

2006 ADVERTISING INFORMATION

THE DAKOTA COUNTY STAR & THE STAR ADVANTAGE

TOTAL MARKET COVERAGE OF DAKOTA COUNTY, NEBRASKA
PLUS DISTRIBUTION IN DAKOTA DUNES, SOUTH DAKOTA



The Dakota County Star - published every Thursday and distributed via the U.S. Postal Service and newstands throughout Dakota, Dixon and Thurston counties. The Star is the official newspaper for Dakota County, the City of South Sioux City, the City of Dakota City, the Villages of Homer, Hubbard and Jackson, South Sioux City Schools, and the Homer and Jackson Community Schools. It's the number one news source for Dakota County residents living in South Sioux City, Homer, Emerson, Hubbard, Jackson and rural areas as well.

The Star ADvantage - published every Saturday and distributed via the U.S. Postal Service to over 8,000 non-subscriber households in Dakota County, Nebraska and Dakota Dunes, South Dakota.

By advertising in both The Star and The Star ADvantage, your ad message will reach the entire customer base living within the coverage map area shown to the left.

Dakota County Star / The Star ADvantage
1000 W. 29th St., Suite 116 • PO Box 159
South Sioux City, NE 68776-0159
Phone: 402-494-4264 • FAX: 402-494-2414
E-mail: ads@dakotacountystar.com

The Star is a division of Enterprise Publishing
138 N. 16th St., Blair, NE 68008 • 402-426-2121

REACH OVER 25,000 READERS

★ Mechanical Requirements ★

Page Size:	11.5" x 21.5" 6 columns per page
Column Width:	1 column: 1.778" or 10.8 picas
	2 columns: 3.722" or 22.4 picas
	3 columns: 5.667" or 34 picas
	4 columns: 7.611" or 45.8 picas
	5 columns: 9.556" or 57.4 picas
	6 columns: 11.5" or 69 picas

★ Best Value ★

Star & ADvantage Combo	Display Ad (Local Net) . . .	\$11.25 p.c.i.
	Classified Display Ad . . .	\$12.25 p.c.i.
Combo Color Rate - Spot Color \$90.00 - Full Process Color \$250.00		

Star or ADvantage ONLY	Display Ad (Local Net) . . .	\$8.25 p.c.i.
	Classified Display Ad	\$9.25 p.c.i.
Color Rate - Spot Color \$60.00 - Full Process Color \$180.00		

ADVERTISING DEADLINE FOR THE DAKOTA COUNTY STAR IS
5 P.M., MONDAY, THE WEEK OF PUBLICATION.

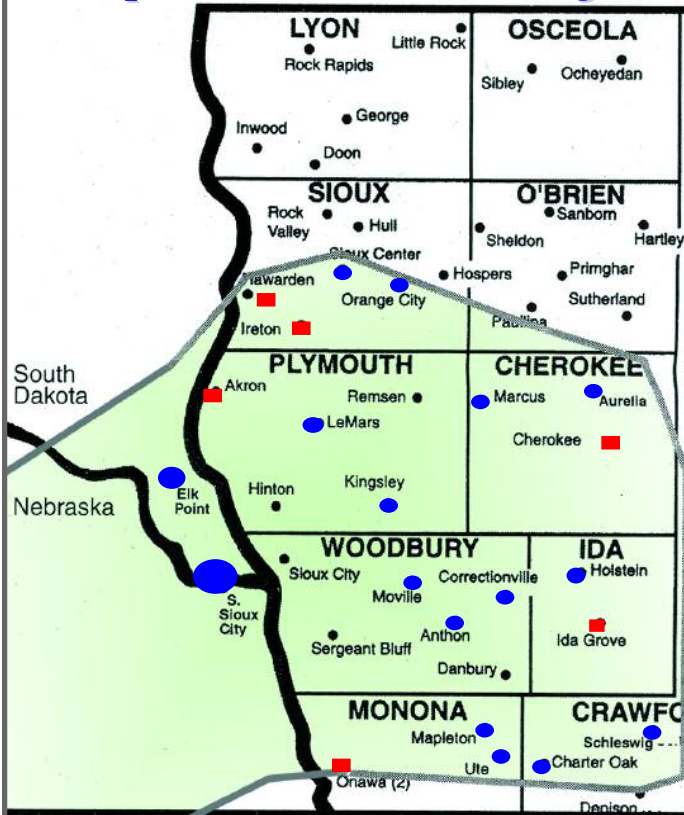
ADVERTISING DEADLINE FOR THE STAR ADVANTAGE IS
5 P.M., WEDNESDAY, THE WEEK OF PUBLICATION.

Classified Advertising	In-Line Classified	\$7.00/24 words
		25c/word after the first 24 words
Classifieds are published in the Dakota County Star, The Star ADvantage and on the Dakota County Star website at: www.dakotacountystar.com		

Reach Over 70,000 Readers with The Star, ADvantage and Country Guide for \$17.50 p.c.i.

Country Guide

★ Expanded Iowa Coverage ★



- Line Indicates Country Guides coverage area.
- Indicates locations of free standing copies.
- Indicates participating newspapers that insert the Country Guide into their papers.

Reach over 50,000 Readers through their hometown publications. One ad offers excellent coverage from Dakota, Dixon and Thurston Counties in Nebraska to Woodbury, Plymouth, Sioux, Cherokee, Crawford, and Monona Counties in Iowa.

