

DeForest Times-Tribune & Poynette Press 2007 Advertising Opportunities

- YES - Contact me as the following advertising opportunities come up [please circle your choice(s)]:
- YES - Contact me to set up a meeting to discuss the upcoming 2007 advertising season

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Company _____
Name _____
Number(s) _____

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All Advertising Opportunities are subject to change, without prior notice.

A) Dining & Entertainment Section:

Runs: One week every month

Deadline: Wednesday noon - week prior to run date

Paper: DeForest (Paper & Shopper) **OR** Poynette (Paper & Shopper)

Cost:	<u>1 week</u>	<u>6 week (10% off)</u>	<u>12 week (20% off)</u>
1/16 pg (4.25" x4") =	\$83/week	\$74/week	\$66/week
1/8 pg (6.44" x 5.25") =	\$163/week	\$147/week	\$131/week
1/4 pg (6.44" x 10.75") =	\$335/week	\$301/week	\$268/week
1/2 pg (13" x 10.75") =	\$670/week	\$603/week	\$536/week
Full Color (4-color) Add \$150			
Spot Color (1-color) Add \$75			

B) Cupid's Corner:

Section: This section is just in time for Valentines' Day, ads will run with spot color of red.

Runs: February 6, 7 & 8

Deadline: January 26

Paper: DeForest & Poynette (Papers & DeForest Shopper)

Cost: \$13.15/col. inch (FREE spot color RED) (Ask for Sample Sizes & Quotes)

C) Bridal Guide:

Section: A local couple turns to area businesses to help plan their wedding. Guide contains advertising with photos of the couple visiting at area businesses, plus traditional advertisements, wedding planning tips and old wedding pictures from the past.

Runs: February 13 (Inserted tabloid)

Deadline: January 26

Location: DeForest, Poynette, Waunakee & Lodi (Tab insert - Shopper only)

Cost: 1//8 pg (4.75"x3.5") =	\$115
1/4 pg (4.75"x7.25") =	\$170
1/2 pg (9.938"x7.25") =	\$270
Full pg (9.938"x14.5") =	\$390
Back pg (9.938"x14.5")(Full color) =	\$550
Full Color (4-color) Add	\$150
Spot Color (1-color) Add	\$75

D) Spring Fling Coupon Page:

Section: Help your customers shake off the cabin fever cobwebs, with this page full of bargain coupons.

Runs: March 6, 7, 8, 13, 14, 15, 20, 21, 22, 27, 28 & 29 (4 wks)

Deadline: February 26

Location: DeForest (Paper & Shopper) **OR** Poynette (Paper & Shopper)

Cost: 2x2.5 (4.25" x 2.5") 20% Discount = \$166 (4 wk run)

E) Home Improvement Planner "Your Guide to Home, Lawn and Garden Care" Mini-Tabloid:

Section: A tabloid dedicated to home & garden improvement with services offered by area businesses.

Runs: March 27, 28, 29 (Inserted Mini-Tabloid)

Deadline: March 9

Location: DeForest, Poynette, Waunakee papers & shopper routes

Cost: 1/8 pg (3.25"x2.25") = \$85
1/4 pg (3.25"x4.75") = \$130
1/2 pg (7"x4.75") = \$215
Full pg (7"x9.75") = \$320
Back pg (7"x9.75")(Full color) = \$475
Full Color (4-color) Add \$150
Spot Color (1-color) Add \$75

F) DeForest Area Chamber "Easter" Page:

Runs: April 3 & 5

Deadline: March 23

Location: DeForest (Shopper = Front pg; Paper = Back pg)

Cost: 2x3.25 (4.25" x 3.25") = \$66

Note: Only 15 ads available - First come, first served. Must be DeForest Area Chamber member

G) Spring - Sports Schedule Section:

Section: Support the DeForest "Norskies" and/or Poynette "Indians" Schedule(s) 2006-07 sports. This is a three-run commitment: Spring 2006, Fall 2007 & Winter 2007 (Ad content can change each run)

Runs: DeForest = April 5 & Poynette = April 4

Deadline: DeForest = March 28 & Poynette = March 28

Paper: DeForest & Poynette (Papers only)

Cost: Over 20% Discounted Rate:

2x3 (4.25" x 3") = \$45

2x4 (4.25" x 4") = \$55

2x6 (4.25" x 6") = \$80

Full Color (4-color) Add \$150/paper (not shopper)

Spot Color (1-color) Add \$75/paper (not shopper)

H) DeForest Area Progress Edition:

Section: A special supplement to the DeForest Times-Tribune. Includes advertisements, news stories and photos of DeForest area businesses. This will be one of our best read issues of the year. Buy an ad and receive the news article/editorial Free.

