

Classified 2009 MEDIAKIT



Duluth News Tribune

duluthnewstribune.com

Effective October 1, 2008

OUR AUDIENCE



EVERY WEEKDAY over 88,000 northland residents turn to the Duluth News Tribune for their news and information. That number climbs to over 140,800 readers on Sundays.

Our readers are more likely than the average resident to: own their own home, have household incomes of \$100,000+ and hold a college or post graduate degree. †

TOTAL READERS:	88,000	140,800
AGE	DAILY	SUNDAY
18-34	25%	29%
35-49	23%	20%
50-64	32%	32%
65+	21%	20%
GENDER		
Men	55%	49%
Women	45%	51%
INCOME		
Less than \$35K	16%	17%
\$35-50K	17%	19%
\$50-100K	37%	35%
\$100-\$150K	20%	21%
\$150K+	11%	9%
EDUCATION		
Some college	44%	43%
College grad	15%	14%
Some post-grad	2%	4%
Post-grad degree	10%	8%

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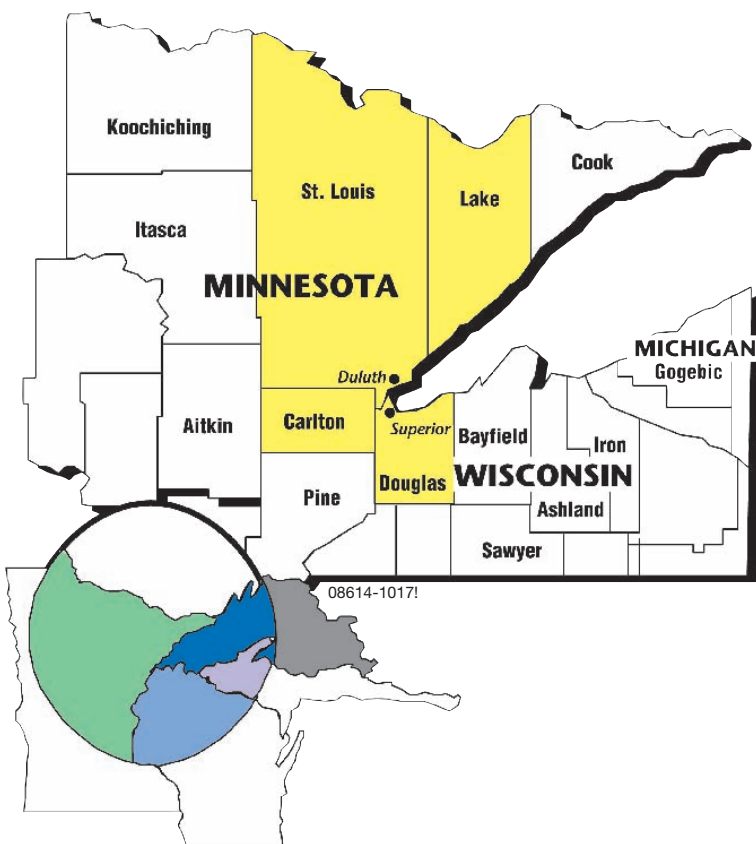
†Source: 2008 NAA Readership Study

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TOTAL MARKET



WITH THE LEVERAGE OF A SINGLE INSERTION in the Duluth News Tribune on the average weekday, you reach over 43% of the entire county of St. Louis. Additionally your message reaches 26% of Lake, 41% of Carlton and 51% of Douglas counties in Minnesota and Wisconsin!



With the leverage of a single insertion in the Duluth News Tribune, you reach 88,000 readers during the week and 140,800 on Sundays.

The Duluth News Tribune's market area covers a 14 county area, 26,000 square miles and has a population of 373,448. Duluth is the largest city in the area with a population of 86,167.*

* 2006 U.S. Census Bureau

CLASSIFIED BLACK & WHITE RATES

Classified Advertising is available for all local businesses. A local business is defined as any business located within the Duluth-Superior primary market area that places advertising directly with the Duluth News Tribune. Display Classified ads will be billed by the column inch. Line ads are billed by the line. (11 lines per inch).

ANNUAL BULK CONTRACTS – CLASSIFIED

Our annual contract rates covering local classified advertising permit the advertiser to establish an annual rate and the space may be used at anytime during the life of the contract.

