

DEADLINES

All Ads in *Homestead* Friday at noon

MECHANICAL SPECIFICATIONS

- ◆ The *Napoleon Homestead* is printed using the Web offset press, using photo composition, engraved aluminum plates.

PDF's & JPEG photos preferred

TERMS

- ◆ Payment is expected in 30 days. A service charge of 1.5% per month (18% per year) minimum \$1.00, is added on all unpaid accounts.

SUBSCRIPTION RATES

In North Dakota	\$34.00
Out of State	\$42.00
Snowbirds	\$36.00
6 Months	\$17.00
Foreign	(Call for Rates)
Online	\$29.95

ADVERTISING PLACEMENT SERVICE

- ◆ As a convenience to our advertisers, The *Napoleon Homestead* will place your advertisements in other print media of your choice. There is no additional charge for this service, unless we have to create different ads from those placed in *The Homestead*.

POLICIES ♦ REGULATIONS

Advertising proofs will be furnished when requested for the purpose of correcting errors in original copy, providing all copy has been submitted by deadline. Any changes from original copy may be charged for all regular production costs.

The publisher does not assume liability for errors when an advertising proof is furnished and corrections not requested.

Liability for errors shall not exceed the cost of the space occupied by the error. The *Homestead* shall not be liable for differences in prices from those listed in advertisements.

All advertising accepted is subject to the approval of the publisher. We shall have the right to revise or reject in part or in whole any advertisement, and to add the word "advertisement" to the top of any ad.

Any ad cancelled after production has begun will be charged at regular production costs.

The advertiser agrees to identify and hold the publisher harmless in any litigation or claim arising out of copy of ad content supplied by the advertiser.

Political advertisements are subject to all state and federal regulations, which are the responsibility of the advertiser to fulfill.

We reserve the right to revise rates with a 30-day notification.

Tear sheets, second bills and/or affidavits of publication provided to any advertiser upon request.

NAPOLEON HOMESTEAD

Established 1886

P.O. Box 29
Napoleon, ND 58561-0029

- ◆ Phone: (701)754-2212
- ◆ Fax: (701)754-2212
- ◆ Email: homestead@napoleonnd.com
- ◆ Web site: www.centraldakotanews.com

Newspaper ♦ Commercial Printing



RATE CARD
Effective: January 1, 2012





Official Newspaper of:

- ◆ The City of Napoleon
- ◆ Logan County
- ◆ Napoleon Public School District

Advertising Representative
Terry Schwartzenberger

Publisher-Editor/Advertising Manager
Phone: (701)754-2212 or (701)754-2320

In North Dakota...

North Dakota Newspaper Association
1435 Interstate Loop
Bismarck, ND 58501-4058

Phone: (701)223-6397
Fax: 1-800-223-8185

CIRCULATION

- ◆ 1700 copies published weekly on Wednesday.
- ◆ Readership: 3740
* readership based on 2.2 readers/subscription
- ◆ In state circulation: 1200
- ◆ Local trade area: 850

ADVERTISING

Display Open Rate \$6.00 per column inch

COLUMN SIZES

- ◆ Standard Page is 5 columns (10 1/4" tab sheet, 16" deep).

Columns	Inches Wide	Picas Wide
1	1 15/16"	11.9
2	4 1/6"	24.2
3	6 3/16"	36.8
4	8 3/16"	49.2
5	10 1/4"	61.8

CLASSIFIED AD

- ◆ Real Estate, For Sale, Wanted, Notices, etc.

25 words or less	\$5.00
Additional words	\$. 05
Consecutive weeks	\$3.00
Business directory ads (2 col. x 1 1/2")	\$4.00/week

COMMON PAGE AD

Display Open Rate \$7.50 per column inch

- ◆ Section appears in Napoleon Homestead, Wishek Star and Steele Ozone-Press.
- ◆ Published once a month (usually third week of month).

COLOR RATE

Full Color \$7.00/column inch

- ◆ One week advance notice required

PREPRINT (INSERT)

4 - pg tabloid	\$.09
8 - pg tabloid	\$.10
12 - pg tabloid	\$.11
16 - pg tabloid	\$.13

- ◆ Inserts must be quarter-folded and delivered to the *Napoleon Homestead*, 323 Main Ave., Napoleon, ND 58561 or shipped to: BHG, 91 North Main, Garrison 58540

COMPOSITION CHARGES

- ◆ No composition for ads placed in newspaper
- ◆ Special typesetting and layout services available:

Typesetting	\$30.00/hour
Layout/Composition	\$25.00/hour

ENGAGEMENT/WEDDING

Photo & write up	\$25.00
Write up	\$20.00

OBITUARY

Death Notice	Free
Un-edited - with color pic	starting at \$25.00