

# Newspaper Rates and Promotions

## Display Advertisements

The cost of display advertisements or boxed ads in the *Reporter & Farmer* is \$6.25 per column inch net. One column wide is 1.75". Example of size and price: 3.66" wide (2 col.) x 4" high is \$50.00 Your advertisement is then placed in the Lake Region Advertiser which goes out to non-subscribers of the newspaper, thus giving you total market coverage of Day County and the surrounding communities in a non-duplicating publication. Cost of advertising in both the *Lake Region Advertiser* and *Reporter & Farmer* is \$6.50 per column inch.

## Deadline and placement

Thursday 10 a.m. is the deadline for all advertisements for the Monday publication. Ads requiring proofs are due by Tuesday noon. Any advertisement received after Tuesday can not be guaranteed a proof. Placement of all advertisements are at the discretion of the newspaper staff. Guaranteed placement of display advertisements is 2.5 times the net rate. Consideration of placement is available, but not guaranteed.

## Classified Advertisements

Classifieds or line listing advertisements are \$6 for 20 words and 30 cents per additional word. Second week is then \$5 for the same and 25 cents per additional word. A \$1 billing charge and \$2 for classified tear sheets will be added.

## Cards of Thanks

Thank you line advertisements are charged at 15 cents per word with a \$5 minimum. Billing and tear sheet charges apply.

## Publisher's Liability for Error

The publisher shall not be liable for slight changes, or typographical errors that do not lessen the value of an 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 the refund of money 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.

## Discount Program

The *Reporter & Farmer* offers a 13 week and 26 week discount package for display advertisers running the same advertisement without change during that time period. For 13 weeks the advertiser would receive 13 percent off each advertisement and 26 week advertisers would receive 26 percent off each advertisement. The advertisements cannot change during the promotional time period and the advertiser must request to be included in one of the above programs. Minimum size is 2.5 column inches.

## Payment, Commission and Discounts

All discounts, including agency commissions will not be given if payment is not received within 30 days of insertion. A finance charge of 2% per month which is an annual percentage rate of 24% will be applied to all accounts 30 days or over. The minimum finance charge will be \$1.00 per month.

## Billing, Terms and Cancellation Fee

All business accounts are billed following the last issue of the month (last Monday). The publisher reserves the right to reject any advertisement. Reading advertisements must include the words "Paid Advertisement." Remittance must accompany advertising copy unless credit has been approved. In the event an advertiser cancels an advertisement after the closing date the advertiser is responsible for 50 percent (50%) of the cost of the ad insertion and any production costs that have arisen.

## Front Page Banners

Front page advertisements of 6 columns wide and one inch high are available. The cost is \$90 per advertisement.

## Business of the Month Pages

These two pages run the last Monday of each month The businesses that are featured on these pages are those who advertise on them. The only commitment we ask from a business is 12 months in the promotion. The cost of a single business block on that page is \$23.00 per month.

## Community Page

This page runs once a month, the time of the month varies. This page is used in promoting shop at home or other community events or activities going on for that particular month. The cost is \$20.50 for a single box advertisement.

## Church Ad

This advertisement runs each week promoting our area churches and times of worship. The cost for this program is \$25 per month.

## Professional Directory

This advertisement runs each week promoting our area businesses and professionals. The ad is single box (1/2 a business card size) and double box (business card size). Cost is \$30.00 monthly for a single box and \$50.00 for a double box. The bill is sent out monthly.

## Sports Package

This package includes your business name on the Webster Bearcat poster, wallet cards and two pre-season advertisements; one prior to fall sports the other prior to winter sports. The cost is \$46 and \$31.

## Other Special Events

The *Reporter & Farmer* also sells other special events, pages or sections throughout the year. Events include: Year in Review, FFA, Fair, 4-H, Graduation, Legion, Memorial Day, Veterans Day, Football Contest, Great Gobbler Giveaway, Night Parade, Christmas, Best of Luck to sports teams headed into the Regionals, plus others. Some of these are yearly while others are not. A complete list of special package pricing is available in December.