ANNUAL BULK RATES, PER INCH

	Daily	Sunday
Open Rate	\$48.62	\$58.74
50"	\$30.89	\$36.04
100"	\$30.74	\$35.66
225"	\$29.77	\$34.95
365"	\$28.80	\$33.99
600"	\$28.32	\$33.27
900"	\$27.51	\$32.25
1200"	\$27.17	\$31.92
1500"	\$26.85	\$31.58
1800"	\$25.57	\$29.99
2700"	\$24.76	\$29.04
3600"	\$23.79	\$27.93
4500"	\$22.97	\$26.93
6750"	\$22.33	\$26.16
9000"	\$21.02	\$24.68
12,000"	\$19.25	\$22.29
15,000"	\$17.79	\$20.18
18,000"	\$16.34	\$19.10
21,000"	\$15.86	\$18.54
24,000"	\$15.37	\$17.98
27,000"	\$14.89	\$17.42
30,000"	\$14.41	\$16.91

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PICKUP DISCOUNTS:

Increase your results through frequency. Repeat your ad within six days of the first insertion and receive a discount. 25% off for the 1st pickup, 40% off for 2nd pickup and 50% off for the 3rd and subsequent within 6-days of the if the first run.

(Discounts valid for bulk contract or open rates only).

COLOR BY THE INCH:

	Daily		Sunday	
	Per Inch	Min/Max	Per Inch	Min/Max
One color	\$8	\$80/\$320	\$11	\$110/\$440
Full color*	\$11	\$110/\$440	\$13	\$130/\$520

**Process colors: cyan, magenta or yellow.*

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EMPLOYMENT ANNUAL BULK RATES, PER INCH

Pickup Discount apply	Daily	Sunday
Open Rate	\$52.69	\$64.79
50"	\$32.90	\$42.21
100"	\$32.73	\$41.82
225"	\$31.70	\$41.08
365"	\$30.66	\$40.03
600"	\$30.16	\$39.26
900"	\$29.28	\$38.17
1200"	\$28.94	\$37.80
1500"	\$28.59	\$37.43
1800"	\$27.23	\$35.74
2700"	\$26.36	\$34.71
3600"	\$25.34	\$33.51
4500"	\$24.47	\$32.43
6750"	\$23.76	\$31.58
9000"	\$22.39	\$30.01
12,000"	\$20.49	\$27.45
15,000"	\$18.94	\$25.16
18,000"	\$17.40	\$24.01
21,000"	\$16.88	\$23.42
24,000"	\$16.36	\$22.80
27,000"	\$15.84	\$22.22
30,000"	\$15.34	\$21.66

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PRODUCT: HIRING PACKAGE - 14 DAY EMPLOYMENT PACKAGE

	22 lines	1.9967 per line	\$50 per day
SMALL	2"	21.9637 per inch	
	44 lines	1.9075 per line	\$90 per day
MEDIUM	4"	22.50 per inch	
	110 lines	1.3636 per inch	\$150 per day
LARGE	10"	\$15 per inch	

**No refunds on this reduced rate.*

PRODUCT: HEALTH CAREERS - SUNDAY/TUESDAY PACKAGE

		Tuesday	Sunday
EMO	Local open rate, 2x	\$25.98	\$56.82
EMC	Local contract rate, 2x	\$18.64	\$48.11
EGMC	National open rate, 2x	\$48.43	\$70.07

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LOCAL COMMERCIAL LINE ADS:

Local commercial line ads are billed on a per line day charge with discounts for multiple runs. Local advertisers are defined as any business located within the Duluth-Superior primary market area that places advertising directly with the Duluth News Tribune. Rates listed are per line per day rates.

	1 Day	2-3 days	4-6 days	7-11 days	14+
Daily Employment	4.79	4.30	3.80	3.10	2.40
Sunday Employment	5.89	5.39	4.89	4.19	3.40
Non Employment	4.42	3.61	3.25	2.57	2.30
Sunday Non Employment	5.34	5.29	4.81	3.79	3.43

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CHURCH/CHARITABLE LINE ADS:

Church/charitable organizations non-employment ads are billed at \$2.70 daily per line per day and \$3.00 Sunday per line.

NATIONAL LINE ADS:

Any business outside of our primary market will be charged \$5.40 daily and \$6.00 Sunday per line per day for non-employment ads. Daily Employment line ads are billed at \$5.87 per line per day. Sunday Employment ads are billed at \$6.37 per line per day.

ONLINE ADVERTISING:

Put your newspaper ad on our website, www.duluthnewstribune.com and reach over 270,000 unique readers. Employment display ads are charged an additional \$35 per ad to go online. Employment line ads are charged \$17 per ad. Non-employment display ads \$10 per ad; non-employment line ads, \$0.50 per day.

