



The Journal Times KENOSHA NEWS Lake Geneva REGIONAL NEWS PennySAVER^{ADVANTAGE}

2021 MEDIA RATE GUIDE



Print | Digital | Niche Publications | Events

Journal Times
212 Fourth St, Racine, WI
262.634.3322
www.JournalTimes.com

Kenosha News
6535 Green Bay Rd, Kenosha, WI
262.657.1000
www.KenoshaNews.com

Lake Geneva Regional News
315 Broad St, Lake Geneva, WI
262.248.4444
www.LakeGenevaNews.net

Updated 9/14/2021



COMPREHENSIVE MARKETING SOLUTIONS

FOR ANY SIZE BUSINESS

Wisconn Valley Media Group offers state-of-the-art marketing and advertising options to help you grow your business and achieve success! We would be delighted to help you structure a customized package to meet specific business goals. Contact the Wisconn Valley Media Group Advertising Department today at 262-656-6231 to speak with one of our experienced Account Representatives.



PRINT MARKETING

- Newspaper
- Special Sections
- Direct Mail
- Pre-Printed Inserts
- Out & About
- Tune In TV Book



DIGITAL MARKETING

- Banner Ads
- Targeted Display
- Audience Extension
- Email Marketing
- Website Development
- SEO



SOCIAL MEDIA MARKETING

- Social Media Management
- Reputation Management
- Facebook Live Broadcast

AND MORE!

IN THIS MEDIA KIT...

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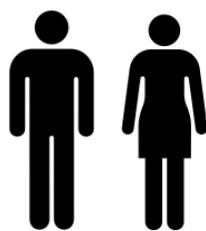


NEWSPAPER READERSHIP

82% In a single week, 82% of residents have accessed information from their local newspaper through the physical newspaper or a digital platform (website, social media, or app).

52% 52% read a daily or Sunday edition of the printed newspaper in the last 7 days.

OUR AUDIENCE



50% Our audience is split 50/50 between male and female readers

54% 54% of readers are between the ages of 30-59

37% 37% of readers have children in their household



73% More than 7 in 10 readers have attended or graduated college and/or receive a post graduate degree.



Source: Coda Ventures Lee Enterprises Audience Report 2018

NEWSPAPER ADVERTISING DELIVERS RESULTS

EIGHT MAJOR BENEFITS OF PRINT ADVERTISING:

- ✓ Prestige
- ✓ Trust
- ✓ Clearly defined target audiences
- ✓ High engagement rates
- ✓ High ad recall and branding
- ✓ Multiple forms of distribution
- ✓ Longevity
- ✓ Print persuades purchase influencers
- ✓ Print drives online research

92% of shoppers are always looking for deals

People turn to their local newspaper as a source of special offers, sales, and other deals.

Reach shoppers with a high level of disposable income by promoting your business and special offers with print advertising.

