

TheBooster

advertising publications

31 West Sumner Street
Hartford Wi 53027
262 | 673 2900
Fax 262 | 673 2907

834 South Main Street
West Bend Plaza
West Bend Wi 53095
262|334 5899
Fax 262|334 5872

RATE CARD 2012

Locally owned; independent. Total market coverage advertising and event information delivered to the people of Hartford, West Bend and adjacent communities in Washington and Dodge Counties for more than 74 years.



email ads@booster-ads.com web www.booster-ads.com

Circulation

Total Market Coverage	Delivered Free
Hartford Booster	20,100
Sunday Booster	22,325
West Bend Booster	28,900

Deadlines

Sunday	5:00 pm Wednesday prior
West Bend	5:00 pm Thursday prior
Hartford	5:00 pm Friday prior

Note that holidays may cause deadlines to change. Contact us to plan accordingly before major holidays.

Mechanical and Production Notes

Tabloid size page 11 x 17"
Commercial grade newsprint
Print area 10 1/8" wide x 16" depth 61p0 x 96p0
Fractional inch depth ads are sized to next whole inch.
COLUMN WIDTH IN PICAS/POINTS AND INCH EQUIVALENT

1 COL 9p6.5	2 COL 19p10	3 COL 30p1.5
1 COL 1.590"	2 COL 3.305"	3 COL 5.028"
4 COL 40p5	5 COL 50p8.5	6 COL 61p0
4 COL 6.736"	5 COL 8.451"	6 COL 10.125"

The Booster is electronically paginated and output directly to plate. All material in digital format.

Preferred Formats

PREFERRED ACROBAT PDF FILES

FILES Current versions of Adobe's Creative Suite applications supported

We accept output via e-mail

ads@booster-ads.com

Zones by ZIP

ZIP CODE	CITY ALL IN WISCONSIN	SUNDAY BOOSTER	HARTFORD BOOSTER	WEST BEND BOOSTER
53027	Hartford	8285	8375	420
53090 53095	West Bend	1170	1260	7284 9934] 17218
53002	Allenton	780	780	780
53010	Campbellsport			600
53012	Cedarburg			1075
53021	Fredonia			60
53032	Horicon	30	30	
53033	Hubertus	1775	1680	30
53034	Hustisford	200	370	
53035	Iron Ridge	1020	960	
53037	Jackson	2445		2488
53039	Juneau	560	560	
53040	Kewaskum			3254
53050	Mayville	825	845	40
53059	Neosho	610	610	
53060	Newburg			180
53076	Richfield	1235	1255	120
53078	Rubicon	670	650	
53086	Slinger	2530	2495	2415
53091	Theresa	215	230	220
		22,325	20,100	28,900

Inserts

Size should not exceed 8 1/2 x 11

Circulars can be direct shipped as follows

Sunday, Hartford & West Bend Booster

c/o Ripon Printers 656 Douglas Street Ripon, WI 54971 920-748-3136

FULL ZONE RATES (BY ZIP)

6,000 or more circulation \$30.00 per thousand
6,000 or less circulation \$36.00 per thousand

Frequency Rate applies to 6,000 or more

Partial Zone Rate
\$50.00 per thousand

	FREQUENCY	
	1-25x	26x plus
1-16 pages	\$30.00/m	\$27.00/m
20-32 pgs	34.00/m	31.00/m
36-44 pgs	37.00/m	34.00/m
48-56 pgs	40.00/m	37.00/m

2012 Advertising Rates

Hartford Booster

published Tuesday

	PER COLUMN INCH
1 to 3 column inches	7.28
4 to 47 column inches	6.38
48 to 95 column inches	6.13
Page, 96 col. inches	5.47
Full Page	\$ 525.12

West Bend Booster

published Tuesday

	PER COLUMN INCH
1 to 3 column inches	8.46
4 to 47 column inches	7.82
48 to 95 column inches	7.54
Page, 96 col. inches	7.12
Full Page	\$ 683.52

Sunday Booster

published Saturday ·
expanded Hartford coverage

	PER COLUMN INCH
1 to 3 column inches	7.28
4 to 47 column inches	6.38
48 to 95 column inches	6.13
Page, 96 col. inches	5.47
Full Page	\$ 525.12

Combinations of ads totaling 96 inches do not qualify for page rate.

Special Charges

SUNDAY FRONT	617.00	
includes four-color and placement charge		
SUNDAY SPOTLIGHT	61.00	
HARTFORD/WEST BEND FRONT	125.00	additional
BACK COVER	75.00	additional
COLOR OF THE WEEK ROP SPOT	79.00	each color
SPECIAL REQUEST COLOR, SPOT	89.00	each color
FOUR-COLOR	220.00	additional
AD ONLINE	10.00	additional

Your print ad posted online for one week Tuesday through Tuesday
www.booster-ads.com

Commissions and Terms

ALL RATES LISTED ARE NET, non commissionable.
Contract rates are available.

Combination Discounts

Three Pack · All Publications

Hartford | Sunday | West Bend

	PER COLUMN INCH
1 to 3 column inches	16.98
4 to 47 column inches	15.06
48 to 95 column inches	14.49
Page, 96 col. inches	13.02
Full Page	\$ 1,249.92

West Bend & Hartford or Sun

combination of two

	PER COLUMN INCH
1 to 3 column inches	13.62
4 to 47 column inches	12.24
48 to 95 column inches	11.78
Page, 96 col. inches	10.80
Full Page	\$ 1,036.80

Sunday & Hartford

weekend and Tuesday delivery

	PER COLUMN INCH
1 to 3 column inches	12.74
4 to 47 column inches	11.16
48 to 95 column inches	10.72
Page, 96 col. inches	9.56
Full Page	\$ 917.76

Omissions · Errata

We take great care to prevent mistakes and omissions, but occasionally they happen. The total liability for any error in any advertisement published—whether negligence or otherwise—shall be limited to running without charge that portion of the advertisement published incorrectly. TheBooster is not responsible for any error or omission beyond the first seven days. Under no circumstances will the publication be under any liability (for any reason) for failure to insert an ad. The Booster reserves the right to revise, reject or cancel any advertising at any time.

Position and Covers

Requests will be given every consideration and The Booster will cooperate in honoring requests whenever possible. Position is not guaranteed. Failure to meet position requests does not constitute cause for adjustment refund or rerun. Covers and preferred position by reservation only and subject to confirmation by publisher.

Legalities

The advertiser and/or its agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringements of trademarks, copyrights, trade names, patents or proprietary rights or violations of rights of privacy resulting from the publication of the advertisement.

Publisher reserves the right to revise rates.