OPEN RATE & CHURCH CHARITABLE *No contracts required.*

Sunday	Daily Rate	Sunday Employment Rate	Daily Employment Rate
\$58.74	\$48.62	\$64.79	\$52.69
National			
\$66.00	\$59.40	\$70.07	\$64.57

CIVIC SERVICE/CHARITABLE/CHURCH RATE: 50% OFF OUR NATIONAL RATE.

Non-profit status does not in itself qualify an organization for this rate.

Qualified advertising meets:

- (a) Advertiser is non-commercial
- (b) Content is local and for charity, civic service or youth programs
- (c) Content is not political or designed to influence voter opinion
- (d) Church/Church school s activities not related to (c)

Publisher reserves final determination on qualifying status.

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ANNUAL LINE CONTRACTS - CLASSIFIED. NON EMPLOYMENT

	1X	2-3 X	4-6 X	7-13 X	14 +
800 li/yr. (73")	\$2.33	\$2.26	\$2.19	\$2.05	\$1.92
2000 li/yr. (182")	\$2.29	\$2.22	\$2.15	\$2.01	\$1.76
4,500 li/yr (409")	\$2.27	\$2.20	\$2.13	\$2.00	\$1.72
7,500 li/yr (681")	\$2.21	\$2.14	\$2.07	\$1.94	\$1.68
10,000 li/yr (909")	\$2.16	\$2.10	\$2.03	\$1.90	\$1.65
20,000 li/yr (1818")	\$2.09	\$2.03	\$1.96	\$1.84	\$1.61
40,000 li/yr. (3636")	\$2.01	\$1.95	\$1.89	\$1.76	\$1.52

8 line photo \$5/day

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ANNUAL LINE CONTRACTS - DAILY EMPLOYMENT

	1X	2-3 X	4-6 X	7-13 X	14 +
800 li/yr. (73")	\$2.47	\$2.39	\$2.32	\$2.17	\$2.06
2000 li/yr. (182")	\$2.45	\$2.37	\$2.30	\$2.15	\$1.88
4,500 li/yr (409")	\$2.39	\$2.32	\$2.25	\$2.11	\$1.82
7,500 li/yr (681")	\$2.35	\$2.28	\$2.21	\$2.07	\$1.79
10,000 li/yr (909")	\$2.30	\$2.23	\$2.16	\$2.02	\$1.74
20,000 li/yr (1818")	\$2.28	\$2.21	\$2.14	\$2.01	\$1.72
40,000 li/yr. (3636")	\$2.22	\$2.15	\$2.08	\$1.95	\$1.70

ANNUAL LINE CONTRACTS - SUNDAY EMPLOYMENT

	Sunday
800 li/yr. (73")	\$2.70
2000 li/yr. (182")	\$2.67
4,500 li/yr (409")	\$2.61
7,500 li/yr (681")	\$2.57
10,000 li/yr (909")	\$2.53
20,000 li/yr (1818")	\$2.51
40,000 li/yr. (3636")	\$2.44

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Page Placement	Ad Unit	Open	150,000 Impressions	300,000 Impressions
Home Page, Obituaries	Half Page 300X600 Large Format 300X250 Mid Page 960X200	\$20 CPM +	\$18 CPM +	\$15 CPM +
Local News/Breaking News Sports, Opinion, Business, Arts & Entertain. Features, Community, Outdoors	Half Page 300X600 Large Format 300X250 Mid Page 960X200	\$20 CPM ++	\$18 CPM +	\$15 CPM +
Run of Site (Rotation of all pages except Home Page)	Half Page 300X600 Large Format 300X250 Mid Page 960X200	\$17 CPM ++	\$15 CPM +	\$12 CPM +
JobsHQ, ApartmentsHQ, CarsHQ, HomesHQ*	Leaderboard 728X90	\$20 CPM++	\$18 CPM +	\$15 CPM +
FCC Run of Network 80,000 min	Large Format 300X250	\$20 CPM++	\$18 CPM +	\$15 CPM +
Run of Northland Network 30,000 min	Half Page 300X600	\$20 CPM++	\$18 CPM +	\$15 CPM +

Gross CPM rates

*coming soon + Minimum of 30,000 impressions/month purchase required for Home Page. ++ Minimum of 15,000 impressions/month purchase required for all other pages.