## Inserts

Weekly inserters into the newspaper under 1 oz. are charged 0.08¢ per piece. Once a month inserters under 1 oz. are charged 0.09 per piece. Non-regular inserts under 1 oz. are charged 0.09 per insert. Special distribution request is available at 0.01¢ extra per piece. Inserts over 1 oz. are charged an additional 0.01 per piece per ounce over.

## Color

Spot color (black and any one color) is available for \$60 on a page unit. Process color (full color) is available for \$125.

## Mechanical Dimensions

Printed on a web press on newsprint. No bleeds and a 85 line screen is preferred for best reproduction. Width of column is 10p6 picas (approximately 1.75"). Six columns wide with 1 pica gutters. Total width is approximately 11.33 inches. Full page height is 21 1/2 inches high.

## Coverage Area

The newspaper and *Lake Region Advertiser* serve the areas of Webster, Waubay, Ortley, Grenville, Roslyn, Pierpont, Eden, Langford, Bristol, Andover, Lily, Butler, Garden City and Bradley. The *Reporter & Farmer* is the legal newspaper for the Webster and Roslyn school districts. It is also the legal newspaper for the cities of Webster, Bristol, Grenville, Roslyn, Pierpont, Andover and Lily as well as the surrounding townships to those communities. Zip codes include 57422, 57217, 57219, 57217, 57232, 57235, 57236, 57239, 57454, 57256, 57468, 57261, 57272, 57273 and 57274.

The staff at the paper tries to reach as many businesses as possible on all promotions, but with limited staff and sometimes limited time it is not possible to contact as many as we would like. Therefore, if there are any of the above your business does not want to be left out of, let us know so we can add you to our list of businesses for that particular promotion or event. Our apologies if you have been left out of any of these in the past. Also, if you know of an area business that did not receive one of our rate cards, please let us know so we can send one to them.

**Thank you for all your business and we look forward to serving you again.**

# Printing, Office Supplies and Subscriptions

## Commercial Printing

The *Reporter & Farmer* would like to try to be your supplier for your printed product needs. The newspaper has three presses and a pressman with two years of commercial printing experience. We can print business cards, brochures, pamphlets, posters, sale bills, invoices, raffle tickets, multi-part forms, letterheads, envelopes, newsletters, plus much more. We will try to match or beat your current price for the the same job, keeping the business done locally. If we can not match your price, we will let you know and show our appreciation for letting us have a chance at doing work for you.

If you need help setting up the printing job, we can do that as well.

We can fold, perforate, staple, trim or plastic bind your printing job right here. If you have any custom form with your imprint on it, give us a chance to provide the home-town service.

Need something laminated? Preserve it through lamination. From name badge size to 11 3/4" x 17 3/4", in most cases we can do it while you wait.

Not all our work can be done in Webster, but we also have highly reputable companies which we have been dealing with for many years that supply us with specialty or computer forms and checks. Again, we will try our best to beat or match your current price on any of these products as well.

If you are going to get a price quote from an out-of-town printer, check with us after you receive the written quote so we can compare.

## Office Supplies

The newspaper has a complete line of office supplies. Many of them are available at the *Reporter & Farmer*. If we do not have your specific item on hand, in most cases we can get it within a week. These can be as simple as a pen or pencil, paper, envelopes, staplers, labels . . .

Again let us know if there is anything the paper can get for you. If we can not get it, we will try to refer you to a place that may have it or can get it for you. We will try our best to work for you, our customer, and keep the business local.

## Subscriptions

In the state of South Dakota . . . . .	\$42.40
Out of State subscribers: In the continental United States . . . . .	\$45.00
Single copy . . . . .	\$1.00

Partial year subscriptions are available and will be prorated with a \$2.00 service charge.

In area, in state and single copy prices above include a six percent sales tax.

