

MEDIA KIT 2022

Times-Republican

PRINT
14,000+
daily readers

DIGITAL
24,000+
daily pageviews

REACH. FLEXIBILITY. VALUE.

Over 62,000 Readers!

Total Market Coverage
25,000 Households reached

- **Marshalltown**

The Times-Republican and the T-R Plus Shopper (Wednesday publication)

- **Tama/Toledo**

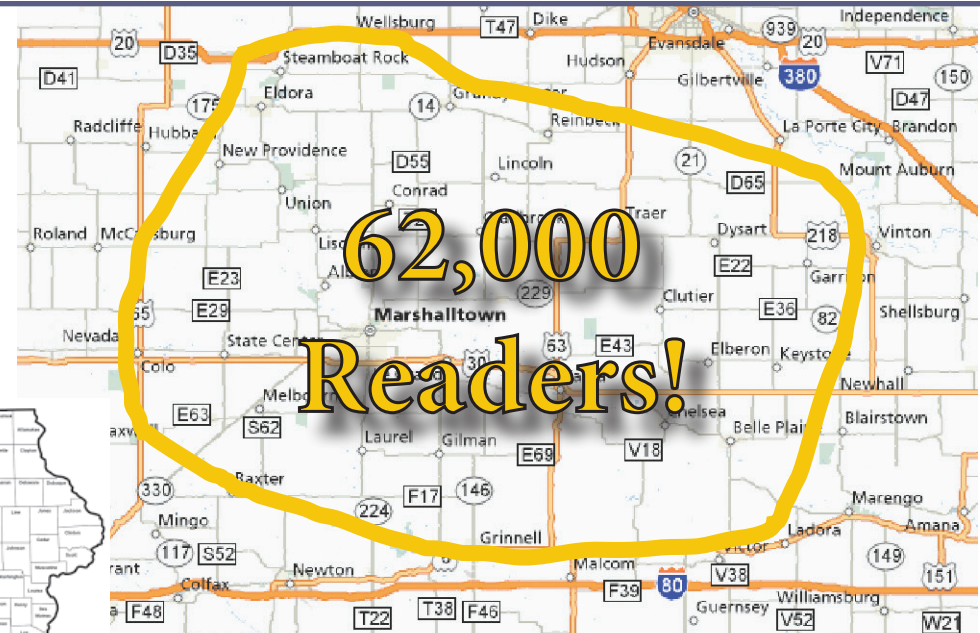
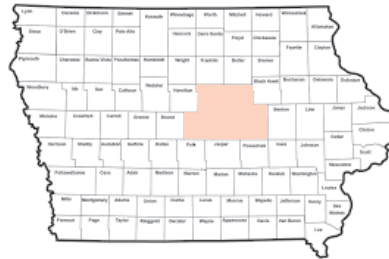
The Tama-Toledo News Chronicle is a weekly newspaper and the Tama County Shopper is a weekly shopper.

- **Traer/Dysart**

The North Tama Telegraph is a weekly newspapers serving the communities of Traer, Dysart and Clutier.

- **Gladbrook/Reinbeck**

The Sun Courier is a weekly newspaper serving the communities of Gladbrook, Reinbeck and Garwin.



contact US

135 WEST MAIN STREET | MARSHALLTOWN, IOWA 50158 | 641-753-6611

ADVERTISING DEPARTMENT

ADVERTISING REPRESENTATIVE

ADVERTISING REPRESENTATIVE

INSIDE SALES REPRESENTATIVE

CLASSIFIED ADVERTISING

LEADERSHIP

PUBLISHER

EDITOR

CIRCULATION DIRECTOR

OFFICE MANAGER

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Frequency is Key

to getting results and building your brand

WHY

Branding messages build long-term customer loyalty, leading people to associate their beliefs and ideals with your company's ideals and mission.



HOW

Running small-sized ads frequently and consistently in the Times-Republican will create thousands of branding impressions for your business each year.



3

ads per
week

x

2.5

readers per
copy

x

52

weeks per
year

= 767,676

[potential number of times you have reached the customer through print advertising!]

retail ADVERTISING RATES

TIMES-REPUBLICAN

local YEARLY CONTRACTS

| Dollar Volume Level | | Per Column Inch Rate | |
|---------------------|-------|----------------------|-------|
| Inches | T-R | T-R, TR+ | TMC* |
| Open | 27.81 | 31.05 | 55.62 |
| 65 | 22.71 | 25.96 | 45.40 |
| 129 | 21.79 | 25.05 | 43.58 |
| 1,548 | 18.73 | 21.98 | 37.45 |
| 6,708 | 14.72 | 17.98 | 29.44 |
| 15,480 | 13.37 | 16.62 | 26.74 |
| Auction/Non Profit | | | |
| | 22.28 | 25.56 | 44.63 |

POLITICAL, PER CONTRACT, CASH IN ADVANCE

All advertising, except classified line ads, counts toward retirement of contract requirements. In addition to the regular display advertising, this includes (but is not limited to) color charges, advertising in Times-Republican Plus, Tama County Shopper and preprinted inserts.