Fixed Positions Homepage Flat Rate Daily and Weekly Packages

Tiffany	Corner Peel Back Ad or Sliding Billboard	Weather Button	Mobile Alerts	Email News
\$3750/week	\$1200/day	\$1000/month	\$1000/month	\$1000/month

IN-BOX Email Marketing

Duluth News Tribune registrants only	\$1100
All 32 Forum Communications online newspaper registrants	\$2100
Targeted Demographics	\$25 CPM (\$500 minimum)

Enhanced Marketplace

Enhanced Marketplace Includes: Duluthnewstribune.com, duluthbudgeteer.com, superiortelegam.com, twoharborsmn.com, Cloquetmn.com, duluth.com	Open rate \$104/mo.	Contract Rate \$79/mo.
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Enhanced Marketplace with VIDEO	Open rate \$174/mo.	Contract Rate \$149/mo.
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Ad Specs

Ad	Size	GIF/JPG	Flash	Ad	Size	GIF/JPG	Flash
Half Page	300x600	20K	30K	Sliding Billboard	950x300	30K	45K
Large Format	300x250	20K	30K	Corner Peel	500x500	30K	45K
Mid-Page	960x200	20K	30K				

Terms and Conditions

COMMISSION AND CASH DISCOUNT

- Cash Discount, not available, all accounts
- Cash with order unless credit has been established.
- Discover, Visa, MasterCard, cashiers check or money order accepted.

POLICY-ALL CLASSIFICATIONS

- All advertising is payable upon receipt. If account becomes 90 days past due, we reserve the right to refuse further advertising.
- If a Contract is canceled for any reason or if the advertiser fails to use the number of column inches specified at the end of the contract period, we will compare your advertising agreement with the number of inches you actually ran. Your rates will be adjusted accordingly. You will be charged for the difference between the rate billed and the rate earned on the actual inches run. Rebates: Limited to two brackets beyond original contract rate. We will issue a credit toward future advertising.
Short rates: Contracts not met will be short rated to contract bracket actually used. If at any time the advertiser finds the above space agreed upon is not sufficient to cover needs, this agreement may be canceled and a new agreement written effective as of the first of the month issued.
- The Duluth News Tribune, Daily and Sunday, reserves the right to revise rates quoted herein upon 30 days notice. Contracts are afforded 12 month protection from rate revision.
- Alcoholic Beverage and Tobacco advertising accepted Daily and Sunday.
- Word "Advertisement" must appear above all advertising which simulates editorial content.
- Claims for allowance for errors must be made no later than thirty days after publication. Advertisement to be run again must be published within 90 days.
- Every attempt will be made to observe restrictions on orders as to advertising or editorial matter on the same or opposite page. However, no guarantee can be made in connection with these requests.
- The publisher reserves the right to approve subject matter, wording, form, illustration and typography of all advertising. No change will be made without consent of the agency, unless authorized in advance.
- Minimum display space sold, 1 column inch (1 column by 1 inch units).
- Failure to make order correspond in price or otherwise with rate card in force will be regarded only as a clerical error and publication will be made and charged in accordance with rate card.
- Failure to receive checking copies is not recognized as valid reason for withholding payment.
- Political-National rates apply for candidates running for national or statewide office as well as for national or state wide referendum issues. Payment must accompany placement or advertisement.

LIABILITY DISCLAIMER IDEMNIFICATION

The Newspaper shall not be liable for slight changes or typographical errors that do not lessen the value of the advertisement.

The Newspaper shall not be liable or responsible for any error in any advertisement except to give the Advertiser credit for so much of the space occupied by the advertisement as is materially affected by the error; credit shall be by refund or republication of the advertisement at the election of the Newspaper. Such credit shall not be given for more than one incorrect insertion unless the Publisher is notified in writing of the error before the repetition of the insertion.

When the Advertiser wishes to correct or change copy submitted as a "proof," the Newspaper shall not be liable for the changes or corrections unless they are received by the Newspaper within a reasonable length of time before the deadline for publication.

If an advertisement is requested to run after copy deadline, the Newspaper will not honor an adjustment request if an error occurs. No specific page or position shall be guaranteed.

The Advertiser or Agency shall indemnify the Newspaper for any attorney's fees incurred in defending against claims, pay any judgments against the Newspaper, and pay associated expenses and losses that are caused by the publication of any advertisement submitted by or published at the direction of the Advertiser or Agency, including claims for libel, copyright infringement, and invasion of privacy. 08614-1017!