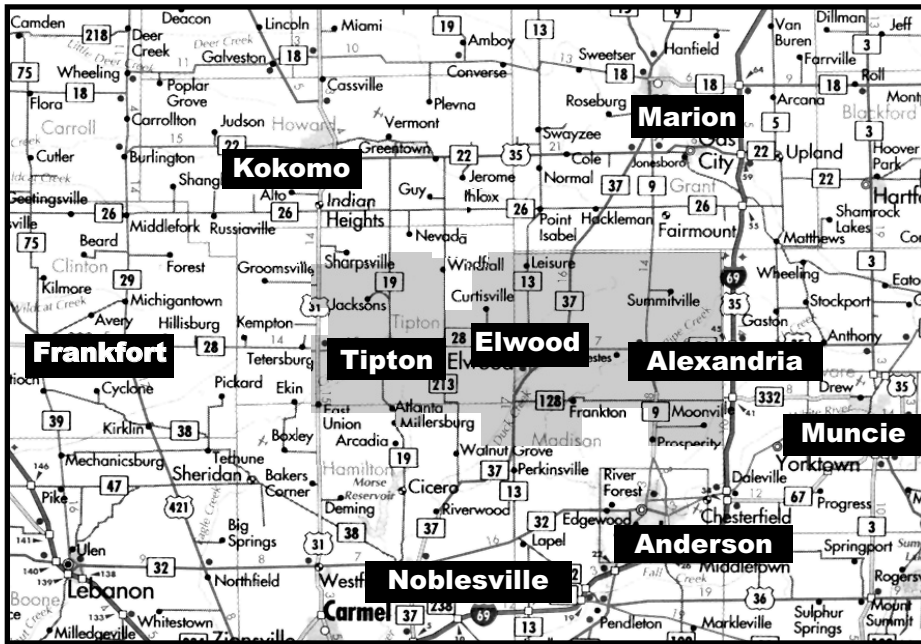


Elwood Publishing Co., Inc.

www.elwoodpublishing.com

ADVERTISING RATES and DATA

EFFECTIVE APRIL 1, 2010



The ALEXANDRIA Times-Tribune
 One Harrison Square, P.O. Box 330 Alexandria, IN 46001
 (765) 724-4469 FAX (765) 724-4460
 E-mail address..... alextribune@elwoodpublishing.com

The CALL-LEADER
 317 South Anderson St., P.O. Box 85 Elwood, IN 46036
 (765) 552-3355 FAX (765) 552-3358
 E-mail address..... elwoodads@elwoodpublishing.com

Tipton County Tribune
 116 South Main St. (Suite A), P.O. Box 248 Tipton, IN 46072
 (765) 675-2115 FAX (765) 675-4147
 E-mail address..... tiptonads@elwoodpublishing.com

We DELIVER EVERY AVAILABLE HOME in our area!

**Audited delivery to virtually every home that will permit delivery in the shaded area on the map

Plus these controlled circulation weekly newspapers



EACH DAY THAT YOU RUN A DISPLAY AD IN ANY OF OUR PRINTED NEWSPAPERS, WE WILL INCLUDE IT ON OUR...

WEBSITE ABSOLUTELY FREE!

This in effect is ADDING at least

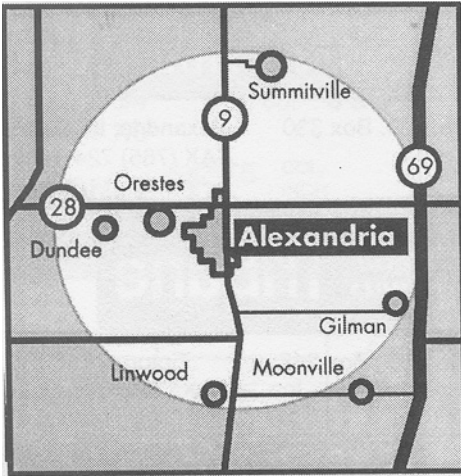
1,700 MORE READERS TO OUR DAILY PRINT CIRCULATION

We will place a "Thumbnail" of your display ad on our website opening page. When a reader clicks on your ad it will take them to a full size, printable version of your ad that day.