* TMC includes all publications: T-R, T-R Plus, Tama County Shopper, North Tama Telegraph, Sun Courier, and Tama-Toledo News Chronicle.

DISCOUNTS

ON MULTIPLE RUN DATES, THE FOLLOWING DISCOUNTS WILL APPLY:

10% OFF additional weekday runs

50% OFF Sunday

(applies to ads 10 inches or larger)

Ads must repeat within 6 days. The first ad runs at rate card rate.

No multiple run discounts good in combination with another.

Discounts good on all display and classified display ads.

Classified line ads excluded. No copy changes.

color RATES

| | |
|------------|-------|
| Full Color | \$152 |
|------------|-------|

TIMES-REPUBLICAN BUSINESS BUILDER

Advertise your products or services in the Times-Republican or the T-R Plus over a 4 week period for a low cost per insertion.

BUSINESS BUILDER rates apply to either Retail or Classified display advertising. Your display advertising, is published 8 times throughout the month with no copy changes.

| No. of Inches | Charge Per Insertion | Total Insertion Cost |
|---------------|----------------------|----------------------|
| 4 | 49.96 | 399.68 |
| 6 | 74.68 | 597.44 |
| 8 | 99.91 | 799.28 |
| 10 | 124.63 | 997.04 |
| 12 | 144.72 | 1,157.75 |
| 14 | 165.32 | 1,322.56 |

CREATE TOP OF MIND AWARENESS WITH BRAND BUILDER

| Times Per Week | PCI Rate* | MORE ON PAGE 11 |
|----------------|-----------|-----------------|
| 7 Times | \$4.83 | |
| 5 Times | \$6.15 | |
| 3 Times | \$7.69 | |

*Must sign a 26-week or 52-week contract. Minimum of 4" ad per time. 30"+ per week contract, receive FREE Color!

All Brand Builders include digital ad on the T-R website.

preprinted tab **INSERT RATES** (per thousand)

TIMES-REPUBLICAN

| Tab Pages | Open | 12x Contract | 25x Contract | 50x Contract |
|-----------|---------|--------------|--------------|--------------|
| 2 | \$37.00 | \$36.00 | \$35.00 | \$32.00 |
| 4 | \$39.00 | \$37.00 | \$36.00 | \$33.00 |
| 8 | \$44.00 | \$40.00 | \$40.00 | \$38.00 |
| 12 | \$51.00 | \$48.00 | \$44.00 | \$42.00 |
| 16 | \$55.00 | \$52.00 | \$48.00 | \$46.00 |

SIZE REQUIREMENT

- Maximum size of 10.5" x 11"
- For broadsheet size inserts, double pages to get tabloid equivalent

RATES & QUANTITY

- \$250 minimum insert charge
- Inserts are billed per thousand on the date scheduled
- For 20 page tabs & more, add \$4 per thousand for every 4 page increase

DEADLINES

- Insert must be scheduled 7 days before run date
- Inserts must be received in-house 5 days before run date

DELIVERY REQUIREMENTS

- Shipping address for inserts is:
135 W. Main Street
Marshalltown, IA 50158
- Receiving hours are Mon.-Fri. 9a.m.-3p.m.
- Closed on holidays

print-sert **RATES***

DESIGN/LAYOUT • PRINTING • INSERTING
PRINTED ON BOTH SIDES

White 8.5"x11"

| | UNDER 10,000 COPIES | OVER 10,000 COPIES | OVER 20,000 COPIES |
|--------------------------|------------------------------------|-----------------------------------|-----------------------------------|
| Full Color 50# Newsprint | \$82.00 | \$77.00 | \$72.00 |
| Full Color Gloss Stock | \$103.00 | \$84.00 | \$74.00 |

**LET US DESIGN, PRINT,
AND INSERT**

your 8½" x 11" flyer
for your next big event.