# Customer Service

Shipping address: *Reporter & Farmer*, 516 Main Street, Webster, SD 57274

Mailing address: *Reporter & Farmer*, PO Box 30, Webster, SD 57274-0030

Phone: 605-345-3356

Fax: 605-345-3739

E-mail addresses:

for news- [news@reporterandfarmer.com](mailto:news@reporterandfarmer.com)

for ads - [ads@reporterandfarmer.com](mailto:ads@reporterandfarmer.com)

for publisher - [suhrs@reporterandfarmer.com](mailto:suhrs@reporterandfarmer.com)

for writer - [sports@reporterandfarmer.com](mailto:sports@reporterandfarmer.com)

Web Site: [www.reporterandfarmer.com](http://www.reporterandfarmer.com)

Office hours: Monday-Friday 8 a.m.-5 p.m.

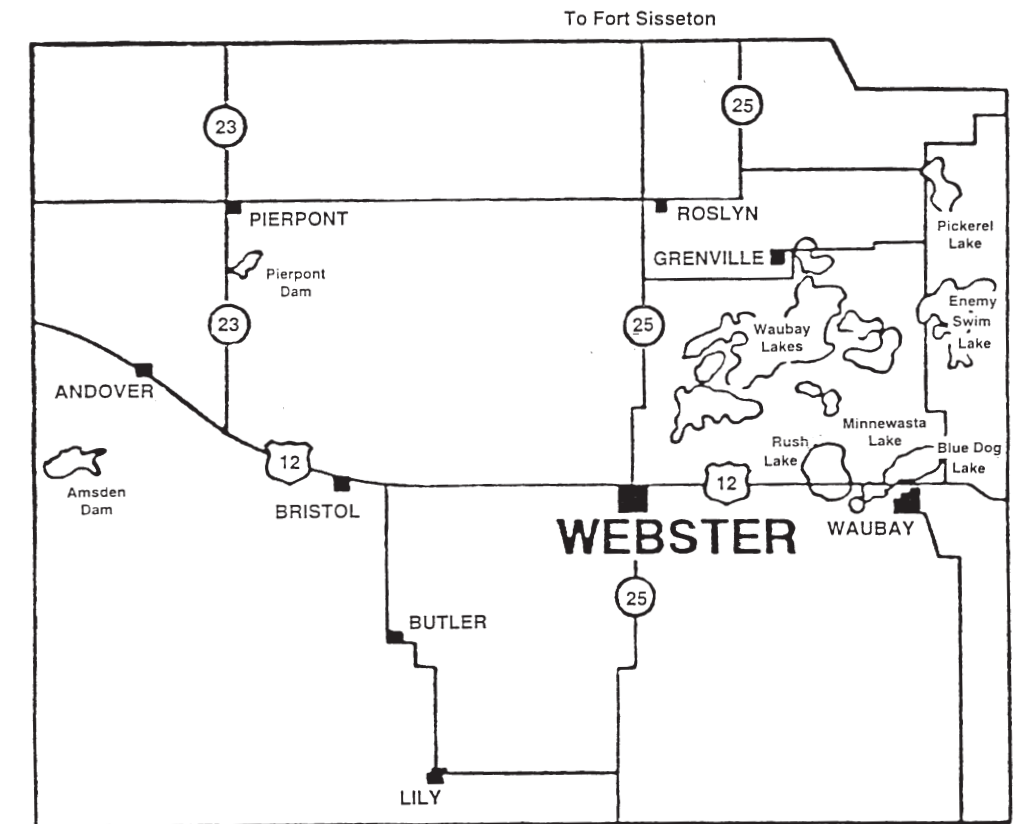
Closed Saturday and Sunday

Serving the Day County area since 1881

# Reporter & Farmer

WEBSTER, SOUTH DAKOTA

LOCATED IN THE NORTHEAST LAKE REGION



516 Main Street • PO Box 30 • Webster, SD 57274-0030

605-345-3356