WISCONN VALLEY MEDIA GROUP COVERAGE MAP

Racine, Kenosha, and Walworth Counties, WI and Lake County, IL

The Journal Times

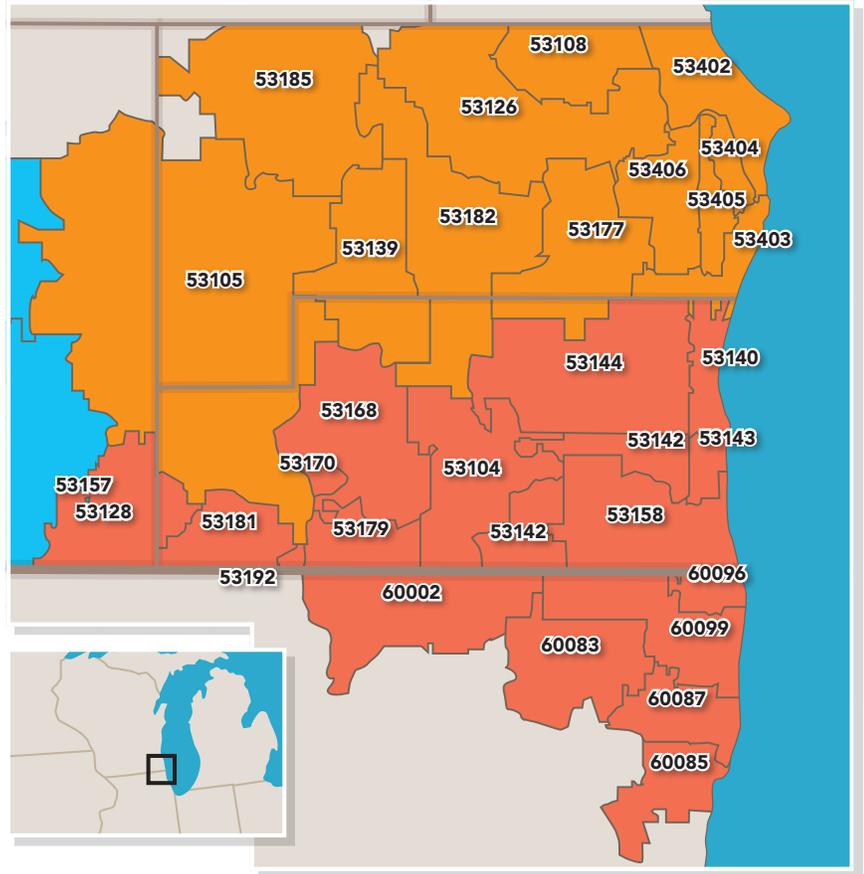
ZONE / ZIP CODE	Sunday + Shared Mail
53402	13,918
53404	5,634
53405	10,569
53406	11,633
53403	11,495
53108	1,521
53126	2,597
53177	2,962
53182	3,519
53139	1,890
53185, 53105, 53139	1,286
53140	54

KENOSHA NEWS

ZONE / ZIP CODE	Sunday + Shared Mail
53140	11,639
53142	12,415
53143	8,624
53144	10,528
53158	6,433
60096*	2,246
60099*	7,661
60085/60087*	6,434
60083*	2,763
East County† (53402, 53403, 53404, 53405, 53406, 53177, 53182, 53139, 53168, 53170, 53179, 53104, 60002, 60083, 60099, 60096, 60087)	1,849
West County† (53105, 53128, 53181)	314

Lake Geneva REGIONAL NEWS

ZONE / ZIP CODE	Total
Lake Geneva Regional News/Resorter (53105, 53115, 53121, 53125, 53128, 53147, 53157, 53181, 53184, 53191)	4,000



MARKET SNAPSHOT

Nestled between Chicago and Milwaukee, Southeast Wisconsin is a collection of thriving communities, and is in a period of unprecedented growth. This area has a rich history with chapters that include auto manufacturing, progressive education, and so much more. It is also poised for an exciting future with an influx of new businesses, developments, and residents moving to the area.

POPULATION

Kenosha County 169,561 (+1.9%)
 Racine County 196,311 (+1.6%)
 Walworth County 103,868 (+.5%)

MEDIAN HOUSEHOLD INCOME

Kenosha County\$60,929
 Racine County\$59,749
 Walworth County\$61,106

% HOME OWNERSHIP

Kenosha County65.9%
 Racine County67.8%
 Walworth County67.7%

% WITH COLLEGE EDUCATION

Kenosha County25.7%
 Racine County24.7%
 Walworth County28.3%

Source: Census.gov QuickFacts 2019, <https://www.census.gov/quickfacts>

OPEN RATES

AD SIZE	COL. INCH RATE
1"-10" ad.....	\$30.00 pci
11"-29" ad.....	\$27.00 pci
30"+ ad.....	\$25 pci

A \$39 per ad online fee will be applied to all ROP ads.

NATIONAL RATE \$36 pci

FREQUENCY DISCOUNTS

Clients who commit to multiple ads within a 16-week period will receive a frequency discount:

FREQUENCY	DISCOUNT
3 or more.....	10%
6 or more.....	25%

OTHER RATES

Guaranteed Placement..... +25%

Any ad that runs in the Sunday edition of the Kenosha News or Journal Times can be picked up the following Monday for **50% off**.