LOCAL DISPLAY AD RATES

Alexandria Area

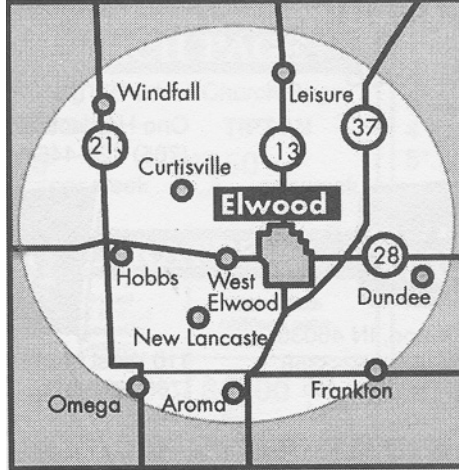


The ALEXANDRIA
Times-Tribune

Approximately 2,000 homes

Established in 1885. The Times-Tribune is a paid circulation weekly newspaper published each Wednesday.

Elwood Area

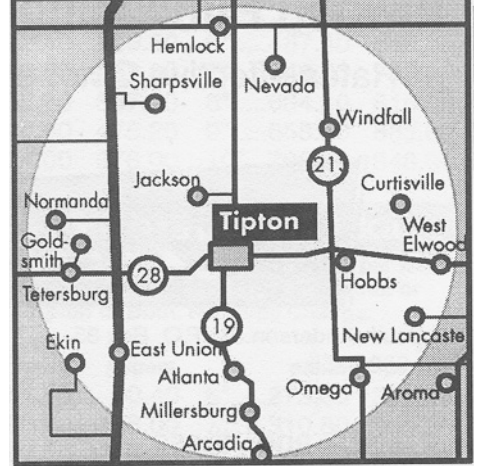


The **CALL-LEADER**

Approximately 2,800 homes

Established in 1891. The Call-Leader is a paid circulation daily newspaper published Monday through Friday evenings and Saturday mornings.

Tipton Area



The **Tipton County Tribune**

Approximately 2,600 homes

Established in 1895. The Tipton County Tribune is a paid circulation daily newspaper published Monday through Friday evenings and Saturday mornings.

You may order your ad in any paper or combination of our papers

	Open Rate	Column or Contract WITH SIGNED CONTRACT or 150 INCHES PER MONTH*
One Paper.....	\$9⁶⁵ COLUMN INCH	\$8³⁰ COLUMN INCH
Two Papers.....	ADD \$3.30 \$12⁹⁵ COLUMN INCH	ADD \$2.75 \$11⁰⁵ COLUMN INCH
Three Papers.....	ADD \$3.30 \$16²⁵ COLUMN INCH	ADD \$2.75 \$13⁸⁰ COLUMN INCH
Four Papers.....	ADD \$3.30 \$19⁵⁵ COLUMN INCH	ADD \$2.75 \$16⁵⁵ COLUMN INCH
All Five Papers.....	ADD \$3.30 \$22⁸⁵ COLUMN INCH	ADD \$2.75 \$19³⁰ COLUMN INCH

Special Call-Leader / Tipton County Tribune

**SATURDAY
AM COMBO**

Open Rate	Volume or Contract
\$11⁰⁵ column inch	\$10⁰⁵ column inch

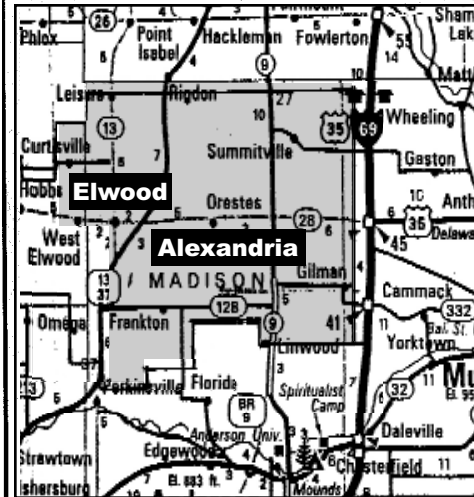
- NATIONAL RATES -

One Paper	\$9⁹⁵ col. inch	ADD \$4³⁰ col. inch
	Any Paper	

Tipton & Northern Hamilton Co.



