

The Shopper/Free Press

RATES, POLICIES, TERMS

SHARED COLOR RATES

Shared color rates (ads appearing with color already on the same page). Add \$1 per column inch per paper (\$20 minimum charge)

EXCLUSIVE COLOR RATE

Add \$280 per paper. 12" ad minimum.

AUCTION RATE

Auction ads will be billed at 2" rates.

STANDBY AD RATE

Placed at the discretion of the publisher as space allows. Ads must be camera ready. Standby ads will receive a 50% discount off open rate or advertisers annual bulk rate agreement. Space will not be credited to the annual bulk rate agreement. See your representative for details.

REPEAT DISCOUNT

Ads repeated without changes will receive a 5% discount on the second and third placements running in consecutive weeks (four or more placements please see Service Ad Rates). Repeat ads will apply to the annual bulk rate agreement.

PREFERRED POSITION RATE

10% charge to the annual bulk rate agreement.



The Shopper/Free Press

"Entertainment that saves you money."

Beldenville, WI 54003 • 715-273-4601 • 1-800-533-1635
info@helmerprinting.com • www.helmerprinting.com

ADVERTISING POLICY

Helmer Printing, Inc. reserves the right to reject or cancel any advertisement.

Representatives of Helmer Printing are not authorized to make deviations from the published rates.

Artwork produced by Helmer Printing may not be used for any purpose, including insertion into other publications, without an art charge.

Helmer Printing will not be held liable for failure to insert any advertisement.

TERMS & CONDITIONS

Terms of payment for display advertising for approved credit are 3%/10 days, net 30 days from invoice date. Display advertising receives a 5% cash discount when payment is made in advance (when space reservation is made). Classifieds, inserts and printing terms are payable upon receipt of invoice.

Full payment must be made in advance for advertisers who do not have approved credit, advertisers with charges over 60 days past due and political advertising.

Bulk rates will be calculated on a one year basis. Advertisers who exceed their annual bulk rate agreement will receive credit for the difference between their agreement and actual advertising placed. This credit will be applied to the advertisers account and must be used within six months from the time credit is made. Advertiser's account must have remained and be current to receive credit.

Helmer Printing will make every effort to notify advertisers of a rate change, however, rates are subject to change without notice.

Select special editions will not apply to advertiser's annual bulk rate agreement.