COLOR RATES

SINGLE PAGE	DOUBLE TRUCK
Full color.....\$250	Full color \$350

COLOR BY THE INCH

1" to 63" ad\$4.00 pci
 Over 63" ad.....Regular color grid

ADVERTISING DEADLINES

Ad Runs On	Space/Copy Due
Monday.....	5 p.m. Thursday
Tuesday.....	5 p.m. Thursday
Wednesday.....	5 p.m. Friday
Thursday.....	5 p.m. Monday
Friday.....	5 p.m. Tuesday
Saturday.....	5 p.m. Wednesday
Sunday.....	Noon Thursday

Ads accepted after deadline may be charged an additional 15%. Holidays require early deadlines.

Email ads to our creative department at:
ads@journaltimes.com

If file size exceeds 2mb, please email your ad materials to: journaltimesads@gmail.com

Please make sure you are clearly identifying business name, publication, and publish date when sending your files.

COLUMN SIZES

Column Width	Inches
1 column.....	1.55"
2 column.....	3.22"
3 column.....	4.89"
4 column.....	6.56"
5 column.....	8.22"
6 column.....	9.89"

Full page height (broadsheet): 20.4"
 Full page height (tabloid): 10"

Notice of cancellation of advertisement with any Wisconsin Valley Media Group publication after the space and copy deadline has passed will result in a 40% penalty of the cost of the advertisement to be paid by the advertiser.

Creative service charges may apply to all ads designed by our designers. All rates listed above are per ad.

KENOSHA NEWS The Journal Times

PREMIUM POSITIONS Rates and Placements The Journal Times & Kenosha News



FRONT PAGE (A1)

	1x	4x	Weekly (3-mo contract)
Top Billboard.....	\$859	\$659	\$559
Ad is placed above the masthead on page A1. Also includes 20,000 high impact digital impressions per ad. Print: 9.89" wide x 2.75" tall Digital: 1920x600 / 800x250			
Bottom Strip.....	\$759	\$559	\$459
Ad is placed at the bottom of page A1. Also includes 20,000 high impact digital impressions per ad. Print: 9.89" wide x 3" tall Digital: 1920x600 / 800x250			
Sticky Note.....	\$1200		
Full circulation, includes print & insertion 3" wide x 2.5" (Image area: 2.875" x 2.375")			

SECTION FRONT ADS

Ad is placed at the bottom of your choice of section front. Exclusive placement! No other ads will appear near yours. Also includes 10,000 high impact digital impressions!

	1x	4x	Weekly (3-mo contract)
6 col. x 3"	\$559	\$359	\$259
6 col. x 6"	\$759	\$559	\$459

