



# 2008

## Advertising RATE & SERVICE Guide

**THE EXAMINER**  
EASTERN JACKSON COUNTY'S DAILY NEWS SOURCE

*The source for local information.*

410 S. Liberty  
Independence, MO 64050

816.254.8600  
Fax: 816.836.3805

<http://examiner.net>

500 West R.D. Mize Rd.  
Blue Springs, MO 64014

816.229.9161  
Fax: 816.220.0947

# THE EXAMINER

EASTERN JACKSON COUNTY'S DAILY NEWSPAPER

THE EXAMINER - published Monday through Friday evening and Saturday morning.

Serving the communities of Independence, Blue Springs, Grain Valley,

Oak Grove, Buckner, Sibley and Levasy with two zoned editions.

Circulation: Mon-Fri: 13,480, Sat. 15,006

## TV ShowTimes (A TV listings publication)

Is distributed in The Examiner's Friday Daily and Friday single copies.

## The Examiner's Saturday Publication

A weekend product that includes USA Weekend Magazine, Valassis and Smart Source Coupons.

## The Examiner's Extra Selected Market Coverage Product

(SMC) - Distributed to 30,000 Non-Subscriber homes in targeted demographic areas every Wednesday.

Serving the communities of Independence, Blue Springs, Grain Valley and Oak Grove.

The Examiner publishes many themed special sections throughout the year and monthly sports and entertainment publications.

Ask your account representative for details.

### Blue Springs Office

(816) 229-9161

Advertising Fax: (816) 220-0947

News Release Fax: (816) 229-6785

### Independence Office

(816) 254-8600

Advertising Fax: (816) 836-3805

News Release Fax: (816) 254-0211

## RETAIL ADVERTISING DEPARTMENT

Members: Verified Audit of Circulation, Advertising Checking Bureau, Newspaper Advertising Bureau

Retail Advertising Rate Card effective January 1, 2008

## PERSONNEL

Publisher .....Steve Curd  
Executive Editor .....Dale Brendel  
Advertising Director .....Dave Lammers  
Marketing Director .....Sharon Dankenbring  
Business Manager .....Sharon Hall  
Creative Services Director .....Ginger Kuftack  
Production & Job Print Manager .....Paul Hunting  
Circulation Director .....Peggy Paul

## REPRESENTATIVES

GateHouse Media, Inc.

350 WillowBrook Office Park

Fairport, NY 14450

(585) 598-0030 FAX (585) 248-2631

U.S. Suburban Press, Inc.

500 E. Remington, Suite 104, Schaumburg, IL 60173

(708) 490-6000 FAX (708) 843-9058

Missouri Press Service, Inc.

800 Locust Street, Columbia, MO 65201

(314) 449-4167 FAX (314) 874-5894

## COMMISSIONS AND CASH DISCOUNTS

Local/General (except preprints) rates are commissionable to any recognized advertising agency (15 percent). A 2 percent cash discount is also available on this rate if paid by the 15th of the following month.

All other retail advertising rates shown are noncommissionable. No cash discounts are allowed and all rates are net.

Commissionable advertising rates are calculated by increasing the appropriate noncommissionable rate by 17.65 percent (Multiply the local rate by 1.1765).

Commissionable rates are available to any recognized agency and will be billed to the advertising agency. If bulk rates are utilized by the agency for an account by the agency and countersigned by the account, the account will be liable for the fulfillment of the contract.

## POLICIES

- A. The Examiner reserves the right to edit, alter or reject any advertising deemed offensive to our readers or suspected of being illegal, immoral or unethical.
- B. The Examiner is not liable for errors, unless proof of advertisement is submitted to advertiser or his agent and returned to the office of the publisher with errors or corrections plainly marked thereon, and in such case if any errors so noted are not corrected by the publisher, the liability of the publisher will not exceed the cost of the space actually occupied by the item in which the error or errors occur. To furnish proofs on advertising copy, The Examiner requests the copy prior to the specified deadlines for the insertion date requested.
- C. Placement of ads in the newspaper is at the option of the publisher. We will try to honor position requests whenever possible. Guaranteed positions, when available, will be charged preferred placement rates (see page 2).
- D. Advertising set to resemble news matter must carry the word "Advertisement" at the top. Examiner news type cannot be used in advertising copy.
- E. All advertising is payable in advance unless the advertiser shall have first established credit with the publisher. Credit application is required.

## Ads can be e-mailed to [displayads@examiner.net](mailto:displayads@examiner.net)

Please contact us directly for client-provided artwork specifications. We can accept files by e-mail to [displayads@examiner.net](mailto:displayads@examiner.net), or through our FTP site.