Northern Madison County



LEADER-TRIBUNE *Review* WEST

Approximately 3,000 Homes

The Leader-Tribune Review West is a controlled circulation weekly distributed every Sunday / Monday by mail and audited independent contractors. It features a "look back" at the week's top local stories.

LEADER-TRIBUNE *Review* EAST

Approximately 7,980 Homes

The Leader-Tribune Review East is a controlled circulation weekly distributed every Sunday / Monday by mail and audited independent contractors. It features a "look back" at the week's top local stories.

DISCOUNTS and SPECIAL OFFERS

✓ **50% OFF ADS**

REPEAT AD DISCOUNT

Any 11 inch or larger ad can be re-run without copy change in CONSECUTIVE EDITIONS of the same publication in the same calendar month for half of the regular earned rate.

✓ **30% OFF ADS**

ANY AD THAT CAN BE "PICKED-UP" FROM ONE OF OUR PAPERS OR ANY OTHER WITH NO COPY CHANGE WITHIN ONE MONTH WILL BE 30% OFF THE EARNED RATE.

✓ **5% PROMPT PAYMENT DISCOUNT**

5% off all LOCAL display accounts if paid in full by the 15th.
(Pre-prints and commercial printing excluded)

✓ **10% CASH IN ADVANCE DISCOUNT**

10% off the earned rate on all Display ads paid in full prior to the first scheduled insertion date.

NEW FRONT PAGE BANNER ADS

	1 PAPER	2 PAPERS	3 PAPERS	ALEX ONLY
ONE DAY	\$135.50	\$183.00	\$228.00	
ONE WEEK	\$593.75	\$803.00	\$849.50	\$135.50
ONE MONTH	\$2,309.50	\$3,137.20	\$3,287.35	\$409.25

Color is available for only \$32.50 per color, per paper, per day. Monthly charges are based on average of 25 publishing days per month.

** Ad copy can be changed once per week on monthly orders, but cannot be changed at all for weekly orders.

Front page banners are sold on a "space available basis" as only one ad is available per paper, per day.

(6 column x 1 inch ad only)

PERSONNEL -

Jack L. Barnes, President Robert L. Nash, Publisher
Michael P. Brown, Director of Marketing and Technology
Randy Bayne, Production Supervisor

GENERAL RATE POLICY -

Payment for all advertising is due on the 15th of the month following publication and becomes delinquent 30 days after the month of publication.

DEADLINES -

- A. **Display Advertising** - 2 working days prior to insertion.
- B. **Alexandria** - Noon Monday prior to insertion
- C. **Review** - Wednesday at 5 p.m. the week prior to insertion.
- D. **Classified** - Line ads Monday through Friday, 2:00 p.m. one working day prior to insertion (for Sat. 11 a.m. Friday).

E. Pre-prints must be scheduled 3 days in advance and in our plant 2 days prior to insertion. Review pre-prints must be scheduled by noon on Wednesday the week before insertion and in our plant by Thursday the week before insertion.

R.O.P. MAKE-UP REQUIREMENTS -

- A. A standard retail page, 6 columns wide x 21 1/2" deep. Ads over 19 1/2" deep, but less than 21 1/2" will be charged as full columns.
- B. Double Trucks - Gutter is charged as an additional full column. Minimum size is 8 columns x 15 inches.
- C. Tabloid pages are 5 columns x 11 1/2 inches.