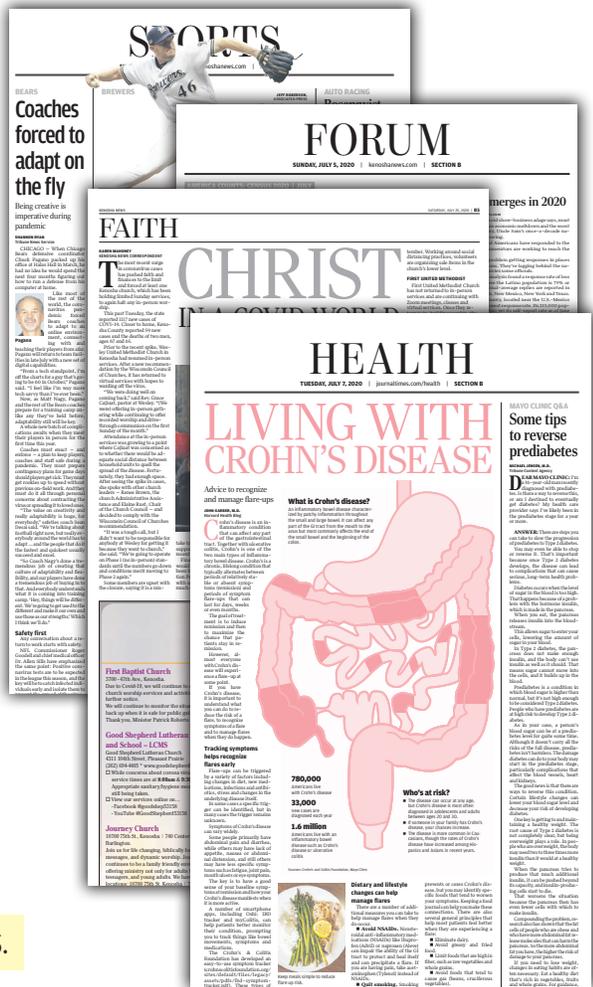
KENOSHA NEWS SECTIONS

Local	Travel (Sun)
Sports	Money (Mon)
Today/Weather	Education (Tue)
Take Two (Mo-Sa)	Food (Wed)
Forum (Sun)	Health (Thur)
Business (Sun)	Home/Garden (Fri)
Living (Sun)	Faith (Sat)

JOURNAL TIMES SECTIONS

Local
Sports
Weather
Family Life (Sun)
Money (Sun)
Health (Tue)
A+ (Wed)
Food/Home (Fri)
Community (Sat)

CREATIVE SERVICE CHARGES MAY APPLY. ASK YOUR SALES REP FOR DETAILS.



Lake Geneva REGIONAL NEWS

An award-winning paid circulation broadsheet-newspaper, locally operated and continuously published each week since 1872. The Regional News, the official newspaper of Lake Geneva, has a weekly press run of 4,000 copies.

RETAIL ADVERTISING Rates

The Lake Geneva Regional News

LAKE GENEVA REGIONAL NEWS RATES

1" to 7" ad.....	\$12 pci	Common Ad Sizes	
8" to 14" ad.....	\$10 pci	Full Page (122.4").....	\$725
15" to 59" ad.....	\$9 pci	Half Page (60").....	\$480
60" to 122.4" ad.....	\$8 pci	Quarter Page (30").....	\$270

Publishes weekly on Thursdays | Reservation Deadline: 3 p.m. Friday

The Resorter

A tabloid-size publication that highlights entertainment, events, shopping and more for the Lake Geneva area. The Resorter has a weekly press run of 7,000 copies.

RETAIL ADVERTISING Rates

The Resorter

THE RESORTER RATES

1" to 10" ad.....	\$12.25 pci	Common Ad Sizes	
11" to 29" ad.....	\$10.25 pci	Full Page (60").....	\$425
30" to 60" ad.....	\$9.25 pci	Half Page (30").....	\$277.50
		Quarter Page (15").....	\$153.70

Publishes weekly on Thursdays | Reservation Deadline: 1 p.m. Friday



ADDITIONAL INFO Rates and Discounts

COLOR RATES

1" to 10" ad..... \$3 pci 11" to 59" ad..... \$50 flat 60" and up..... \$75 flat

COMBINATION RATES

Place an advertisement in both The Resorter and Lake Geneva Regional News at a discounted combination price of \$15 pci.

FREQUENCY DISCOUNTS

Clients who commit to multiple ads within a 16-week period will receive a frequency discount:

3 ads..... 10% 5 ads.....20% 10 ads..... 30%

Long-term contract rates available. Please call us at 262-248-4444 for more information.

Our team of designers can create a custom ad for your business! Creative service charges may apply.

NICHE PUBLICATIONS AND EVENTS

Our specialty publications and events connect with readers and members of the community who are interested in a specific topic, interest, or category. Connect directly with readers who are reading content related to your business or service, or talk directly with customers at one of our niche events.

