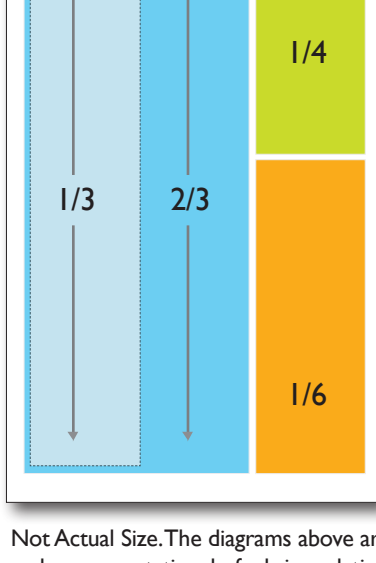
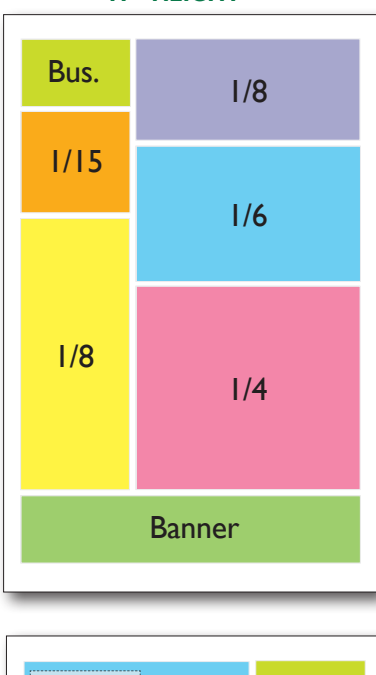


# TIDBITS Advertising Rates

OF JOHNSON COUNTY

W = WIDTH  
H = HEIGHT

Ad Size	Frequency	Cost Per Week
<b>Business Card</b> 3.3 W x 2 H	52 weeks	\$45
	24 weeks	60
	12 weeks	80
	Open	90
	7 sq"	
<b>1/15 Pg.</b> 3.3 W x 3.3 H 6.8 W x 1.6 H	52 weeks	\$75
	24 weeks	95
	12 weeks	115
	Open	150
	11 sq"	
<b>1/11 Pg.</b> 3.3 W x 4.5 H 6.8 W x 2.2 H	52 weeks	\$95
	24 weeks	115
	12 weeks	135
	Open	190
	15 sq"	
<b>1/8 Pg.</b> 3.3 W x 6.1 H 6.8 W x 2.9 H	52 weeks	\$120
	24 weeks	140
	12 weeks	160
	Open	240
	20 sq"	
<b>1/6 Pg.</b> 3.3 W x 7.9 H 6.8 W x 3.8 H	52 weeks	\$150
	24 weeks	170
	12 weeks	190
	Open	300
	26 sq"	
<b>1/4 Pg.</b> 3.3 W x 12.2 H 6.8 W x 5.8 H	52 weeks	\$220
	24 weeks	240
	12 weeks	260
	Open	440
	41 sq"	
<b>1/3 Pg.</b> 3.3 W x 15.6 H 6.8 W x 7.5 H	52 weeks	\$270
	24 weeks	295
	12 weeks	315
	Open	550
	51 sq"	
<b>Banner</b> 10.3 W x 2 H	52 weeks	\$120
	24 weeks	150
	12 weeks	180
	Open	240
	21 sq"	



Not Actual Size. The diagrams above are only representational of ad size relative to page. Ad sizes were created to scale on a standard tabloid format. Sq" are rounded to the nearest whole value

Ad Size	Frequency	Cost Per Week
<b>1/2 Pg.</b> 6.8 W x 11.3 H 10.3 W x 7.5 H	52 weeks	\$380
	24 weeks	410
	12 weeks	440
	Open	760
	77 sq"	
<b>2/3 Pg.</b> 6.8 W x 15.6 H 10.3 W x 10.3 H	52 weeks	\$520
	24 weeks	550
	12 weeks	580
	Open	1,040
	124 sq"	
<b>Full Pg.</b> 10.3 W x 15.6 H	52 weeks	\$800
	24 weeks	830
	12 weeks	860
	Open	1,600
	161 sq"	

## LOW PRICES – HIGH IMPACT

ADVERTISE TODAY!

- 5,000 copies are distributed weekly throughout Northern Johnson County, wherever people sit and wait.
- 150 + points of distribution in Northern Johnson County, Iowa
- YOUR AD won't get lost on page 4-Section D. It is right alongside the trivia, making it impossible to miss YOUR ad. Tidbits is a break from the news of the regular media. No bad news, just fun facts. Our readers take the paper home to share with family and friends. The price is right to get your ad in front of the right people-OFTEN!

Tidbits of Northern Johnson County is a weekly entertainment paper which will begin in January 2012.