COPY REGULATIONS -

The Call-Leader, The Tipton County Tribune, and The Alexandria Times-Tribune reserve the right to reject any advertisement or any part of any advertisement at any time.

Liability for errors in advertisements shall not exceed the cost of space occupied by the error.

The Call-Leader, The Tipton County Tribune and The Alexandria Times-Tribune will not be liable for non-insertion of any advertisement beyond the amount prepaid for each advertisement.

Every effort will be made to meet reasonable position requests; however, demand position requests cannot be guaranteed.

Advertising having the general appearance of a news item must carry the words "Paid Advertisement" at the top.

POLITICAL ADVERTISING -

Regular rates apply for all political advertising. Information prescribed

- COLOR RATES -

\$50

Per Color
Per Page
Per Paper

Rate for a second facing page of the same color for the same advertiser

25% OFF

- CHARITABLE RATE -

Churches and Charitable Organizations

40% OFF The Earned Rate

- CHURCH PAGE -

ELWOOD or TIPTON

Small Block
\$11⁰⁰ per week

Large Block
\$17 per week

by law is to appear in ad. Payments in full in advance of publication.

SPECIAL DAYS - PAGES - FEATURES -

- A. Best food day... Monday
- B. "Mini-Pages" for kids... Tuesday

MECHANICAL REGULATIONS -

COLUMN WIDTHS, DISPLAY and CLASSIFIED DISPLAY

1 column... 1.833" 3 column... 5.750" 5 column... 9.667"
2 column... 3.792" 4 column... 7.708" 6 column... 11.625"

COMMERCIAL PRINTING -

Broadsheet or tabloid printing is available on a one time or weekly basis. Call for rates.

COMMISSIONS AND TERMS OF PAYMENT -

Retail rates are non-commissionable. Agency discounts- 15 percent to recognized agencies. All bills payable on or before the 15th of the month following publication.

FINANCE CHARGES -

Delinquent fees, at the rate of 1 1/2% per month (18% per year) are levied on all accounts over 30 days old.

We also accept...



FULL Saturation Package

For small ADVERTISERS...Same ad everyday for 4 weeks in Elwood or Tipton or both... no copy change.

	1 paper	2 papers	1 paper	2 papers
1".....	\$114	\$156	\$591	\$803
2".....	221	298	674	889
3".....	326	436	745	983
4".....	427	567	816	1082
5".....	507	690	882	1180

HALF Saturation Package

For small ADVERTISERS...Same ad 3 times per week for 4 CONSECUTIVE WEEKS...in Elwood or Tipton or Both...no copy change.

	1 paper	2 papers	1 paper	2 papers
1".....	\$66	\$100	\$355	\$519
2".....	127	192	405	594
3".....	188	282	451	662
4".....	247	363	498	727
5".....	302	443	532	783

WITH SIGNED CONTRACT

Weekly papers also available on saturation package. Ask for quote.

CLASSIFIED DISPLAY AD RATES

	Alexandria Times-Tribune	Call-Leader Tipton Tribune Automatic Daily Combo	Review East & West Automatic Combo	ADD for each additional paper
Open Rate No Volume Requirement	\$9 ⁷⁰ col. inch	\$13 ⁰⁰ col. inch	\$13 ⁰⁰ col. inch	\$3 ⁴⁵ col. inch
Volume Rate With Line Ad Contract	\$8 ⁴⁰ col. inch	\$11 ¹⁰ col. inch	\$11 ¹⁰ col. inch	\$2 ⁹⁵ col. inch

NATIONAL RATE...\$13.30 col. inch Elwood/Tipton Combo

Classified 1/2 Saturation Pkg.

For small advertisers...Same ad 3 times per week for 4 weeks on the classified page in both Elwood and Tipton...no copy change.

