

## 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. Only three preferred positions allowed on reservation status at any one time.

## Copyright

All advertising, editorial, artwork and copy is the property of The Booster, Inc. No reprinting or reproduction of material contained therein is permitted without specific permission of the publisher.

## 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. The Booster 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. Not responsible for errors in any advertisement taken over the telephone.

## Legalities

The advertiser and/or advertising 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 rights to revise rates.

## Political

Political advertising is accepted on a cash-with-copy basis. No political advertising on covers. Ads must carry disclaimer

*"Authorized and/or paid for by . . ."*

## Mechanical and Production Notes

Tabloid size page 11 x 17"  
Commercial grade newsprint  
Print area 10½" wide x 16" depth  
Fractional inch depth ads are sized to next whole inch.

### COLUMN WIDTHS IN PICAS/POINTS AND INCH EQUIVALENTS

|              |              |               |
|--------------|--------------|---------------|
| 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.  
Material is produced in a MacOSX production environment.

## Preferred Formats

**PREFERRED** ADOBE PDF FILES (VERSION 4 THROUGH 9.1)

**FILES** Current versions of publishing programs supported  
ADOBE CREATIVE SUITE CS4 · INDESIGN 6, PHOTOSHOP 11,  
ILLUSTRATOR 14. QUARK XPRESS THROUGH VERSION 6.  
Save images as TIFF at resolution of at least 150 dpi at 100%  
output size. Missing fonts substituted at our discretion  
from our library of more than 3,300 fonts.

We accept output VIA E-MAIL

**ads@booster-ads.com**

In this tough economic climate,  
count on us to deliver quality advertising  
week after week, to every home.



**www.booster-ads.com**

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2010 **RATE CARD**  
NO. 22 | EFFECTIVE JANUARY 2010

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 72 years.

# The Booster

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

ads@booster-ads.com  
www.booster-ads.com

## Circulation

**Total Market Coverage Delivered Free**

**Hartford Booster 20,100**

**Sunday Booster 22,150**

The Hartford and Sunday Boosters are delivered to the following communities and their rural routes – **HARTFORD · SLINGER · ALLENTON · RICHFIELD · HUBERTUS RUBICON · WOODLAND · NEOSHO · IRON RIDGE · MAYVILLE HUSTISFORD AND THERESA ; PARTIAL COVERAGE OF JUNEAU.** The Sunday Booster is also delivered to **JACKSON.**

**West Bend Booster 28,750**

Distributed Tuesdays to **WEST BEND · ALLENTON · JACKSON NEWBURG · SLINGER · KEWASKUM** with partial coverage of **HARTFORD** rural areas.

### Deadlines

**Sunday 5:00 pm** Wednesday preceding publication

**West Bend 5:00 pm** Thursday preceding publication

**Hartford 5:00 pm** Friday preceding publication

Ads requesting proofs due by 12 noon on day of deadline. Copy after deadline accepted for publication subject to space availability. Note that upcoming holidays may cause deadlines to change. Contact us to plan accordingly before major holidays.

### Special Charges

Customized artwork / illustration / alterations will be billed at \$60.00 per hour. Special charges may be made for photography, photo work or intricate composition at advertisers request, but such charges will be taken up with advertiser before composition. \$5.00 production charge to set up a one column by one-inch ad [1 x 1"]

### Inserts and Supplements

Inserts or pre-printed supplements must be folded to no larger than 8½ x 11 inches or they incur additional folding charge. Reservation deadline seven days in advance of publication date. Delivery deadline five days prior. Zone distribution available. \$30/M full zone.

### Acceptance of Advertising

All copy must be in good taste and in accordance with our standards as to form, subject matter, size, illustration and typography. Advertising that is considered detrimental to the public may be refused for publication. The publisher of The Booster reserves the right to revise, reject or cancel any advertising at any time.

### Composition Charges

Ads ordered for set up/composing not used are subject to composition costs equal to 50% of space ordered.

## 2010 Advertising Rates

### Hartford Booster

PUBLISHED TUESDAY

|                                | PER COLUMN INCH |
|--------------------------------|-----------------|
| 1 to 3 column inches           | 6.93            |
| 4 to 47 column inches          | 6.07            |
| 48 to 95 column inches         | 5.83            |
| Page, 96 col. inches   or more | 5.20            |

### West Bend Booster

PUBLISHED TUESDAY

|                                | PER COLUMN INCH |
|--------------------------------|-----------------|
| 1 to 3 column inches           | 8.21            |
| 4 to 47 column inches          | 7.59            |
| 48 to 95 column inches         | 7.32            |
| Page, 96 col. inches   or more | 6.91            |

### Sunday Booster

PUBLISHED SATURDAY · EXPANDED HARTFORD COVERAGE

|                                | PER COLUMN INCH |
|--------------------------------|-----------------|
| 1 to 3 column inches           | 6.93            |
| 4 to 47 column inches          | 6.07            |
| 48 to 95 column inches         | 5.83            |
| Page, 96 col. inches   or more | 5.20            |

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

### Special Charges

|  |                   |
|--|-------------------|
| SUNDAY FRONT includes color and placement charge | 589.00            |
| HARTFORD/WEST BEND COVER                         | 125.00 additional |
| SECOND SECTION FRONT COVER                       | 100.00 additional |
| BACK COVER                                       | 75.00 additional  |
| COLOR OF THE WEEK ROP                            | 79.00 each color  |
| SPECIAL REQUEST COLOR                            | 89.00 each color  |
| PERSONALS/GREETINGS/MESSAGES HARTFORD OR SUNDAY  | 4.00 column inch  |
| WEST BEND  | 4.00 column inch  |

Post ad online for one week Tuesday through Tuesday **\$10**  
www.booster-ads.com



## Combination Discounts

### Three Pack - All Publications

HARTFORD | SUNDAY | WEST BEND

|                                | PER COLUMN INCH |
|--------------------------------|-----------------|
| 1 to 3 column inches           | 16.23           |
| 4 to 47 column inches          | 14.40           |
| 48 to 95 column inches         | 13.86           |
| Page, 96 col. inches   or more | 12.63           |

### West Bend & Hartford or Sun

COMBINATION OF TWO

|                                | PER COLUMN INCH |
|--------------------------------|-----------------|
| 1 to 3 column inches           | 13.08           |
| 4 to 47 column inches          | 11.72           |
| 48 to 95 column inches         | 11.32           |
| Page, 96 col. inches   or more | 10.38           |

### Sunday & Hartford

WEEKEND AND TUESDAY DELIVERY

|                                | PER COLUMN INCH |
|--------------------------------|-----------------|
| 1 to 3 column inches           | 12.12           |
| 4 to 47 column inches          | 10.62           |
| 48 to 95 column inches         | 10.20           |
| Page, 96 col. inches   or more | 9.10            |

### Commissions and Terms

**ALL RATES ON THIS CARD ARE NET.** No commissions allowed. 1% discount on display advertising if paid by the tenth of the month. Contract rates are available.

### Credit Information

MASTERCARD, VISA and DISCOVER accepted  
All new accounts will be paid-in-advance until credit application has been submitted and approved.

The Booster, Inc. reserves the right to suspend credit privileges for non-payment.

### Pick Up and Rerun Discounts

Ads inserted in consecutive weeks are eligible for a 10% rerun discount, with second and subsequent insertions earning discounted rate. Pickup ads only—no copy change allowed. Ads running and receiving an already discounted combination rate will earn a 5% discount if run in consecutive issues. Agency placement does not qualify for rerun discount. Discounts do not apply to contract advertisers.