



ADVERTISING RATES & GUIDELINES

DISPLAY ADVERTISING

Contract Level		Open	3-6x	7-11x	12x	Half
Rate/Col. In.		\$14	\$12	\$11	\$9	\$7
Sample Costs	# col. in.					
1/6 page	16	\$224	\$190	\$168	\$146	\$112
1/4 page	24	\$336	\$286	\$252	\$218	\$168
1/3 page	32	\$448	\$381	\$336	\$291	\$224
1/2 page	48	\$672	\$571	\$504	\$437	\$336
2/3 page	64	\$896	\$762	\$672	\$582	\$448
3/4 page	72	\$1,008	\$857	\$756	\$655	\$504
Full page	96	\$1,344	\$1,142	\$1,008	\$874	\$672

All ROP ads in excess of 13" in depth will be set and billed at 16".

Display Advertising Sizes

PAGE SIZES

Full page depth 16"
 Full page width. 11.625"
 Full page billed at 96"

DISPLAY COLUMN WIDTHS

1 Column 1.53"
 2 Columns 3.26"
 3 Columns 4.92"
 4 Columns 6.61"
 5 Columns 8.31"
 6 Columns 10"

• Customer-furnished, black & white camera-ready halftone material should be 85-line or 100-line screen (65-line material accepted but not recommended).

• Halftones should not have less than a 3% highlight positive print dot, 35% middle-tone positive print dot, and no more than 85% positive print shadow dot.

• Camera-ready material must be smooth-matte-finish black & white.

INSERTS

Size 8 1/2 x 11 max
 Pages cost/piece
 CPM \$37

CLASSIFIED ADVERTISING

\$10/line (3 line min.) / Paid in advance

BILLING & PAYMENTS

Payment for 1st ad is due at time of placement. Thereafter, invoices will be mailed by the 3rd of the mo. of publication. Payment due upon receipt.

DEADLINES

1st of the month prior to publishing

QUESTIONS?

Advertising Jodi Burmester 608-444-9123 wisconsinlion@gmail.com
 Billing Kathy Gruna 715-677-4764 lionstat@wi-net.com

MD27 Lions State Office - 3834 County Rd A, Rosholt WI 54473

GENERAL CONDITIONS

- The term "publisher" as used in this section shall refer to the Wisconsin Lions.
- All contents of advertising are subject to publisher's approval; publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time without cause.
- Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.
- Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The publisher's liability for error will not exceed the cost of the space occupied by the error.
- Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agent ordered and which advertising was published.
- Condition, other than rates, are subject to change by the publisher without notice.
- No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of this rate card.
- Alcoholic beverage or tobacco advertising not accepted.

updated 09/06/12