

National 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 county resident to: own their own home, have household incomes of \$100,000+ and hold a college or post graduate degree. †

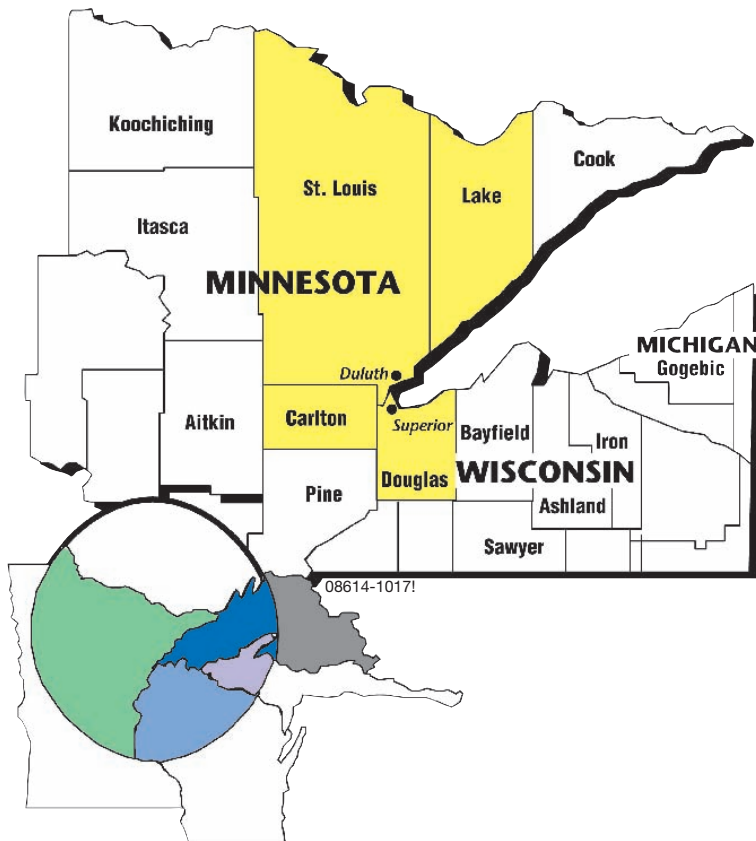
TOTAL READERS: AGE 18+	88,000	140,800
AGE		
18-34	25%	29%
35-49	23%	20%
50-64	32%	32%
65+	21%	20%
Men	55%	49%
Women	45%	51%
INCOME		
Less than \$35K	16%	17%
\$35-50K	17%	19%
\$50-100K	37%	35%
\$100-\$150K	20%	21%
\$150K+	11%	9%
EDUCATION		
Some college	44%	43%
College grad	15%	14%
Some post-grad	2%	4%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

†Source: 2008 NAA Readership Study

08614-10171

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 373,600. Duluth is the largest city in the area with a population of 86,167.*

* 2006 U.S. Census Bureau

Annual Bulk Advertising

This plan offers the greatest flexibility, allowing you to design a frequency schedule to meet the demands of your business. A bulk advertising agreement will allow you to use advertising as needed to complement your business needs.

Annual Inches	Daily Gross Rate	Sunday Gross Rate
Open Rate.....	\$82.85.....	\$95.00
100"	\$77.30	\$90.42
250"	\$73.12.....	\$85.62
500"	\$72.50.....	\$84.80
750"	\$71.88	\$84.07
1,250"/non-profit.....	\$70.97.....	\$83.30
3,000" Bulk	\$67.42	\$79.30
5,000" Bulk	\$65.40.....	\$76.91
7,500" Bulk	\$64.10.....	\$75.44
10,000" Bulk	\$63.14.....	\$74.36
12,500" Bulk/Co-op..	\$62.51.....	\$73.65

Effective October 1, 2008

Pick-Up Discounts

Increase your results through frequency.

Repeat your ad within 6 days of the original insertion and save!

Pick-up ads 20% discount

Sundays are not eligible for pick-up discount.

Color Pricing

Add color to your ad and improve readership by more than 60% compared to black and white ads.*

Color Rates	Daily	Sunday
One Color**	\$300	\$400
Full Color	\$400	\$650

*Source: NAA Newspaper Ad Readership Study, 1999

** Process colors: cyan, magenta or yellow

Contact Dennis Comfort

National Advertising Representative

218-279-5511

Fax: 218-723-5295

dcomfort@duluthnews.com

08614-1017

Display Ad Deadlines

Publication	Section	Space & Copy Due
Sunday.....	Outdoors/Travel.....	Tuesday 5:00 pm
Sunday	All other sections.....	Thursday 5:00 pm
Sunday.....	Us Section	2 Fridays prior 5:00 pm
Monday	All Sections	Friday noon
Tuesday	All sections	Friday 5:00 pm
Wednesday	All sections	Monday 5:00 pm
Thursday.....	The WAVE.....	Tuesday noon
Thursday.....	All other sections	Tuesday 5:00 pm
Friday	All sections	Tuesday 5:00 pm
Saturday.....	All sections	Thursday 5:00 pm

Measurements

Columns	Tabloid	Retail	Classified
1 column	1.77"	1.77"	1.08"
2 columns	3.72"	3.72"	2.24"
3 columns.....	5.66'	5.66"	3.39"
4 columns	7.61"	7.66"	4.56"
5 columns	9.55"	9.55"	5.71"
6 columns.....	11.5"	6.88"
7 columns.....	8.03"
8 columns	9.18"
9 columns.....	10.35"
10 columns	11.5"

NOTE: Ads over 19" deep will be billed at the full column depth of 21". Ads over 9.5" deep on a tabloid page will be billed at the full column depth of 11" Retail double truck billed at 273"; 13 columns x 21" (24"x21") Classified double truck billed at 441"; 21 columns x 21" (24"x21")

Terms and Conditions

COMMISSION AND CASH DISCOUNT

- 15% To agencies on National rates listed, does not apply to Dist./Mfg. Rates.
- 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.
- Shortrates: 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 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.

