

NEWSPAPER RATE CARD

Effective 8/01/2009

Alcester Union & Hudsonite

Combined newspapers serving the communities of Alcester and Hudson, South Dakota for over 100 years!

Important Information:

Deadline

Deadline for ad copy is Monday at 12:00 p.m. the week of publication. If Monday is a legal holiday, the deadline is moved back to the preceding Friday at 5:00 p.m.

Please place your ad as early as possible so we can give your ad the attention it deserves.

Agency Discounts

A 15% agency discount will be given on the following conditions:

1. The agency is an established agency.
2. Advertisement is provided camera via electronic means (PDF file).
3. Advertising is paid within 15 days of billing.

Contract Rates

Contract rates are available. Minimum contract is 13 weeks, minimum ad size is 2 col. x 2". Please call for more information or to request a contract rate schedule.

Color

Spot color (one color in addition to black) is available on a limited basis at \$45 per advertisement, up to one full page ad size (6 col./in. min.).

Full color (CMYK) is available on a limited basis at a structured rate:

- 1/8 to 1/4 page: Add \$70
- 1/4 to 1/2 page: Add \$105
- Over 1/2 page: Add \$140

Front Page Banner: (10.25"w x 1" h) Full-color only, \$90.

Column Sizes

The *Alcester Union & Hudsonite* is a 34" tabloid publication: 10.25" wide (5 columns, 1 pica gutters) by 16" deep. See table for column widths:

Column (# of col.)	Width (inches)	Width (picas)
1 Col.	1.9167"	11p6
2 Col.	4.0"	24p0
3 Col.	6.0833"	36p6
4 Col.	8.1667"	49p0
5 Col.	10.25"	61p6

Circulation

Average weekly circulation as of August 2009 is 875 copies.

The *Alcester Union & Hudsonite* are published each Thursday, with newsstand copies available Thursday morning. Local mail subscribers receive their copies Wednesday P.M. or Thursday A.M..

Average weekly distribution:

Newsstand Sales	95
In-County (Lincoln and Union).....	520
Out-of-County (Local Area).....	226
Other Distribution (Out of area).....	34
TOTAL	875

Display Advertising Rates

National (Open) Rate:

Per column inch\$5.62

Local Rate:

Per column inch\$4.45

Distribution

The *Alcester Union & Hudsonite* is distributed through newsstand sales and delivered via the U.S. Postal Service.

Discounts

Discount rates are available for multiple insertions. Rates are discounted by the number of column inches purchased. Churches and non-profit organizations receive a 20% discount.

Contact this newspaper for more information.

Terms

All ads must be paid for at time of placement unless credit has been extended to the advertiser.

If credit is given, payment is due 15 days after billing date.

All accounts are subject to service charges in the amount of 1.5% per month (18% per annum), for those accounts 30 days past due. Minimum monthly service charge is fifty cents (50¢).

Staff

Editor	Paul Boom
Publisher	Paul Boom
Advertising Sales.....	Paul Boom
Circulation/Accounting	Michele Boom
Sports Reporter.....	Mike Kezar

Other Services:

Tear Sheets

Tear sheets for display advertisements are available upon request at no charge. Tear sheets for classified ads, professional directory or special promotion ads are one dollar (\$1) each.

Classified Word Ads

\$4.00 per week up to 30 words, and 10¢ per word thereafter. One dollar (\$1) billing charge if ad is not paid for at time of placement.

Statewide Classified Ads



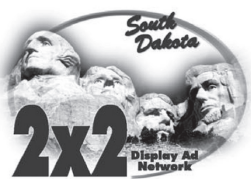
Your ad is placed in 141 daily and weekly newspapers throughout South Dakota - over 303,000 subscribers.

Cost of the ad is \$150 per week up to 25 words, with \$5.00 per word thereafter, and

must be paid for at time of placement.

Ad deadline for Statewide Classifieds is 2 weeks prior to publication date.

Statewide 2x2 Display Ads



For \$800, you can place a 4-1/4" wide x 2" deep display ad in nearly every newspaper in the state (128 newspapers).

Or you may choose either of two regional options: West River (30 newspapers) for

\$375; or East River (98 newspapers) for \$525.

Thank You Notes

\$3.50 per week up to 30 words, and 10¢ per word thereafter. One dollar (\$1) billing charge if ad is not paid for at time of placement.

Business & Professional Directory

Businesses can advertise in our weekly directory at only \$4.75 per week for a 2"x2" box, or \$9.50 per week for a 4"w x 2"h area.

A 13-week minimum contract is required with monthly billing. Please call for more information.

Celebration Ads

Celebration Ads are a popular item with our readers celebrating birthdays or anniversaries. The per-issue rate is \$13 for a one column by 3" space. One dollar (\$1) billing charge if ad is not paid for at time of placement.

Contact Information

Alcester Union & Hudsonite

110 East 1st Street • P.O. Box 227

Alcester, SD 57001-0227

Phone: 605/934-2640 • Fax: 605/934-2096

e-mail: parapub@iw.net

Special Promotions

Businesses and individuals can be included in several special promotions throughout the year for congratulatory ads for outstanding local sports, music, academic or civic groups.

We also provide special advertising opportunities for special events and major holidays including graduation, 4-H Achievement Days, Easter, Thanksgiving and Christmas, and New Years. Please call for further details.

Circular Inserts

Circulars can be included in any or all of our newspaper distribution at a cost of 8¢ per piece under the following terms:

- Maximum size is 1,176 square inches. For each additional 558 square inches add 2¢ per piece.

- In order to fit into the publication, each circular must be no larger than 8"x11" when flat or folded. Any circular exceeding this size will be charged a \$40/thousand folding charge.

- Circulars of less than 30 square inches are not recommended.

- Any number of circulars may be inserted (\$25 minimum).

- Seven days notice is required for all insertions.

- We reserve the right to refuse circulars in any given week due to space limitations.

- Discounts may be given if circular is printed at our in-house printing facility. Call for details.

And the Fine Print...

Publisher's liability for error. The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of the advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or refund of any monies paid for the advertisement.

Indemnification. The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expense, arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents, or proprietary rights or violation of rights of privacy, resulting from the publication of the advertiser's advertisement.

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Right of Refusal. The Publisher reserves the right to refuse or edit any advertisement or article it deems objectionable.