Deadline 12 days prior to distribution. Price includes design, layout, print and insertion of your flyer according to these rates.
Call your Times-Republican advertising representative today for details. *All prices subject to change depending on paper market. Contact us for additional print-sert pricing.

classified **ADVERTISING RATES**

local classified **DISPLAY RATES**

Includes Times-Republican, Times-Republican Plus, Tama Co. Shopper, North Tama Telegraph, Sun Courier, and Tama-Toledo News Chronicle

| | |
|----------|---------|
| Per Inch | \$26.78 |
|----------|---------|

local classified **LINE RATES**

3 Day Minimum - Times-Republican, Times-Republican Plus, Tama Co. Shopper, North Tama Telegraph, Sun Courier, and Tama-Toledo News Chronicle

| | |
|----------------|-----------------|
| 3 line minimum | \$3.10 per line |
|----------------|-----------------|

MISCELLANEOUS

| | |
|---------------------------|------|
| 7-day Special, 1-10 lines | \$53 |
|---------------------------|------|

| | | |
|--------------------------------------|--------------|--------------------|
| Vehicle Sales, 30 days All Papers | \$60 w/Photo | \$50 without Photo |
|--------------------------------------|--------------|--------------------|



| | |
|---------------------------------|------|
| Garage Sales - Includes Map It! | |
| 1-5 days up to 7 lines | \$20 |
| Each Additional line | \$3 |

Call: Hilary at 641-753-6611 Ext. 237
Email: hcrane@timesrepublican.com

Online **EMPLOYMENT PRICING**

This employment solution provides an employer with the opportunity to target potential employees and to be seen by job seekers searching online at Jobs.TimesRepublican.com

JOBS.TIMESREPUBLICAN.COM

online **REAL MATCH-JOB NETWORK**

| | | |
|--|---------|-------|
| Total Talent Reach Package | 14 days | \$150 |
| One post targets qualified candidates across the web, including Indeed | 30 days | \$199 |

| | | |
|--|---------|-------|
| Feature & Priority | 14 days | \$175 |
| Provides higher ranking in search results so jobs appear first | 30 days | \$225 |

| | | |
|---|---------|-------|
| Diversity Package | 14 days | \$215 |
| Companies where compliance is strictly enforced | 30 days | \$275 |

| | | |
|---|---------|-------|
| Social Package | 14 days | \$250 |
| Provides additional engagement for your job with likes, shares and retweets | 30 days | \$299 |

| | | |
|---|---------|-------|
| Performance Package | 14 days | \$320 |
| Advertisers who are in urgent need to fill position | 30 days | \$379 |

*** A la Carte Options are available**

PRINT ADVERTISING

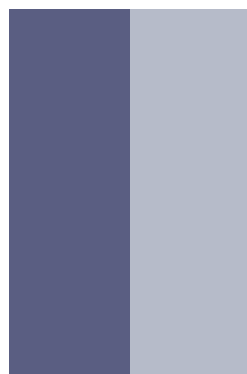
Broadsheet Ad Size Examples



Full Page
6 col x 21 in



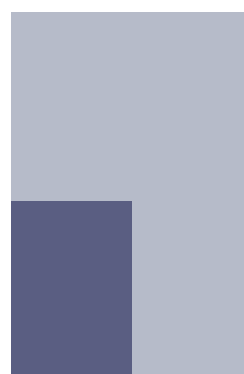
3/4 Page
6 col x 15.75 in



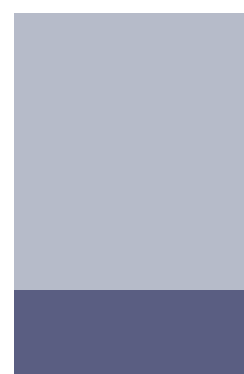
1/2 Page Vertical
3 col x 21 in



1/2 Page Horizontal
6 col x 10.5 in



1/4 Page Vertical
3 col x 10.5 in



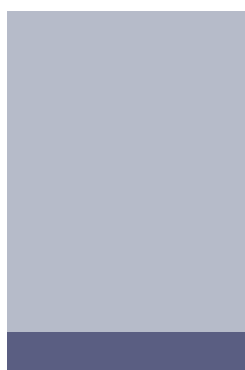
1/4 Page Horizontal
6 col x 5.25 in



1/8 Page
3 col x 5.25 in



Example Size
2 col x 4 in



Front Page Banner
6 col x 2 in

Advertiser Success Story



We advertise in the Times-Republican because it's very effective. With our advertisements we are able to reach thousands of readers in multiple communities. Our patients mention our ads in the T-R regularly.