Duluth News Tribune

duluthnewstribune.com

Effective October 1, 2008

Preprint Rates - All rates net

Almost any pre-printed piece can be inserted into the Duluth News Tribune and delivered to your prime customers for less than the cost of mailing them. We offer discounts for contract customers. Consult your sales representative for specific discounts, dollar volume options and quantities required to reach your desired area.

Daily Zoned Rates:

Page Count	Broadsheet	Tab	Open Rate
Single sheet			\$62.94
2	4		\$74.39
4	8		\$82.40
6	12		\$94.80
8	16		\$101.86
10	20		\$104.14
12	24		\$106.43
14	28		\$108.73
16	32		\$111.01
18	36		\$113.30
20	40		\$115.59
22	44		\$117.87
24	48		\$120.17

Daily Full Run Rates:

Page Count	Broadsheet	Tab	Open Rate
Single sheet			\$56.65
2	4		\$66.95
4	8		\$74.16
6	12		\$81.37
8	16		\$91.67
10	20		\$93.73
12	24		\$95.79
14	28		\$97.85
16	32		\$99.91
18	36		\$101.97
20	40		\$104.03
22	44		\$106.09
24	48		\$108.15

Sunday Zoned Rates

Page Count	Broadsheet	Tab	Open Rate
Single sheet			\$68.67
2	4		\$80.11
4	8		\$88.13
6	12		\$96.13
8	16		\$107.57
10	20		\$109.87
12	24		\$112.16
14	28		\$114.44
16	32		\$116.73
18	36		\$119.03
20	40		\$121.31
22	44		\$123.60
24	48		\$125.89

Sunday Full Run Rates

Page Count	Broadsheet	Tab	Open Rate
Single sheet			\$61.80
2	4		\$72.10
4	8		\$79.31
6	12		\$86.52
8	16		\$96.82
10	20		\$98.88
12	24		\$100.94
14	28		\$103.00
16	32		\$105.06
18	36		\$107.12
20	40		\$109.18
22	44		\$111.24
24	48		\$113.30

Preprint Size & Quantity:

Maximum size: 10¹/₂" x 12¹/₂", Minimum size: 6" x 9"

Minimum quantity 10,000 Tuesday-Saturday, 25,000 on Sunday. Minimum 60 lb. stock paper required.

Supplements, cards, bags and envelopes will be subject to surcharge. 10% surcharge on A/B splits. Unusual pieces must be pre-approved for handling requirements.

Deadline & Delivery:

Deliver prepaid 10 days prior to publication in 1,000 pound banded skids in turns of 100.

Delivery address is: Duluth News Tribune, ATTN: Frank Grandson, 424 West First Street, Duluth, MN 55802.

Late delivery of preprints to our plant will result in our passing along any additional labor costs to the advertiser.

Dock Hours: Monday - Friday: 6:30-7:30 a.m., 9 a.m.-11:30 a.m., 1-4 p.m., 5-7 p.m. 800-456-7979

Targeted Market Coverage Preprint Packages Available:

Non-duplicated delivery available through the *Budgeteer News* weekly newspaper. We'll tailor a package to your needs.

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	Large Format 300X250	\$20 CPM++	\$18 CPM +	\$15 CPM +

Effective October 1, 2008

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 Open rate \$104/mo. Contract Rate \$79/mo.
 Includes: Duluthnewstribune.com,
 duluthbudgeteer.com, superiortelegram.com,
 twoharborsmn.com, Cloquetmn.com, duluth.com

Enhanced Marketplace with VIDEO Open rate \$174/mo. Contract Rate \$149/mo.

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					

Special Sections & Vendor Sections

OCTOBER

Car Care Section
Cookbook
Northland Careers & Training
Life & Legacy

NOVEMBER

Winter Visitor
Thanksgiving Day Dining Guide
Interiors

DECEMBER

New Year's Eve Celebration
(WAVE)

Guide to Northland NonProfits

JANUARY

Generations
Northland Legal Directory
Baby This Ones for You

FEBRUARY

Valentine's Day
Boat, Sport & Travel Show
Made in the Northland
Inside Interests

MARCH

Home Show
Outlook 2008
Boys State Hockey
Championships

APRIL

Easter Dining
Northland Golf
Greenhouse Guide
Northern Angler
Land Unlimited
Week of the Young Child

MAY

Reading the Green
Mother's Day Gift & Dining
Coupon Book: May
Northland Summer Visitor
Northshore Scenic Railroad
Landscaping Guide
Honor & Remember

JUNE

Grandma's Marathon Results
Summer Festivals Guide
Twin Ports Rides

JULY

Sidewalk Days
Generations
Medical Directory

AUGUST

Blues News (WAVE)
Coupon Book: August
Building Green

SEPTEMBER

Welcome Back College Students
20 Under 40
Local Heros
Holistic Health