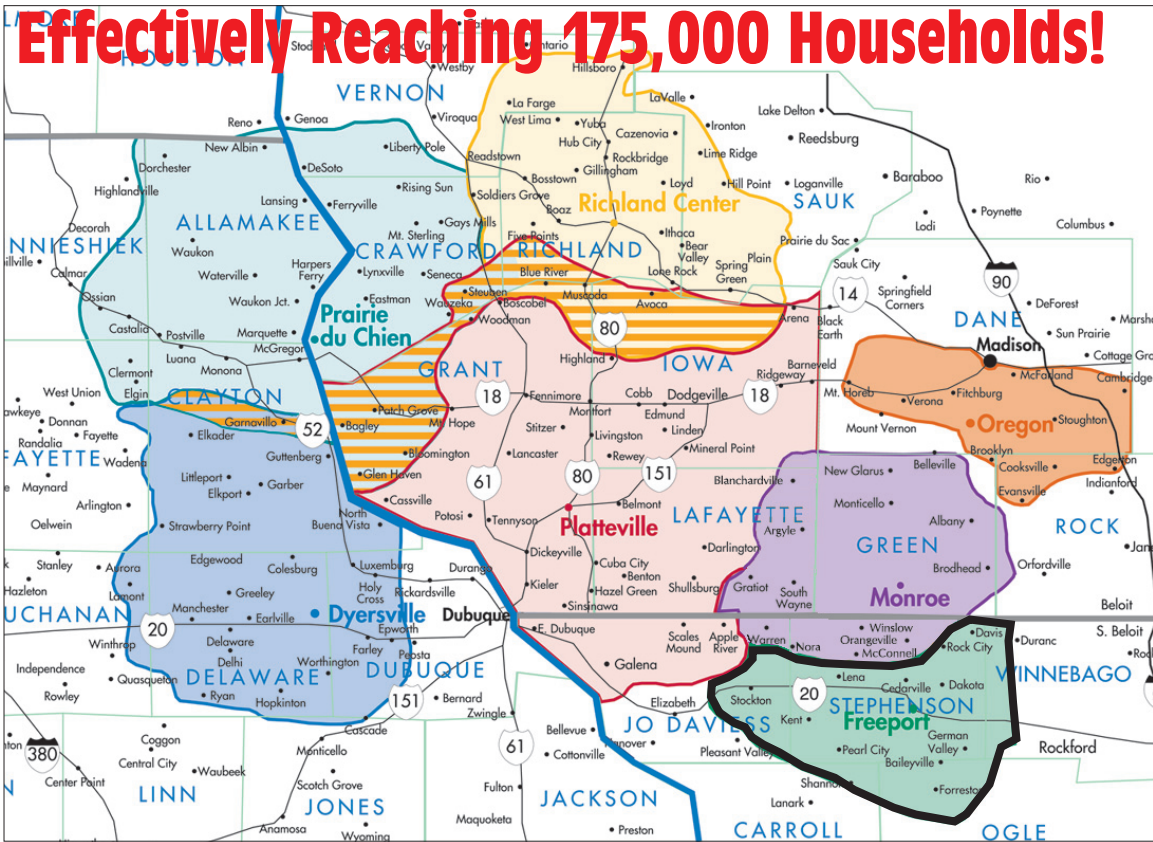
**DEADLINE:** Wednesday, Noon, week prior to publication.

# Effectively Reaching 175,000 Households!



**CIRCULATION VERIFICATION COUNCIL**

**TOTAL MARKET COVERAGE**



## PUBLICATIONS

**FREEPORT SHOPPING NEWS**  
 1705 S. Galena Avenue  
 Freeport, IL 61032  
 (815) 235-4106  
[www.myfreeportshoppingnews.com](http://www.myfreeportshoppingnews.com)

**MONROE SHOPPING NEWS**  
 1065 4th Avenue West  
 Monroe, WI 53566  
 (608) 328-4202

**GRANT, IOWA, LAFAYETTE SHOPPING NEWS**  
 41 Means Drive, P.O. Box 500  
 Platteville, WI 53818  
 (608) 348-2374

**EASTERN IOWA SHOPPING NEWS**  
 223 1st Avenue, Box 350  
 Dyersville, Iowa 52040  
 (319) 875-7131

**GREAT DANE SHOPPING NEWS**  
 845 Market Street, P.O. Box 26  
 Oregon, WI 53575  
 (608) 835-6677

**WISCONSIN-IOWA SHOPPING NEWS**  
 405 N. Marquette, P.O. Box 97  
 Prairie du Chien, WI 53821  
 (608) 326-2457

**RICHLAND CENTER SHOPPING NEWS**  
 174 N. Main Street, P.O. Box 272  
 Richland Center, WI 53581  
 (608) 647-2911

### CARROLL COUNTY, IL

Town	City	Rural
Lanark-Lake Carroll		468
Shannon	235	170
Total City	235	
Total Rural		638
<b>COMBINED TOTALS</b>		<b>873</b>

### JO DAVIESS COUNTY, IL

Town	City	Rural
Stockton	632	793
Total City	632	
Total Rural		793
<b>COMBINED TOTALS</b>		<b>1,425</b>

### OGLE COUNTY, IL

Town	City	Rural
Baileyville	50	100
Forreston	406	359
Total City	456	
Total Rural		459
<b>COMBINED TOTALS</b>		<b>915</b>

### STEPHENSON COUNTY, IL

Town	City	Rural
Cedarville	267	
Dakota	153	225
Davis	240	100
Eleroy	23	
Freeport	8,551	3,051
German Valley	120	200
Kent	40	60
Lena	960	240
Pearl City	131	330
Ridott	72	175
Rock City	134	100
Total City	10,691	
Total Rural		4,481
<b>COMBINED TOTALS</b>		<b>15,172</b>

TOTAL CIRCULATION		
<b>Total City</b>		<b>12,014</b>
<b>Total Rural</b>		<b>6,371</b>
<b>Misc</b>		<b>917</b>
<b>COMBINED TOTALS</b>		<b>19,302</b>
<b>19,302 TOTAL FAMILIES</b>		

***We're Working For You!***