THE JOURNAL TIMES SPECIAL SECTIONS & EVENTS

JANUARY

Racine County Bride
Racine Bridal Showcase (Event)
We Care About Kids

FEBRUARY

Healthy Living
Home Expo (Event & Section)

MARCH

Forward Racine
How-To Guide
Career Fair (Event)

APRIL

Spring Home & Garden

MAY

Summer Fun
Celebrate Nurses (Event & Section)
Lifestyle & Retirement Expo (Event & Section)

JUNE

Positively Racine
Graduation Section

JULY

Racine & Kenosha County Bride
Racine County Fair

AUGUST

Glad You Asked (Racine)

SEPTEMBER

Best of Racine County
Career Fair (Racine & Kenosha Event)
Prime Timers (Racine & Kenosha)

OCTOBER

NOVEMBER

Small Business Saturday

DECEMBER

Community of Giving

KENOSHA NEWS SPECIAL SECTIONS & EVENTS

JANUARY

We Care About Kids

FEBRUARY

Healthy Living
Wedding Guide
Bridal Showcase (Event)

MARCH

Kenosha County on the Move
How-To Guide

APRIL

Spring Home and Garden
Career Fair

MAY

Summer Fun
Celebrate Nurses (Event & Section)

JUNE

Positively Kenosha
Graduation Section

JULY

Racine & Kenosha County Bride

AUGUST

Kenosha County Fair

SEPTEMBER

Career Fair (Racine & Kenosha Event)
Prime Timers (Racine & Kenosha)

OCTOBER

Glad You Asked

NOVEMBER

Small Business Saturday

DECEMBER

Holiday Gift Guide

LAKE GENEVA REGIONAL NEWS SPECIAL SECTIONS & EVENTS

JANUARY

Winter Bridal Guide
Winterfest Section

APRIL

Sports Guides
Taste of the Lakes
Job Fair (Event)

MAY

Luxury Lake Geneva
Port of Call
Restaurant Week
Bacon Fest (Event)

JUNE

Summer Bridal Guide

AUGUST

Luxury Lake Geneva

SEPTEMBER

Taco Fest (Event)

NOVEMBER

Holiday Gift Guide

PREPRINTED INSERTS Tuesday-Friday

The Journal Times, Kenosha News,
Lake Geneva Regional News

FULL CIRC.	CARD STOCK	4 TAB	8 TAB	12 TAB	16 TAB	20 TAB	24 TAB	28 TAB	32 TAB*
OPEN	\$50	\$52	\$57	\$62	\$67	\$72	\$77	\$82	\$88
6 per year	\$42	\$48	\$54	\$59	\$64	\$69	\$74	\$79	\$84
12 per year	\$39	\$44	\$49	\$55	\$60	\$65	\$70	\$75	\$80
30 per year	\$38	\$43	\$48	\$54	\$59	\$64	\$69	\$74	\$79
45 per year	\$38	\$42	\$47	\$53	\$58	\$63	\$68	\$73	\$78
75 per year	\$38	\$39	\$44	\$49	\$57	\$60	\$65	\$70	\$75
100 per year	\$34	\$35	\$39	\$43	\$47	\$52	\$56	\$60	\$64
125 per year	\$30	\$31	\$34	\$37	\$40	\$43	\$46	\$49	\$53

*Add \$5 per 1000 for every four pages over 32. For page counts not listed use next higher tab size. Tab rates apply to flexi-pages; no discounts for flexi. Frequency rate discounts apply only to full-run inserts; not applicable to zoned distribution.

Journal Times and Kenosha News insert publication not available Mondays or Saturdays. Increase your reach within Kenosha and Racine County by including the Pennysaver Advantage TMC, mailed to non-subscribers with requested Wednesday delivery. Lake Geneva Regional News available Thursdays only.

Sundays: add \$3 per thousand. (No zoning Sunday; full run required)

Zoning: opportunities are available. Less than full circulation: add \$5 per thousand. (Minimum insert fee of \$350)

Holidays: add \$5 per thousand (no zoning on holidays). Holidays include Christmas, New Year's Day, July 4, and Thanksgiving.