E-mail file size is limited to 3 MB, so large files should be transferred by FTP or on removable media (CD-ROM, Zip Disks, etc.). Details on FTP access are available at <http://media.examiner.net/displayads/>

## BLACK AND WHITE RATES

Annual Dollar Volume	Examiner Circulation: M-F: 13,070 Sat: 13,923	SMC
		(Includes Examiner and The Examiner's Extra) Circulation: 50,000
\$25,000	\$11.80	\$21.20
\$20,000	\$12.00	\$21.40
\$15,000	\$12.40	\$21.85
\$10,000	\$12.85	\$22.80
\$ 6,500	\$13.40	\$23.30
\$ 5,500	\$13.60	\$23.55
\$ 4,000	\$14.50	\$24.10
\$ 3,000	\$14.70	\$24.60
\$ 2,000	\$15.05	\$25.20
Open Rate	\$24.20	\$34.50
Commissionable Rate	\$30.55	\$41.50

## REPEAT AD DISCOUNT

Frequency is important to your advertising campaign because new consumer wants and needs arise everyday. Frequent consistent advertising extends reach and builds awareness, reaching prospects regardless of their reading habits and keeping your product or service top of mind. Advertising frequency brings results!

First Run Ad .....	Full Price
2nd Run .....	20%
3rd Run .....	30%
4th Run & 5th Run .....	40%

- No copy changes allowed. • The ad may start on any day.
- Wednesday SMC rate and color is never discounted.
- All ads must run within 5 days following the first insertion to qualify.

## PREFERRED PLACEMENT

Many of our customers request that their ad run in a certain section or specific page in the paper.

- 10% for a specific section • 15% for a specific page.

## COLOR

Research shows that ads with color move an average of 43% more merchandise than the same ad in black and white. Color is not eligible for any additional discounts.

Ad Size	One Color		Two Color		Full Color		One Color		25% Repeat Discount Two Color		Full Color	
	Daily	SMC	Daily	SMC	Daily	SMC	Daily	SMC	Daily	SMC	Daily	SMC
1"-31.5"	\$77	\$103	\$88	\$113	\$139	\$165	\$58	\$77	\$66	\$85	\$105	\$124
32"-92.5"	\$113	\$129	\$155	\$180	\$206	\$232	\$77	\$97	\$115	\$135	\$155	\$174
92.5"-129"	\$180	\$206	\$232	\$258	\$283	\$309	\$135	\$155	\$161	\$193	\$212	\$232

## FLEX PROGRAM (52 Weeks)

The flex program allows you maximum flexibility to choose the best weeks to run your campaign. Maximum ad size 31.5".

Number of Weeks	Minimum Ad Size	Examiner Only PCI	SMC PCI
5-9 Weeks	6"	\$13.90	\$21.95
10-14 Weeks	10"	\$13.10	\$21.00
15-19 Weeks	12"	\$12.90	\$20.60
20 Weeks +	15"	\$12.35	\$20.40

## PREPRINTS – Please see Page 3 for Preprint Advertising Policies

Rates	Local	Zoned
Commissionable	\$57.00 per 1000	\$80.00 per 1000
Contract	\$52.30 per 1000	\$75.00 per 1000
Frequency	\$44.55 Full Circulation Only. Minimum of 52 inserts.	

Lineage is credited toward fulfillment of bulk rate contracts only. Preprinted sections are measured in the following manner: tab page - 65 inches; standard page - 129 inches. When the section is less than 8 tab pages, a flat 200 inches is credited. When preprints are ordered using less than half of the total circulation, then 50% of lineage is credited.

## ONLINE ADVERTISING RATES

Adding an online component to your print advertising increases your reach into our high-traffic web site, where it is available 24 hours a day, 7 days a week.

We also offer full-service online advertising campaigns, including banner ads, splash pages and sponsorships - your Account Executive has full details available.

## SPECIAL RATES

- Political advertising rates are available from the Advertising Director.
- TV Book rates, front page billboards and monthly niche publications are available through your Account Executive.
- Non-Profit Rates:

Daily .....	\$13.40
SMC .....	\$23.30

## BUSINESS BUILDERS

Business builder ads are great for the seasonal and consistent advertiser:

Number of Days	Examiner Only PCI	SMC PCI
30 Consecutive Days	\$5.65	\$6.70
15 Consecutive Days	\$6.45	\$7.45

- Minimum ad size is 4" and maximum is 10".
- No other discounts apply.
- Color is additional, and is based upon the ad size.

**THE FOLLOWING ARE POLICIES FOR RESERVING AND SCHEDULING PREPRINTS**

All preprints should be delivered to: **The Examiner, 410 S. Liberty, Independence, Missouri 64050**

1. Preprints may be scheduled any day except Sunday and Monday and some holidays. Contact your advertising representative for more information.
2. Deadline for scheduling or cancelling preprints is seven days prior to date of publication.
3. Delivery deadline is 72 hours prior to insertion date except Wednesday, which is due at 5:00 p.m. the preceding Wednesday.
4. Loading Dock opens 8:00 a.m. to 5:00 p.m. Monday thru Friday.
5. Maximum folded size of insert is 11 1/4" x 10 5/8".
6. Minimum size of inserts is 5 1/2" x 8 1/2".