Runs: May (Inserted tabloid)

Deadline: April 20

Location: DeForest (Tab insert - Paper only)

Cost: 1/8 pg (1/8 Ad 4.75" x 3.5" + 1/8 Editorial 4.75" x 3.5" = 4.75" x 7") = \$105;
1/4 pg (1/4 Ad 4.75" x 7.25" + 1/4 Editorial 4.75" x 7.25" = 4.75" x 14.5") = \$195;
1/2 pg (1/2 Ad 9.875" x 7.25" + 1/2 Editorial 9.875" x 7.25" = 9.875" x 14.5") = \$310;
Full pg (Full Ad 9.875" x 14.5" + Full Editorial 9.875" x 14.5" = 19.75" x 14.5") = \$470
Back pg (1/2 pg = Ad 9.875" x 7.25" + Editorial 9.875" x 7.25" = 9.875" x 14.5") = \$575
Full Color (4-color) Add \$150
Spot Color (1-color) Add \$75

I) Spring - Senior Living Section:

Section: Our Senior Living section is geared toward a valuable niche in your market, plus it includes editorial.
Tell seniors about your services. This is a three-run commitment (Spring, Summer & Fall)

Runs: April 24, 25, 26

Deadline: April 13

Location: DeForest, Poynette & Waunakee (Papers & Shopper)

Cost: 1/16 pg (4.25"x4") = \$144.00

1/8 pg (6.44"x5.25") = \$283.50

1/4 pg (6.44"x10.75") = \$580.50

1/2 pg (13"x10.75") = \$1161.00

Full pg (13"x21.5") = \$1600.00

Full Color (4-color) Add \$150

Spot Color (1-color) Add \$75

J) Poynette "Spring Fling" (Garage Sale) Page:

Runs: May 15 & 16

Deadline: May 9

Location: Poynette (Shopper - Front pg & Paper - Back pg)

Cost: (2"x2 1/16") = \$42

K) DeForest Area Chamber "Mother's Day" Page:

Runs: May 8 & 10

Deadline: April 27

Location: DeForest (Shopper = Front pg & Paper = Back pg)

Cost: 2x3.25 = \$66

L) Graduation Section:

Section: Wish DeForest and/or Poynette high school graduates good luck as they start a new stage of their lives. Contains photos of all graduates in the yearbook and photos of commencement.

Runs: Signature ads: DeForest = May 31 (paper) & Poynette = May 30 (paper)

Congrat ads: DeForest = June 7, 12 (paper/shopper) & Poynette = June 6, 12 (paper/shopper)

Deadline: Sig ads: May 23 & Congrat ads: May 30

Location: DeForest & Poynette (see above)

Cost: Signature ads: DeForest = \$34 & Poynette = \$34

Congratulation ads: Open Rate/col. inch (Ask for Sample Sizes & Quotes)

M) Parade of Homes - Windsor/DeForest:

Section: The Parade of Homes showings will be held June 9-24. The 2007 Windsor/DeForest Parade of Homes tab, covers Windsor & DeForest's latest designs and home models. This tab is scheduled to be handed out during the week of the Parade of Homes showings. This is an excellent opportunity, for your company, to show off what it has to offer.

Runs: June 5 & 7 (Inserted tabloid)

Deadline: May 23

Location: DeForest (Shopper & Paper)

Cost: 1/8 pg (4.75" x 3.5") = \$105

1/4 pg (4.75" x 7.25") = \$130

1/2 pg (9.875" x 7.25") = \$210

Full pg (9.875" x 14.5") = \$315

Full Color (4-color) Add \$150

Spot Color (1-color) Add \$75

N) Summer - Senior Living Section:

Section: Our Senior Living section is geared toward a valuable niche in your market, plus it includes editorial. Tell seniors about your services. This is a three-run commitment (Spring, Summer & Fall)

Runs: July 17, 18, 19

Deadline: July 6

Location: DeForest, Poynette & Waunakee (Papers & Shopper)

Cost: 1/16 pg (4.25"x4") = \$144.00

1/8 pg (6.44"x5.25") = \$283.50

1/4 pg (6.44"x10.75") = \$580.50

1/2 pg (13"x10.75") = \$1161.00

Full pg (13"x21.5") = \$1600.00

Full Color (4-color) Add \$150

Spot Color (1-color) Add \$75

O) DeForest-Windsor Community Guide 2007-2008:

Section: A useful community guide for the DeForest, Vienna, Windsor areas, complete with maps, area business directory and loads of information on the areas. This guide is inserted in the DeForest Times and extra complimentary copies are available at the DeForest Area Chamber of Commerce, Community Center, Library and other area businesses. Plus a complimentary copy in every Warm Welcome packet given to area newcomers.

Runs: August/September (Inserted 4-color Glossy Magazine)

Deadline: July 13

Location: DeForest (Paper)

Cost: 1/8 pg (3.375" x 2.375") = \$125

1/4 pg (3.375" x 4.875") = \$175

1/2 pg (7" x 4.875") = \$225

Full pg (7" x 10") = \$395

Back pg (7" x 10") = \$495

P) "Back to School" Total Market Mailing:

Section: This issue of the DeForest Times-Tribune is our once per year, Total Market Mailing, where we mail to every address in DeForest school district. Loaded with school information, this is one of the year's best read issues.

