

2012

ADVERTISING RATES

Effective January 1, 2012



THE Durango HERALD

SOUTHWEST COLORADO'S NEWSPAPER OF CHOICE

THE Durango HERALD

Published 7 days a week.

1275 Main Avenue, Durango, CO 81301
PO Drawer A, Durango, CO 81302
www.durangoherald.com

Main Number 970-247-3504 • Fax 970-259-5011

PERSONNEL

Publisher	Richard G. Ballantine
General Manager - Newspaper	Ken Amundson
General Manager - Digital	Nancy Bruner
Chief Financial Officer	Robert Whitson
Vice President of Advertising	Paul C. Hay
Managing Editor	Don Lindley
Classified Manager	Sharon Hermes
Circulation Director	Pat Ivey
Creative Services Manager	Brady Sutherlin

REPRESENTATIVE

Colorado Press Association
1336 Glenarm Place • Denver, CO 80204 • (303) 571-5117

ASSOCIATIONS

ABC - Audit Bureau of Circulation
AP - Associated Press ADSend
CPA - Colorado Press Association
INMA - International Newspaper Marketing Association
NAA - Newspaper Association of America
NNA - National Newspaper Association
IPA - Inland Press Association

CIRCULATION

- The Durango Herald is audited by ABC (Audit Bureau of Circulation). Circulation reports are available upon request.
- The Durango Herald costs 50 cents daily and \$1.00 on Sunday, less if you subscribe.

ZIP CODE COVERAGE

81122 Bayfield	81301 Durango	81302 Durango
81303 Durango	81321 Cortez	81137 Ignacio
81323 Dolores	81326 Hesperus	81147 Pagosa Springs

ABC DISTRIBUTION (per 09/30/11 audit)

Total average paid circulation:	Daily - 7,705	Sunday - 8,379
Total average circulation:	Daily - 8,045	Sunday - 8,504

GENERAL RATE POLICY

The Durango Herald offers rates on a yearly contract basis. Contract advertisers who fail to fulfill their contract will be subject to a short rate. Contracts must be signed to be in effect and are for one year.

CREDIT CARDS

We accept Visa, Mastercard, Discover and American Express

The Durango Herald has been Durango's local news source since 1881. Durango is a dynamic mountain community and the seat of La Plata County. With a weekly adult readership of 66%, advertisers know that their customers turn to The Durango Herald for their local news and sales information.