**ADVERTISING DEADLINES**

**RETAIL AND CLASSIFIED DISPLAY DEADLINES:**

Publication Day	Space & Copy Deadline
Monday.....	9 A.M. THURSDAY
Tuesday.....	9 A.M. FRIDAY
Wednesday.....	9 A.M. FRIDAY
Thursday.....	9 A.M. TUESDAY
Friday.....	9 A.M. WEDNESDAY
Saturday.....	9 A.M. WEDNESDAY

**CLASSIFIED (WORD ADS)**

Publication Day	Copy Deadline
Monday.....	4:30 p.m. Friday
Tuesday.....	4:30 p.m. Monday
Wednesday.....	Noon Tuesday
Thursday.....	4:30 p.m. Wednesday
Friday.....	4:30 p.m. Thursday
Saturday.....	3 p.m. Friday

**MECHANICAL SPECIFICATIONS – 23" WEB**

**Standard Size - Retail Advertising**

6 column, depth - 21 1/2"

1 Col.....	1.634"
2 Col.....	3.435"
3 Col.....	5.236"
4 Col.....	7.037"
5 Col.....	8.838"
6 Col.....	10.639"

**Standard Size - Classified Advertising**

10 column, depth - 21 1/2"

1 Col.....	.950"
2 Col.....	2.026"
3 Col.....	3.101"
4 Col.....	4.177"
5 Col.....	5.236"
6 Col.....	6.328"
7 Col.....	7.403"
8 Col.....	8.479"
9 Col.....	9.554"
10 Col.....	10.639"

**Modular Tabloid Sizes - Special Sections**

Page size: 10 1/4" x 11 5/8"

1/16 Page.....	2 3/8" x 2.489"
1/8 Page.....	5" x 2.489"
1/8 Page Vertical.....	2 3/8" x 5.236"
1/4 Page.....	5" x 5.236"
1/2 Page.....	10 1/4" x 5.236"
1/2 Page Vertical.....	5" x 10.639"
Full Page.....	10 1/4" x 10.639"

**CLASSIFIED RATES**

- All classified advertising word ads appear in The Examiner and can be placed on the Examiner's website, <http://examiner.net>.
- All Wednesday classified display and line ads appear in The Examiner's Extra.

**Classified Display Rates**

**Local/General Rates**

Allows for 15% commission and 2% cash discount to recognized agencies.

Daily.....	\$22.40 per col. inch
The Examiner's Extra.....	\$26.40 per col. inch
Weekend Edition.....	\$23.45 per col. inch

**Contract Rates**

Rates are available with a contract only and are not commissionable. Monthly rates are based on volume during that calendar month. Must run 12" per month for one year to qualify for contract.

Space Used Monthly	Daily	The Extra	Weekend Edition
500"	\$14.75	\$18.35	\$16.05
200"	\$15.15	\$18.45	\$16.60
100"	\$15.30	\$18.95	\$16.70
50"	\$15.70	\$19.30	\$17.25
12"	\$16.60	\$20.05	\$18.30

**Set Solid Word Ad Rates**

**Private Party Rates**

Advertising is 8 point set solid. 15 word minimum. Centering, bold, lines of white, indexing & larger type size available at an additional charge.

3 days.....	\$1.07 per word
6 days.....	\$1.31 per word
12 days.....	\$2.35 per word
18 days.....	\$3.26 per word
26 days (1 month).....	\$4.13 per word
The Extra (TMC) Add'l.....	\$6.38 per week
Weekend Edition Add'l.....	\$1.07 per week

**Commercial Rates**

3 days.....	\$1.73 per word
6 days.....	\$2.08 per word
26 days (1 month).....	\$8.21 per word
The Extra (TMC) Add'l.....	\$8.91 per week
Weekend Edition Add'l.....	\$1.99 per week

**Contract Commercial Rates**

Contract commercial rates are available through the Classified Manager.

**Commercial Sig Rate Holder**

26 Days.....	\$154.50
Advertiser spending over \$325 a month in word ads.....	NO CHARGE

**National (Advertising Agencies) Word Rates**

3 days.....	\$3.84 per word
6 days.....	\$4.29 per word
26 days (1 month).....	\$14.59 per word
The Extra (TMC) Add'l.....	\$13.51 per word
Weekend Edition Add'l.....	\$4.22 per week

Deadlines - See **Advertising Deadlines** above.

**Errors and Cancellation**

Please notify the classified advertising department should there be an error the first day after the ad appears in the newspaper except for weekends when the classified department is closed. All classified ads can be cancelled during office hours, 8:00 a.m. to 5:00 p.m., Monday through Friday