Runs: August 2 (total market distribution) & 7 (normal shopper routes)

Deadline: July 25

Location: DeForest (Paper = total market distribution, Shopper)

Cost: Open Rate/col. inch (Ask for Sample Sizes & Quotes)

Q) DeForest Area Chamber "Back to School" Page:

Runs: August 21 & 23 (two weeks prior to the start of school)

Deadline: August 10

Location: DeForest (Shopper = Front pg & Paper = Back pg)

Cost: 2x4 = \$66

R) Fall - Sports Schedule Section:

Section: Support the DeForest "Norskies" and/or Poynette "Indians" Schedule(s) 2007-08 sports. This is a three-run commitment: Fall, Winter 2007 & Spring 2008 (Ad content can change each run)

Runs: DeForest = August 22 & Poynette = August 23

Deadline: DeForest = August 15 & Poynette = August 15

Location: DeForest & Poynette (Papers only)

Cost: Over 20% Discounted Rate:

2x3 (4.25" x 3") = \$47

2x4 (4.25"x 4") = \$57

2x6 (4.25" x 6") = \$84

Full Color (4-color) Add \$150/paper (not shopper)

Spot Color (1-color) Add \$75/paper (not shopper)

S) Football Contest Section:

Section: An eight-week series of ads, featuring a contest for football prognosticators. Limited number of ads available.

Runs: September __ thru October __ (8 weeks)

Deadline: September __

Location: DeForest (Paper only)

Cost: (1 1/2" x 1 1/2")(\$24/wk) = \$192 (8 wk run)

T) Fire/EMS Open House Page:

Runs: October 9 & 11

Deadline: October 1

Location: DeForest (Shopper & Paper)

Cost: (1 1/2" x 1 1/2") = \$46

U) Fall - Senior Living Section:

Section: Our Senior Living section is geared toward a valuable niche in your market, plus it includes editorial. Tell seniors about your services. This is a three-run commitment (Spring, Summer & Fall)

Runs: October 16, 17, 18

Deadline: October 5

Location: DeForest, Poynette & Waunakee (Paper & Shopper)

Cost: 1/16 pg (4.25"x4") = \$144.00

1/8 pg (6.44"x5.25") = \$283.50

1/4 pg (6.44"x10.75") = \$580.50

1/2 pg (13"x10.75") = \$1161.00

Full pg (13"x21.5") = \$1600.00

Full Color (4-color) Add \$150

Spot Color (1-color) Add \$75

V) Poynette Area Progress Edition:

Section: A special supplement to the Poynette Press. Includes advertisements, news stories and photos of Poynette area businesses. One of our best read issues of the year. Buy an ad and receive the news article/editorial **Free**.

Runs: October/November (Inserted tabloid)

Deadline: October __

Location: Poynette (Paper)

Cost: 1/8 pg (1/8 Ad 4.75" x 3.5" + 1/8 Editorial 4.75" x 3.5" = 4.75" x 7") = \$120

1/4 pg (1/4 Ad 4.75" x 7.25" + 1/4 Editorial 4.75" x 7.25" = 4.75" x 14.5") = \$190

1/2 pg (1/2 Ad 9.875" x 7.25" + 1/2 Editorial 9.875" x 7.25" = 9.875" x 14.5") = \$305

Full pg (Full Ad 9.875" x 7.25" + Full Editorial 9.875" x 7.25" = 9.875" x 14.5") = \$460

Back pg (1/2 pg) = \$495

Full Color (4-color) Add \$150

Spot Color (1-color) Add \$75

W) Holiday Handbook:

Section: This combines the 2006 "Shop DeForest" page and Alphabet Christmas special section. The Alphabet Christmas ads will convert to a 1/2 page (7" x 4.75") ad verses 2x4 (4.25" x 4") ad.

Runs: November 14, 15, 20 (Inserted mini-tab)

Deadline: October 31

Location: DeForest & Poynette (Papers & Shopper)

Cost: 1/4 pg (3.5" x 4.75") = \$150

1/2 pg (7" x 4.75") = \$250

Full pg (7" x 9.75") = \$320

Back pg (7" x 9.75") = \$475

Full Color (4-color) Add \$150

Spot Color (1-color) Add \$75

X) Winter - Sports Schedule Section:

Section: Support the DeForest "Norskies" and/or Poynette "Indians" Schedule(s) 2007-08 sports. This is a three-run commitment: Fall, Winter 2007 & Spring 2008 (Ad content can change each run)

Runs: DeForest = November 28 & Poynette = November 29

Deadline: DeForest = November 19 & Poynette = November 19

Location: DeForest & Poynette (Papers only)

Cost: Over 20% Discounted Rate:

2x3 (4.25" x 3") = \$47

2x4 (4.25" x 4") = \$57

2x6 (4.25" x 6") = \$84

Full Color (4-color) Add \$150/paper (not shopper)

Spot Color (1-color) Add \$75/paper (not shopper)

Y) Christmas Greetings Edition:

Section: Wish your friends and customers the very best for the holiday season.

Runs: DeForest = December 20 & Poynette = December 19

Deadline: December 5

Location: DeForest & Poynette (Special insert - Papers only)

Cost: \$8.40/col. inch (Ask for Sample Sizes & Quotes)

Z) Happy New Year's Page:

Runs: DeForest = December 27 & Poynette = December 26

Deadline: December 19

Location: DeForest & Poynette (Paper only = Back pg)

Cost: Signature ad = \$27