THE DURANGO HERALD ADVERTISING POLICY

- A. Publisher reserves the right to edit,** reclassify or refuse any advertisement.
- B. Rate Revision Notice** - Publisher reserves the right to revise advertising rates upon thirty days notice and all contracts are accepted subject to this reservation.
- C. All claims for billing adjustments must be made within 90 days of error;** no adjustments will be made after 90 days.
- D. Position Policy** - The Durango Herald will make every attempt to grant the advertiser position requests. However, no position can be guaranteed. Position requests for a specific page, if fulfilled, carry a 25% premium cost. If two requests are received for the same position in any given edition the larger ad will receive priority. No front page advertisement at this time with exception of sticky notes.
- E. Proofs Policy** - The Durango Herald will not be liable for failure to publish an advertisement as requested for more than one incorrect insertion of an advertisement. Proofs may be requested on all ads. Proof to advertiser removes all responsibility of the Durango Herald, except in cases when there is a failure of the newspaper to correct properly marked errors or omissions on the proof. In any case, the publisher's liability shall be limited to the correction of, or the cancellation charge, for that portion of the ad rendered valueless by such error or omissions. Proofs will not be shown on ads accepted after deadline and the Durango Herald is not responsible for errors or omissions in such ads.
- F. Letters of Correction** - In the case of a Durango Herald printing error, a letter of correction will be delivered to the store if requested by the advertiser. The Durango Herald will not assume any liability for any difference if goods are sold at the incorrect price.
- G. Political Advertising Policy** - Any ad involving a political figure, party, or government issue, regardless of election time, is considered political. All political advertising is payable in advance, and must include all information required by local, state, and federal law. The Publisher also requires that point of contact information be included in all advertising as well. Political advertising will be published only when full payment has been made prior to the deadline of publication date and insertion order has been received.
- H. Going out of Business,** temporary or transient business ads must be pre-paid. All outstanding balances to be paid prior to running.
- I. Advertising simulating news** must carry the words "Paid Advertisement" prominently above the ad.
- J. The Durango Herald assumes no responsibility** for materials provided by advertisers, although every effort will be made to return them in good condition if requested.
- K. Advertiser and advertising agency** will indemnify and hold harmless the Durango Herald, its officers, agents, employees, and contractors, for all contents supplied to publisher, including text, representations, and illustrations of advertisements printed, and for any claims arising from contents including, but not limited to, defamation, invasion of privacy, copyright infringement, plagiarism, and in the case of a preprinted insert, deficient postage.
- L. Cancellation of space** - Because of the costs and additional labor caused by late cancellations of advertising, the publisher reserves the right to charge a 25% kill fee for advertising cancelled after our published deadlines.
- M. Terms** - Credit must be established before advertising is scheduled, except for pre-paid advertising. Advertising rates are net and non-commissioned. Billing is on the last business day of each month and includes sales tax. All invoices are due on receipt.
- Accounts more than 30 days past due are subject to suspension of advertising privileges and collection. A 1 ½% service charge will be added on all past due accounts. This amounts to 18% annual interest.
 - There will be a \$20 service charge on all returned checks.
 - Prepayment will be required for any advertiser at the discretion of the Credit Manager.
- N. Commissions** - National rates commissionable at 15% to approved advertising agencies only. No cash discount.

Advertiser is still ultimately responsible for payment of account, regardless of advertising agency placing orders. Change of representative advertising agency will require credit to be reestablished before additional advertising placed.

DEADLINES AND SPECIFICATIONS

Display Advertising Deadlines

Deadlines for space reservation and initial ad copy*

Issue publishes	Deadline
Monday	Wednesday 4 p.m.
Tuesday	Thursday 4 p.m.
Bugle (Thursday)	Thursday 4 pm
Wednesday	Friday 4 p.m.
Thursday	Monday 4 p.m.
Friday	Tuesday 4 p.m.
Saturday	Tuesday 4 p.m.
Sunday	Wednesday 4 p.m.

Deadlines for final proofs and camera ready files*

Issue publishes	Deadline
Monday	Friday 12 p.m.
Tuesday	Monday 12 p.m.
Bugle (Thursday)	Monday 12 p.m.
Wednesday	Tuesday, 12 p.m.
Thursday	Wednesday 12 p.m.
Friday	Thursday 12 p.m.
Saturday	Friday 12 p.m.
Sunday	Friday 12 p.m.

* Deadlines are subject to adjustment during holidays. Advertisers will be notified of deadline adjustments two weeks prior to any holiday.

ROP & Classified Ad Dimensions

Columns	Inches
1	1.625"
2	3.375"
3	5.125"
4	6.875"
5	8.625"
6	10.375"
Double Truck	21.875"

Mechanical Ad Requirements

- An ROP full page ad bills at 126" (6 columns x 21")
- A Classified full page ad bills at 126" (6 columns x 21")
- A full pages depth is 21"
- Double Trucks are 21.875", the gutter is 1¼" and billed as ½ col.
- Pony Trucks must be at least 4 columns on both sides, plus gutter.

Technical Specifications

- We accept high resolution EPS, TIF, and PDF files.
- 200 resolution is a minimum, 300 resolution is preferred.
- Acrobat PDF - fonts, images and objects embedded
- InDesign PDF, EPS - fonts to outlines
- Illustrator PDF, EPS - fonts to outlines
- Photoshop PDF, EPS, or TIF - (layers must be flattened)

Files listed below are not acceptable as "final output" camera ready ad files. Although, elements may be submitted for use in ad production if quality is high enough resolution. Non-acceptable camera ready/final output files: *Microsoft Word, Excel, Powerpoint, Publisher*. Consult your advertising representative prior to sending these or other file types that aren't listed as acceptable camera ready files.

