

2023-2025 DISPLAY ADVERTISING CONTRACT

ADVERTISING RATES

per Column Inch (1.833" w x 1" h)

Local Open Rate	\$5.50/col. inch
Discount Rate (Over 75"/month)	\$5.30/col. inch
On-Campus Student Organization/	
Department Rate	\$4.70/col. inch

COLOR RATES

Process Color Charge (Full color)..... \$150.00

INSERT RATES

Preprinted Inserts (Per 1,000 inserts) *Max. 1,500 \$60.00

*Client responsible for printing of inserts, and inserts MUST be sent to OUR PRINTER in advance. Contact Jane Tastad, 507-389-1926 for more info.

BILLING/CREDIT POLICY: Statements are mailed around the 15th of the month following publication. All account balances are due by the 1st of the month following publication. Accounts more than 60 DAYS PAST DUE will be not be allowed to place additional ads until the outstanding balance is paid in full. One tearsheet per advertisement is provided and will be sent after the publication of the advertisement. Up to three tearsheets and copies of bills can be sent for a nominal charge.

Prepayment from new clients is required until the advertiser has established a credit line with the Reporter. All out-of-state advertisers must prepay advertising with cash, cashier's check, money order or certified check, unless ads are placed through an authorized/established advertising agency or national representative. The Reporter reserves the right to require prepayment for any advertisement.

Advertisers and agencies forwarding insertion orders to the Reporter which contain incorrect rates or conditions are hereby advised that the advertising called for will be inserted according to current advertising policies and charged at the correct rate in effect.

Political ads must be prepaid, plainly identify the sponsor of the group or candidate, and conform to all Reporter standards pertaining to political advertising. All political ads placed in the Reporter will be charged according to the earned rate on the rate card. No discounts will be given for political advertisements.

The Reporter reserves the right to change advertising rates and policies set forth on the rate card at any time upon thirty (30) days notice.

SPECIAL PROMOTIONS & SPECIAL SECTION RATES/CONDITIONS: Throughout the year, the Reporter will offer special promotions/sections with discounts off regular rates/color charges. (Examples: Homecoming, Sports Previews, Valentine's, Graduation, SportZone) The Reporter has the right to offer different discounted rates/color charges for each promotion; however, each advertiser will be offered the same rate/color charge determined for the particular promotion. Deadlines may vary from the normal deadlines stated below. Contact your ad rep for a complete list of promotions.

ADJUSTMENTS FOR ERRORS: The Reporter shall not be held responsible for typographical errors that do not decrease the value of the advertisement. Liability for any error is limited to the cost of space occupied by the error and the first insertion of the erroneous advertisement. Make-good ads will run at the discretion of the Reporter staff and will be scheduled during the semester in which the ad with the error appeared in the Reporter. The Reporter is not liable for failing to publish an ad. Make-good ads for promotions will run for the amount paid/billed, not for the size.

PRINT DISPLAY ADVERTISING DEADLINES: The deadline to place or cancel an ad is Monday at 11:00 a.m. for Tuesday issues and Wednesday at 11:00 a.m. for Thursday issues. Ads cancelled after the 11:00 a.m. deadline will be billed for the full amount. The deadline to receive electronic files or ads is Monday at noon for Tuesday issues and Wednesday at noon for Thursday issues. The deadline to make minor text changes to an ad is Monday at 1:00 p.m. for Tuesday issues and Wednesday at noon for Thursday issues.

Proofs will only be given to those advertisers who request one. Upon receipt of the proof, please contact your ad rep. Once an advertiser approves an ad proof, the Reporter will not be held financially responsible for any mistake found after the ad is published.

The Reporter does not guarantee ad placement, but will try to honor requests if possible.

By signing this contract, the advertiser agrees to the advertising rates and policies set forth in this contract and rate card for all ads placed during the 2023-2025 school years.

Business, Organization or On-Campus Department

Individual Authorizing Advertisements (Print & Sign Name)

Date

FEDERAL I.D. # (Businesses only) ** MUST HAVE TO PLACE AD

Advertising Representative

Date

Billing Address

Phone