

# KENOSHA NEWS 2011

## Classified Advertising Rates/Information

Rates effective January, 2011

### OPEN RATE

Daily.....	\$25.75
Sunday.....	\$27.75

### FULL PAGE OPEN RATE

Daily.....	\$23.75
Sunday.....	\$25.75

### CLASSIFIED BULK RATES

#### TOTAL ANNUAL DOLLAR VOLUME

	Daily	Sunday
\$7,500 to \$15,000.....	\$19.50	\$20.45
\$15,001 to \$24,000.....	\$19.25	\$20.20
\$24,001 to \$35,000.....	\$18.75	\$19.70
\$35,001 to \$50,000.....	\$18.55	\$19.50
\$50,001 to \$72,000.....	\$18.25	\$19.20
\$72,001 to \$85,000.....	\$17.54	\$18.42
\$85,001 to \$100,000.....	\$17.01	\$17.86
\$100,001 to \$125,000.....	\$16.38	\$17.20

### REPEAT RATES

All multiple-run (repeat) ads are required to appear within a six-day period. No Sunday discounts accepted. Changes to original copy and layout do not qualify for repeat rates.

### REPEAT DISCOUNTS

First insertion is charged according to Rate Table  
 Second insertion (1st Repeat) is allowed a 20% Discount  
 Third insertion (2nd Repeat) is allowed a 35% Discount

### CLASSIFIED DISPLAY RATES FOR REGIONAL PUBLICATIONS

Classified display rates for weekly TMC publications include: \$15.67/column inch  
 Bulletin (East/West), Illinois Bargainer, Zion-Benton News, In Combo  
 and Lake Geneva Regional News. Total circulation of 60,000.

### LEGAL NOTICES

First insertion.....	\$1.13
Each additional insertion.....	\$0.90
Proclamations.....	\$165.00
Proof of publication.....	\$2.00



### GENERAL/NATIONAL ADVERTISING

\$4.67 per line, 12 lines per inch\*, 15% discount  
 \* add 5% for Sunday

### COLOR RATES AND DATA

Because of press capacities, color ads may, at times, be requested to run outside their normal classifications.

Full page or smaller accepted at the following rates (in addition to regular earned black-and-white rate):

Column Inches	1 color	2 colors	3 colors
15-43.....	\$75.00	\$100.00	\$120.00
44-86.....	\$135.00	\$160.00	\$180.00
87-Full.....	\$225.00	\$250.00	\$300.00

For color ads, advance deadlines by 4 hours

### BLIND BOX

Picked up by advertiser.....	\$10.00
Mailed to advertiser.....	\$30.00

### CLASSIFIED COLUMN SIZES Full page 6 col. x 20"

Columns	Inches	Picas/pts.	Columns	Inches	Picas/pts.
1.....	1.729"	10p3	4.....	7.217"	43p3
2.....	3.558"	21p3	5.....	9.046"	54p2
3.....	5.388"	32p3	6.....	10.875"	65p25

### DEADLINES

#### Kenosha News Classified

If your ad is to run on . . .	Copy is due by
Monday.....	Thursday, 5 p.m.
Tuesday.....	Friday, noon
Wednesday.....	Friday, 5 p.m.
Thursday.....	Monday, 5 p.m.
Friday.....	Tuesday, 5 p.m.
Saturday.....	Wednesday, noon
Sunday.....	Wednesday, 5 p.m.
Classified combination.....	Wednesday, 3 p.m.

### CONTACTS

Phone.....	262-657-1000
Fax.....	262-656-1820

## KENOSHA NEWS

5800-7th Avenue, Kenosha, WI 53140  
 (262) 657-1000 • (800) 292-2700 (toll free)  
 (262) 553-9770 from Racine  
 (847) 746-3480 from Northern Illinois  
 (262) 657-5101 FAX  
 Monday - Friday, 8 a.m. - 5:30 p.m., c.s.t.  
 Saturday, 8 a.m. - noon, c.s.t.  
 E-Mail: ads@kenoshanews.com  
 World Wide Web - http://www.kenoshanews.com

### PERSONNEL

Publisher - Ken Dowdell.....	262-656-6249
Advertising Director - Lani Renneau.....	262-656-6243
Assistant Advertising Director - Dennis Serpe.....	262-656-6255
Customer Care Manager - Sharon Groenke.....	262-656-6259
Advertising Department.....	262-656-6231
Advertising FAX.....	262-657-5101