Electronic Ad File Delivery

When emailing, we recommend you send your ad file directly to your advertising representative, although you may email to art@durangoherald.com. You may also upload your file to our server at: <http://media.thedurangoherald.com>, Username: art Password: art (please include client name and publish date of ad)

RETAIL & CLASSIFIED ADVERTISING RATES

Open rates	Daily	Sunday/Holiday
Retail Display	\$18.25	\$21.25
National Display (Gross)	\$22.25	\$25.25

Annual Contract Rates

By signing a commitment to a minimum volume of advertising during a 12-month period, the advertiser pays one rate throughout the contract period. Failure to complete the commitment will result in all ads being rebilled at the appropriate rate for the volume actually run.

Annual Linage Commitment Column Inches	Daily Rate/inch	Sunday/Holiday Rate/inch
100"+	\$13.35	\$16.10
200"+	\$11.60	\$13.75
500"+	\$11.45	\$13.60
750"+	\$11.35	\$13.50
1000"+	\$11.10	\$13.25
1500"+	\$11.00	\$13.15
2500"+	\$10.65	\$13.00
5000"+	\$10.45	\$12.80
7500"+	\$10.10	\$12.50

Please contact your Sales Consultant for contracts larger than 7500" Annual Linage Commitment.

Pickup Discounts

Pickup discounts can not be combined with any other discount or packages and are allowed only on ads with no copy change. No pickup discount on Sunday, holiday or special editions.

Any display ad eight inches or larger may be picked up at half price (50% discount) within six (6) days for first publication. Up to three pickups allowed within one calendar week.

Run your Durango Herald display ad in the next edition of The Bugle (nonsubscriber edition) at a pickup rate of \$4.00 per column inch.

For information on pick-up rates into other publications, such as the Cortez Journal, Dolores Star, or Mancos Times, please contact your sales consultant.

Non-Profit Rates

Non-profit rates are available to qualified non-profit and charitable organizations.

Non-Profit	Daily	Sunday/Holiday
Retail display	\$11.65 <i>pci</i>	\$14.50 <i>pci</i>
Full Color	\$5.00 <i>pci</i>	\$7.50 <i>pci</i>

For every paid ad run using this rate, the Durango Herald will provide one free ad pickup, (no copy change) within six (6) days of first publication. Advertising of a political nature does not qualify for non-profit rates.

Political advertising	Daily	Sunday/Holiday
Retail display	\$22.25 PCI	\$25.25 PCI
Online Ads	\$25.00 CPM	\$25.00 CPM

Prepayment is required on all political advertising and ad must include identifying line including "political advertising paid for by" disclaimer that includes the name, phone number, and address of organization or individual paying for ad.

Color Opportunities

Color may be added to retail and classified display ads when available. Double truck advertisement will be charged as full-color ads and require 48 hour advance notice.

Local		National / Agency	
Spot color	\$100 per ad	Spot color	\$225 per ad
Full color	\$350 per ad	Full color	\$475 per ad

Full Color for ads 10 inches (in total) or smaller can upgrade to color at a \$10.00 per column inch rate.

Premium Placement / Position

Advertising requests for retail advertising placement on specific pages will be given preference when possible, but no guarantees of placement are stated or given. Premium charge of 25% required with all position requests. No front page advertisement is offered at this time.

Retail Frequency Discount Packages

Advertisers running the same ad multiple times within a short period of time receive substantial discounts off open rates.

Tri-Buy

Same ad runs three times within six days in the Durango Herald, minimum of 10 column inches per ad, no copy change. (Excludes political advertising or color)

Retail \$39.00 per column inch

Six Pack

Same ad to run six times within 30 days in Durango Herald, a minimum of 10 column inches per ad, no copy change. (Excludes political advertising or color)

Retail \$66.00 per column inch

** Don't forget to ask your Advertising Consultant about other frequency packages we may have available.*

Online Bundled With Print

Durango is one of the most internet-friendly markets in America and residents rely on the Durango Herald for news and advertising information. One-third of Durango Herald readers read the newspaper only online with an average of 2.2 million page views per month. The combined print and online readership of the Durango Herald products reaches more than 88% of Adults in Southwest Colorado Region. Ask your Advertising Consultant for more information.