The Country Guide is published weekly and circulated as a supplement to 14 local papers including The Dakota County Star, LeMars Daily Sentinel, Movable Record, Sioux Valley News, Aurelia Star, CharterOak-Ute NEWSpaper, Kingsley News-Times, Mapleton Press, Marcus News, Sioux County Capital Democrat, Schleswig Leader, Sioux Center News, Holstein News, and (Elk Point) Leader-Courier.

Ad Deadline is Noon, the preceding Thursday, the week before publication.

- **Advertising Rates**
Display: \$6.25 per column inch
Classified: \$6.00 for up to 20 words, 15¢ for each additional word.
Spot Color: \$75.00 extra
- **Mechanical Requirements**
Page Size: 10.25"x11.625", 6 columns per page
Column Width: 1.5" (9.5 picas)

Special Sections & Website

Several times throughout the year, The Star publishes special sections based on a modular advertising design. Rates and ad sizes are available from your Advertising Account Executive. All special sections are also available for download for a period ranging from 30-days to 1-year at: www.dakotacountystar.com.

Preprinted Insert Rates (per thousand)

Weight in ounces	Page Count	Rate
.25	Single Sheet	\$61/M
.50	4-page Tab	\$69/M
.62	6-page tri-fold	\$75/M
.75	8-page Tab	\$77/M
1.25	12-page Tab	\$81/M
1.50	16-page Tab	\$86/M
1.75	20-page Tab	\$89/M

Maximum size/Final size accepted: 11" x 13.5". Inserts will apply to contracts. Deadlines are one week prior to run date. All inserts must be shipped to the following address:

Enterprise Publishing Company, 138 N. 16th Street, Blair, NE 68008

Statewide Advertising

- **Nebraska**
 - 25-Word Statewide Classified\$195.00
 - 179 Newspapers - Reaches over 450,000 Households.
 - 2x2 Regional Display Ad.....NE \$295.00/\$270.00/Region
 - Approximately 40 Newspapers.
 - 2x2 Statewide Display Ad.....\$825.00
 - 2x4 Statewide Display Ad.....NE \$590.00/\$540.00/Region
 - 179 Newspapers
- **Iowa**
 - 25-Word Statewide Classified\$250.00
 - 230 Newspapers - Reaches over 899,000 Households.
 - 2x2 Regional Display Ad\$340.00/Region
 - Approximately 29 Newspapers.
 - 2x2 Statewide Display Ad\$1,000.00
 - 146 Newspapers - Reaches over 544,000 Households.
- **South Dakota**
 - 25-Word Statewide Classified\$139.00
 - 138 Newspapers - Also placed online through AdQuest.com
 - 2x2 Regional Display Ad\$500.00/East River
 - Approximately 96 Newspapers.
 - 2x2 Regional Display Ad\$350.00/West River
 - Approximately 30 Newspapers.
 - 2x2 Statewide Display Ad\$750.00
 - 138 Newspapers - Reaches statewide across South Dakota.

"Happy Ads"

"Congratulations," "Happy Birthday," "Memorials," "Anniversaries" and similar ads can be run as a 2x2 ad for \$20.00; as a 2x3 for \$30.00; or as a 2x4 ad for \$40.00.

★ Publisher's Policy ★

GENERAL RATE POLICY: If credit has been extended, your account is due and payable by the 15th day of the month following publication. If legal process is needed to enforce this agreement or make collection, then an additional fee of 15% plus costs will be included. Acceptance of payment for advertising or advertising copy by an employee of the Star is subject to review, approval and acceptance by management, which reserves the right at any time to edit or reject any advertising which is submitted for publication.

COMMISSION AND CASH DISCOUNT: All local retail rates are non-commissionable. All balances are due and payable on the 10th day of the following publication. When an advertising agency signs a volume contract for one of its accounts, the contract must be countersigned by the account and all parties must agree that the account is

liable for the fulfillment of the contract.

PROOFS: If you need to see a proof of an advertisement, the ad deadline is TWO WORKING DAYS earlier than the printed deadline for each publication.

REFUSAL: We reserve the right to refuse or cancel any advertisement at any time.

CANCELLATION: Ad cancellation after deadline may result in a charge, for reserved ad space.

APPROVAL: All advertising is accepted subject to approval by the publisher.

ERRORS AND CREDITS: Should there be an error in your advertisement through our mistake, we will give you a correction letter and re-run, or give credit for the ACTUAL SPACE OCCUPIED by the incorrect item. We must be notified before the ad runs a second time, or no credit can be given for the second incorrect insertion.

INDEMNIFICATION: Advertiser and/or agency state that either has the authority to place the ad and agrees to assume liability for all contents of all ads printed.

CHANGES: Changes must be received by normal deadline. If the ad has already been completed and extensive changes need to be made, there may be an additional charge for time and materials.

POSITION: Placement of the ads in the newspaper is at the option of the publisher. We will try to honor any requests for specific position. However, a guarantee of position placement when available will accrue an additional 20% charge.

PAYMENTS: Any account placing an advertisement for the first time with the Star will be required to PAY IN ADVANCE until credit application is processed and approved. Going out of business and moving sales need to be paid with order.