MINIMUM INSERT SIZE OF 5" BY 7"
MAXIMUM INSERT SIZE OF 10.75" BY 12.125"

RESERVATIONS & DELIVERY

Reservations must be made at least two weeks in advance of publication date, and inserts should arrive 10 business days prior to publication. Shipments must arrive pre-paid.

Pre-prints must be delivered between 8 a.m. - 5 p.m. Monday - Friday to:

The Times Media
601 45th Street, Dock 4
Munster, Indiana 46321

Please include a shipping document to confirm advertiser, page count, total quantity and publication date. Boxes and/or skids must be clearly marked with publication date and quantity.

Why You Should Include Newspaper Inserts In Your Marketing Mix

Lasting Power:

Newspapers have real lasting power and tend to stick around in consumers' homes longer than most other media. This means people spend more time interacting with inserts and browsing deals and offers.

A Large, Dedicated Audience:

A survey conducted by MORI research found that 70% of consumers "regularly" or "occasionally" read newspaper inserts, while 60% of consumers clipped coupons from newspaper inserts and 50% purchased a product as a result of an ad.

Newspaper Inserts Bridge Between Online and Offline

A survey conducted by Valassis found that within 30 days of viewing a newspaper insert, 30% of people went online to get more information.

Mediaspace Solutions: 4 Reasons Newspaper Inserts Are Highly Effective in the Digital Age



PennySAVER ADVANTAGE

Direct mailed to over 116,000 homes throughout Racine and Kenosha Counties in Wisconsin and Lake County in Illinois.

Preprint Insert Rates

Estimated # Full Pages	Piece Weight	Full	Zoned
Single Sheet	up to 0.20	\$34.35	\$40.30
2	up to 0.30	\$35.60	\$41.50
4	up to 0.40	\$39.10	\$45.10
	up to 0.50	\$42.60	\$48.50
6	up to 0.60	\$45.10	\$50.90
	up to 0.70	\$49.80	\$55.70
8	up to 0.80	\$56.90	\$62.80
	up to 0.90	\$61.50	\$67.50
10	up to 1.00	\$64.00	\$70.00
	up to 1.10	\$71.00	\$77.00
12	up to 1.20	\$74.60	\$80.60
	up to 1.30	\$80.50	\$86.40
14	up to 1.40	\$85.30	\$91.30
	up to 1.50	\$90.00	\$95.90
16	up to 1.60	\$94.80	\$100.70
	up to 1.70	\$100.70	\$106.60
18	up to 1.80	\$106.60	\$112.60
	up to 1.90	\$112.60	\$118.40
20	up to 2.00	\$118.40	\$124.30

RESERVATIONS & DELIVERY

Reservations must be made three weeks in advance of publication date, and inserts should arrive 10 business days prior to publication. Shipments must arrive pre-paid.

DELIVERY INFORMATION

Pre-prints must be delivered between 8 a.m. - 5 p.m. Monday - Friday to: The Times Media, 602 W. 45th Ave., Dock 4, Munster, Indiana 46321

See your Sales Consultant for a quote on any piece in excess of 2.00 oz.

A 2% spoilage is suggested. Minimum 15,000 to zone.

Pennysaver Advantage ROP Ad Dimensions & Pricing

Ad Size	Dimensions	Rate
Front Cover	10.25" x 7.25"	\$1,100
Back Cover	10.25" x 10"	\$800
Full Page	9.889" x 20.4"	\$994
Half Page	4.8944" x 20.4" or 9.889" x 10"	\$548
Quarter Page	4.8944 x 10"	\$286
Eighth Page	4.8944" x 5"	\$150
Sixteenth Page	3.22" x 3.5"	\$85

Rates include full color (subject to availability). Request a premium position for an additional 25%. Church / Charity ads will receive a 20% discount. Classified advertising rates also available upon request.

Reservation and copy deadline for the Pennysaver Advantage is 5:00 pm on Tuesday the week prior to your ad's publication date.

All creative must be approved by the prior Wednesday at 3:00 pm.