Rich Media

Premium advertising programs incorporating audio and video, geo-targeting, search engine optimization, and other online products are available. Please talk to your Advertising consultant about these unique opportunities.

Durango Herald News Sections

- Monday - Health & Fitness
- Tuesday - Arts & Entertainment
- Wednesday - Business & Technology, Food & Nutrition, Education
- Thursday - Good Earth, Automotive
- Friday - Outdoors, Arts & Entertainment, Four Corners Real Estate
- Saturday - Religion
- Sunday - Business, Opinion, Family &
- Relationships, Travel/Southwest Life (alternate weekly) and Funday Sunnies

Daily Sections: City, State, & Region, Local Briefs, Police Blotter, People, Obituaries, Opinion, National & World News, Sports, Weather, Puzzles & Funnies, Four Corners Marketplace, Legals, Lotto and Movies

THE BUGLE, A Non-Subscriber Publication

With a total non-subscriber distribution of 7,500 in La Plata County, THE BUGLE distributes via a combination of nonsubscriber home delivery and select news racks.

THE BUGLE, display ad rates

Open Rate	\$8.00
Pick-up Rate*	\$4.00

**with Durango Herald display ad*

THE BUGLE, color ad rates (these charges apply to process color)

Black+1 Color	\$75.00
Black+2 Color	\$120.00
Black+3 Color	\$175.00

- Our TMC product is distributed every Thursday
- Neither zoning nor ZIP code distribution is available.

PREPRINT RATES

The cost per thousand will apply to Durango Herald subscriber delivery.

Preprints

Tab Size	Open Rate	Contract	Contract	Contract	Contract	Contract
	1 to 4	5 to 10	11 to 24	25 to 60	61-99	100-135
Single Sheet	\$46.05	\$44.55	\$42.80	\$42.05	\$40.80	\$40.35
1-4 tab	\$51.55	\$50.30	\$49.05	\$47.55	\$46.05	\$44.85
6-8 tab	\$55.05	\$53.80	\$52.55	\$51.05	\$49.55	\$48.35
10-16 tab	\$60.55	\$59.30	\$58.05	\$56.55	\$55.05	\$53.85
18-24 tab	\$64.55	\$63.30	\$62.05	\$60.55	\$59.05	\$57.85
26-32 tab	\$67.05	\$65.80	\$64.55	\$63.05	\$61.55	\$60.35
34-40 tab	\$69.55	\$67.80	\$67.05	\$66.05	\$64.05	\$62.85
42-48 tab	\$73.55	\$72.30	\$71.05	\$69.55	\$68.05	\$66.85
50-56 tab	\$86.55	\$85.30	\$84.05	\$82.55	\$81.05	\$79.85
58-64 tab	\$89.55	\$88.30	\$87.05	\$85.55	\$84.05	\$82.85

Preprint Deadlines

Publication Day	Day materials are due (noon)
Monday	Wednesday
Tuesday	Thursday
Wednesday	Friday
Thursday	Monday
Thursday, TMC (THE BUGLE)	Monday
Friday	Tuesday
Saturday	Tuesday
Sunday	Wednesday

Requirements for pre-print machine inserting

- Minimum size: 8½" leading edge (folded), 5.5" side edge
- Maximum size: 11½" leading edge (folded), 11½" side edge
- Maximum page count: 64 pgs., coated stock - 48 pgs., newsprint tab

Preprint Delivery

Deliver preprint materials to our production facility: Cortez Journal Warehouse, 123 Roger Smith Avenue, Cortez, CO 81321

Delivery Hours: Monday-Friday only, 8am-9pm • Phone: (970) 565-8527

No other delivery times will be accepted unless prior arrangements have been made.