1".....	\$103	6".....	\$547
2".....	199	7".....	626
3".....	295	8".....	698
4".....	381	9".....	767
5".....	467	10".....	826

WITH SIGNED CONTRACT - weekly papers available on saturation pkg. - ask for quote

Classified Full Saturation Pkg.

For small advertisers...Same ad every day for 4 consecutive weeks on the classified page in Elwood and Tipton...no copy change.

1".....	\$161	6".....	\$857
2".....	322	7".....	954
3".....	464	8".....	1057
4".....	605	9".....	1165
5".....	735	10".....	1269

PRE-PRINTED INSERT RATES

S I Z E	Single Sheet 8 1/2 x 11"	4 to 6 tab pages	8 to 10 tab pages	12 to 14 tab pages	16 to 18 tab pages	20 to 22 tab pages	24 to 26 tab pages	28 to 30 tab pages	32 to 34 tab pages	36 to 38 tab pages	40 to 42 tab pages	44 to 46 tab pages	48 to 50 tab pages	52 to 54 tab pages	56 to 58 tab pages	60 to 62 tab pages	64 to 66 tab pages	68 to 70 tab pages	72 to 74 tab pages	All rates are per piece. Rates for larger sizes are available.
C O S T	.0330 ^c	.0468 ^c	.0523 ^c	.0551 ^c	.0578 ^c	.0606 ^c	.0633 ^c	.0661 ^c	.0689 ^c	.0716 ^c	.0744 ^c	.0771 ^c	.0799 ^c	.0827 ^c	.0854 ^c	.0881 ^c	.0905 ^c	.0937 ^c	.0965 ^c	

CIRCULATION and DISTRIBUTION

You may select our paid circulation papers to distribute your pre-prints (partial or full distribution).

	ALEXANDRIA TIMES-TRIBUNE	ELWOOD CALL-LEADER	TIPTON COUNTY TRIBUNE
Paid Circulation	2,000	2,800	2,600
Pre-Print Quantity	2,000	2,600	2,300

(Circulation Numbers Can Fluctuate)

or our controlled circulation publications...

Review East	7,980
Review West	3,000

or you may customize your coverage by using our TMC products and we'll give you...

100% OF THE AVAILABLE COVERAGE BY ZIP CODES

Elwood Zip 46036	4,960
Review East City Routes	2,075
Review East Rural Tubes, Route 1, 2, 3, 4.....	1,035
Call-Leader Subscribers (In Town)	1,800
Review East Store Drops	50
Tipton Zip 46072	4,000
Review West City Routes	1,000
Review West Rural Tubes, Route 1, 2, 3, 4.....	1,900
Tipton Tribune Subscribers (In Town)	1,000
Review West Store Drops	100
Alexandria Zip 46001	3,480
Review East City Routes	1,790
Review East Rural Tubes, Routes 1, 2, 3, 4	1,630
Review East Store Drops	60
Frankton Zip 46044	600
Review East Town Carrier	160
Review East Rural Tubes, Route 1	440

Summitville Zip 46070	680
Review East Town Carrier.....	160
Review East Rural Tubes, Route 1, 2.....	520
Orestes Zip 46063	60
Review East Town Carrier.....	60

UNDUPLICATED TOTAL..... 13,780

Circulation numbers do vary from day to day and week to week. These numbers are an average to make it easier for an advertiser to budget and fix quantities on a long term basis.

\$20.00 pick-up fee if we have to pick up pre-prints outside our local communities.

WEBSITE Advertising

Home Page		\$120 ⁰⁰ per month
Banner Ad		\$35 per week
Inside		\$90 ⁰⁰ per month
Banner Ad		\$25 per week
Home Page		\$75 ⁰⁰ per month
Tile Ad		\$20 per week
Inside		\$55 ⁰⁰ per month
Tile Ad		\$15 per week
Let Us REPRODUCE YOUR		
Display Ads on our Website		\$15 week
If you have your own website, we will automatically link your ad on our site to your website.		

Visit our Website.....www.elwoodpublishing.com