**CREATIVE SERVICE CHARGES MAY APPLY.
ASK YOUR SALES REP FOR DETAILS.**

COMMERCIAL CLASSIFIED AD RATES

JournalTimes.com,
KenoshaNews.com, LakeGenevaNews.net

Kenosha News or Journal Times Commercial Liner Ad

Standard rates are for maximum of 3 lines.

Tri-County adds Lake Geneva Regional News and Pennysaver Advantage.

	<u>KN or JT only</u>	<u>With Tri-County</u>
Sunday	\$12.00	\$18.25
Weekday	\$11.00	\$17.25
Add additional lines	\$1.75 per line	\$3.75 per line
Online Listing Add-On	\$1.00 per day	\$1.00 per day

KenoshaNews.com or JournalTimes.com

Kenosha News AND Journal Times Combo Commercial Liner Ad

Standard rates are for maximum of 3 lines.

Tri-County adds Lake Geneva Regional News and Pennysaver Advantage.

	<u>KN and JT</u>	<u>With Tri-County</u>
Sunday	\$23.00	\$29.25
Add additional lines	\$4.50 per line	\$6.50 per line
Weekday	\$22.00	\$28.25
Add additional lines	\$3.00 per line	\$5.00 per line
Online Listing Add-On	\$2.00 per day	\$2.00 per day

KenoshaNews.com and JournalTimes.com

CLASSIFIED AD DEADLINES

<u>Ad Runs On</u>	<u>Ad Due</u>
Monday.....	Noon Friday
Tuesday.....	1 pm Monday
Wednesday	1 pm Tuesday
Thursday.....	1 pm Wednesday
Friday	1 pm Thursday
Saturday.....	Noon Friday
Sunday.....	Noon Friday

Call 262-657-1500 to speak directly with one of our Classified Advertising Specialists.

For Help Wanted / Employment Ads, please call 262-656-6231 and speak with one of our Recruitment Specialists.



DIGITAL DISPLAY AD RATES *JournalTimes.com, KenoshaNews.com, LakeGenevaNews.net*

STANDARD DIGITAL BANNER ADS.....\$15 CPM
 300x250, 728x90, 320x50 (DESKTOP & MOBILE)

SUPER SIZE ADS.....\$20 CPM
 300x600 or 970x250 (DESKTOP & MOBILE)

HIGH IMPACT DIGITAL DISPLAY ADS.....\$30 CPM

Reveal D: 1920x600, M: 800x250

Reveal ads appear at the top of our website, and perform up to 10x better than the national average for click through rates!

Exit Interstitial: 800x500

Exit interstitial ads open on desktop when the user's mouse moves towards the top of the browser window, and on mobile 3 seconds after the user scrolls.

Add \$10 CPM for custom targeting

WEBSITE READERSHIP

Readers and community members turn to our news sites to get the latest local, regional, and national news; sports, event information, and more!



KENOSHANEWS.COM

613K Users per month
 5.8M Pageviews / month

JOURNALTIMES.COM

765K Users per month
 7M Pageviews per month

LAKEGENEVANEWS.NET

143K Users per month
 869K Pageviews / month

Google Analytics: 3-Month Average (March-May 2020)

General Advertising Information

President & Publisher..... Mark Lewis 262.631.1778..... mark.lewis@lee.net
Sales Director Robert Ireland 262.656.6306..... robert.ireland@lee.net
Sales Director Clint Wiedholz..... 262.631.1704..... clint.wiedholz@lee.net

The Journal Times: 212 Fourth St, Racine, WI 53403 | 262.634.3322 | www.JournalTimes.com
Kenosha News: 6535 Green Bay Rd, Kenosha, WI 53142 | 262.657.1000 | www.KenoshaNews.com
Lake Geneva Regional News: 315 Broad St, Lake Geneva, WI | 262.248.4444 | www.LakeGenevaNews.net