—The Foot Doctor

Special Sections Calendar 2022

January

Financial Wellness
Baby Register
Health & Medical
Made in Marshalltown



February

Winter Olympics
Farm & Ag
Bobcat Boosters
NASCAR



March

Women in Business
Meet the People
Leaders of Tomorrow
March Mania



April

Home & Garden
College Guide
When I Grow Up
Easter Church Services



May

Graduation
Officer of the Year
Memorial Day
Best of the Best



June

Summer in Central Iowa
Sports Schedule Book
Summer Safety



July

Progress: Health & Business
Progress: Community & Education
Senior Expo



August

Central Iowa Fair Results
Football Preview
Century Farms
Fall Sports Book



September

MHS Homecoming
Patriot Day
Oktemberfest
Home & Garden



October

Eat & Drink Local
Fire Safety
Pork Month
Safety Issues



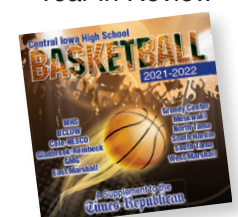
November

Holiday Happenings
Veterans Day
Shop Local
Thanksgiving Blowout



December

Unique Gifts
Holiday Dining
ABC's of Christmas
Basketball Preview
Year in Review



Digital Display Ads

Run-of-Site (ROS) Rates

| Standard Sizes Required Sizes listed are in pixel | Rate 25,000 impressions | Rate 50,000 impressions | Rate 100,000 impressions | Add-on Section targeting | Add-on Time of day or day of week |
|--|----------------------------|----------------------------|-----------------------------|-----------------------------|---|
| 728x90, 300x250 300x600, 160x600 | \$10 cpm \$9 cpm | \$9 cpm \$8 cpm | \$8 cpm with agreement | +\$1 cpm | +\$2 cpm |

Digital Display Ad Specs

Leaderboard
728x90

Rectangle
300x250

Mechanicals:

- All ad sizes are in pixels
- Preferred file formats:
JPG or GIF
- Maximum file size: 100kb

Skyscraper
160x600

Banner
300x600

Digital Newsletter Rates

Advertise in our digital newsletter. Top stories are emailed each day to readers' email inboxes. Reach nearly 15,000 more readers every week.

\$75 per week
\$250 a month

mechanical **REQUIREMENTS**

- A. Retail - Display column width 1.56 inches with 1/8 inch between columns.**
- B. Classified - Column width 1.0 inch with 1/8 inch between columns.**
- C. Printed area width -10 inches: Printed area depth - 21.5 inches**
- D. All advertising charged to the nearest half inch**
- E. Printed by offset process**
- F. Camera ready ads and PDFs accepted.**
- H. Applications: InDesign, Quark Xpress, Adobe Acrobat, Photoshop**

space reservation **DEADLINES**

Deadlines at 5 p.m.

NATIONAL AND RETAIL DISPLAY

4 working days prior to insertion

CLASSIFIED DISPLAY

Weekday: 3 p.m. 1 working day prior;
Sunday: Friday by noon (no Saturday paper)

INSERTS

7 days prior to insertion date

specifications for **PDFS**

MINIMUM specifications for best reproduction

COMPATIBILITY - Acrobat 5.0 (PDF 1.4)

COLOR - CMYK process (NO RICH BLACK OR RGB)

RESOLUTION - 200 dpi or above

FONTS - All fonts have to be embedded (including truetype)

MAKING A PDF - Some applications do not export directly to PDF. You may have to export as a postscript file then use Acrobat Distiller to make your PDF.

**FRONT PAGE
PROMINENTLY DISPLAY
YOUR NEXT AD**



**FRONT PAGE
STRIP**

Starting at
\$350/week

STICKY NOTE



Starting at **\$396**
Full distribution required.