Commissions/Policy

A. It is the condition of this rate card that The Journal Times reserves the right to revise its advertising rates at any time. As a matter of courtesy we will give our customers a 30-day notice.
B. 15% commission to recognized advertising agencies on the National Advertising rate only.
C. Advertisers and/or advertising agencies assume all liability for advertisements published (including illustration, text, claims, etc.) and agree to assume any and all responsibilities for claims occurring against The Journal Times.
D. Ultimate responsibility for the payment of all bills is assumed by the advertiser whether advertising has been placed by the advertiser or its agency of record.
E. All advertising is accepted subject to management and credit approval. Advance payment for advertising does not constitute a contract to publish until management approval is obtained.
F. The publisher reserves the right to edit or reject advertising submitted for publication.
G. For classified advertising, all advertisements are to be placed in proper classifications and must conform to style of type and makeup specified by the publisher.
H. Advertisers are responsible for checking their ads the first day of publication and immediately notifying The Journal Times of any errors with copy and/or illustration. The Journal Times' liability is limited to a correction, if requested, or credit for the first day of publication and only for that portion of the ad which may be rendered valueless by such error. Claims for adjustments must be made within 36 hours after publication. The Journal Times accepts the responsibility for publishing each ad correctly as determined by original copy and if submitted on or before deadline. The Journal Times will not accept liability for changes in copy after the ad has been proofed.

I. If a scheduled advertisement is accidentally omitted, The Journal Times will re-schedule the advertisement for the earliest available publication date.
J. "News Style" advertisements must carry the word "advertisement" at the top of the ad.
K. The advertiser agrees to indemnify The Journal Times against any and all liabilities and expenses, including payment of judgments, attorney fees and costs arising from any and all claims involving the contents of advertisements published.
L. Advance payment is required for all Going Out of Business; Moving/ Estate Sales; Homes, Mobile Homes, Condos For Sale (unless by licensed Realtor); Open House; Situations Wanted; Business Opportunities; Services Offered, Personals; Charter Fishing; Fireplace and Fuel, and Wanted To Rent ads.
M. All political advertising must be pre-paid and carry proper disclaimers.
N. The Journal Times reserves the right to short rate contracts for nonfulfillment at the appropriate rate for actual performance.
O. All bills for non-contract advertisers are payable upon receipt. Contract advertising bills are payable by the 10th of the month.
P. Special rated transactions do not count towards "earned"/ contract rates.
Q. The Journal Times guarantees equal opportunity for all advertisers to earn the rates on this card consistent with deadline compliance and policies. Contract rates are not transferrable.
R. Any advertising agency establishing credit and placing advertising with the Journal Times shall be liable for payment of all media invoices. Sequential liability clauses are unacceptable.
S. Incorrect rates on insertion orders that do not correspond to the new rate card in effect will be regarded as clerical errors. The advertisement will be published and charged at the applicable rates in effect at time of publication.

Ad Specifications

The following guidelines are intended to help clients achieve the finest results when printing advertisements in any Wisconsin Valley Media Group publication.

CAMERA-READY ADS

- Pre-designed advertisements must be sent in PDF or EPS format. To avoid printing or distortion issues, the best setting to utilize for PDFs is PDF/X-1a:2001.
- We do not accept Microsoft Publisher or Microsoft Word documents as completed advertisements. Please save files as a Press Quality PDF before submitting.
- All typefaces must be embedded. If using Adobe Illustrator, please outline the fonts.
- If pre-designed ads are in color, please make sure all black type is **100% black** (C=0, M=0, Y=0, K=100). Rich Black should be avoided.
- Do not use spot colors. The Lake Geneva Regional News, The Resorter, and all of our special and niche publications print exclusively in CMYK.
- If CMYK color breakdowns are in question, please request a current color chart from your Advertising Executive

IN-HOUSE DESIGNED ADS

- Vector logos are the preferred format (.EPS or .PDF files).
- Photography and other images to be used in your ads must be high resolution .JPG, .JPEG, .TIFF, or .PDF. Line art or clip art may also be submitted as .EPS.
- Please keep in mind that we can convert a color image into grayscale, but we can not convert grayscale images to color.