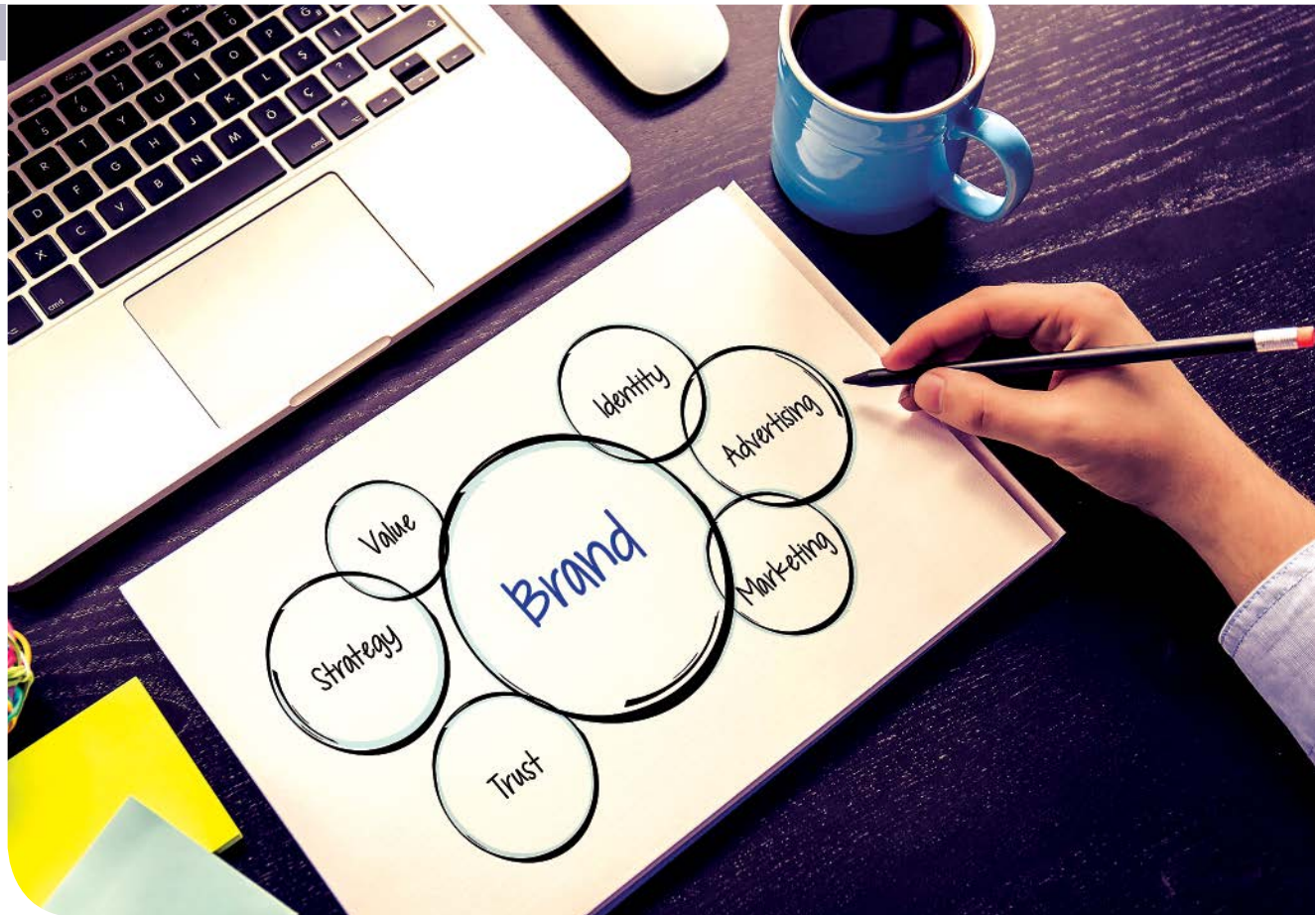
Brand Builders

**Frequency is
your best value.**

**Customers buy from
businesses that they
know and trust.**

**Use the T-R Brand
Builders program to
become one of those
businesses.**

* More on Page 4



- **NO OTHER MEDIA OUTLET** can bring your business to the attention of more communities than the combined reach of the Times-Republican and timesrepublican.com.
- **FREQUENCY IS CRITICAL** to successful brand-building ads. We offer cost-effective print and online buying options such as our Brand Builders program.
- **THIS PROGRAM ALLOWS** you the frequency your business needs to stay visible and relevant with all Times-Republican readers.

Make An Investment In Your Business Now



Agreement

By signing this Agreement the advertiser accepts the following conditions: This Agreement is governed by the terms and conditions of the publication's current rate card and general advertising policies. This Agreement may be terminated by either party with 30 days written notice. Early termination will result in advertiser paying prevailing rate ("Regular Price") for all inventory/services used. Agreement will be automatically renewed on a month-to-month basis after term until instructed to discontinue.

- Advertiser agrees to pay a weekly fee of \$ _____ to be billed in ____ monthly installments, for a total spend of \$ _____.
- The agreement is for ____ consecutive months commencing on _____.
- The agreement has been executed by the parties hereto through their authorized representatives on the date set forth below.

MEDIA COMPANY:

(Sales Representative) (Date)

(Management) (Date)

(Authorized Signature)

(Print Name and Title)

(Email Address)

(City, State)

(Phone number)

ADVERTISER:

(Business Name)

(Authorized Signature) (Date)

(Print Name and Title)

(Email Address)

(City, State)

(Phone number)