## Premium Positions

Get Noticed!!

<b>Front Page 1/15</b> 3.3 W x 3.3 H	52 weeks	\$90
	24 weeks	110
	12 weeks	130
	Open	180
<b>Front Page Banner</b> 10.3 W x 3.4 H	52 weeks	\$240
	26 weeks	270
	12 weeks	300
	Open	480

BACK PAGE PLACEMENT: Add 15% of final charge

- Distributed in restaurants, fast-food restaurants, coffee shops, offices, banks, hair salons, auto repair shops, tire stores, motels, medical & dental waiting rooms, government offices, retail stores, etc.

- Wherever people wait and are looking for something to read.. it is our goal to have a Tidbits rack there with the latest edition of fun, facts, fantasies, AND YOUR AD!

## THE AD SIZES ABOVE ARE JUST A SAMPLING FOR VARIOUS RATES.

All ads can be created in any height that you request in increments of one tenth of an inch.

All that is required is that ads are either one, two or three columns wide.

One column wide is 3.3 inches.

Two columns wide is 6.8 inches.

Three columns are 10.3 inches wide.

All pages are full color, therefore all ads are full color with no additional charge.

We can create and adjust your ad or you can submit your own.

We can accept files in most formats. The file that we sent to the printer is a pdf (Portable Document Format) using CMYK for colors.

If you create and submit your own ad, please follow these guidelines:

- 1) Use four color CMYK. If you use RGB, the ad will be converted to CMYK which will change the appearance of your colors possibly very noticeably.
- 2) When using black text or black fill, please use 100% K (Black). If you allow all four colors to create black, it may not print as crisp since there will be four colors rather than one.
- 3) Please submit your ad in the actual size that will be used so that we do not change the dimensions. See the column width size above. The height can be any size and we can price out your ad before placement is made.
- 4) Please embed your fonts and images. If you do not do this, only a low quality thumbnail of your image is used and will not print properly.
- 5) Please do not submit your ad as a jpg. JPG format is pixilated and is mainly used for photos that blend colors. For sharp color edges such as used for text, you will want your file to be in a vector format such as pdf files use.
- 6) Be sure you have the right to all images and fonts that you use.
- 7) Our web press prints colors exceptionally well for newsprint, however be cautious of fancy fine color text or color backgrounds. You can review what is in the paper for samples of what seems to work good.

We would be glad to make any recommendations if you request.

You can change your ad weekly with no additional charge for placement. Please check with us for the deadline for ad submission.

## ADVERTISING POLICY

The following policy has been developed advertising in the Tidbits of Linn County paper. Hawkeye Publishing L.L.C. is the publisher of the Tidbits of Linn County paper and we reserve the unconditional right to interpret and enforce this policy and all guidelines or matters associated with advertising in the Tidbits of Linn County. For the purposes of this policy, advertising content includes all print advertisements, sponsored content, logos, images, or graphic content displayed in print, online and any additional printing that we may do for you.

Hawkeye Publishing L.L.C. reserves the right to amend this policy at any time at its sole discretion by publishing a revised policy. Feel free to check with us with any questions or concerns you may have.

## NON ENDORSEMENT

At no time and under no circumstances will the acceptance and display of any advertising or sponsorship content be considered an endorsement by Hawkeye Publishing L.L.C. of that company or organization's products or services or an endorsement of the company or organization that promotes, distributes or manufactures the advertised products or services.

## ADVERTISING GUIDELINES

The following guidelines must be adhered to by all advertisers in the Tidbits of Linn County publication or other print or online service that Hawkeye Publishing L.L.C. offers:

All advertisers must comply with applicable laws and guidelines as defined by organizations such as the FDA or other regulatory bodies. Sponsored continuing education programs must be identified in accordance with the guidelines of pertinent accreditation organizations.

If products or services are advertised at a specific price, the advertiser must guarantee the price including disclosure of applicable taxes and delivery fees.

## ADVERTISING POLICY FOR CONTENT NOT ACCEPTED

Hawkeye Publishing L.L.C. will not accept advertising for an advertisement, promotion, or sponsorship that may include but not limited to the following:

- Advertisements that are deceptive or misleading.
- Advertisements that are factually inaccurate.
- Advertisements containing exaggerated or extravagantly worded copy.
- Advertisements for products or services deemed to be objectionable.
- Advertisements that denigrate a competitor's products or services.
- Advertisements for products or services not directly relevant to the use of healthcare information technology or the practice of medicine.
- Advertisements that convey ethnic, religious, gender, or age bias or prejudice.
- Advertisements for drugs and diagnostic tests not FDA-approved for general use.

## Rights Reserved

Hawkeye Publishing L.L.C. reserves the right: To reject, cancel, or remove at any time any advertising from the Tidbits of Linn County publication, website, or other media we have available including as a result of the breach of any law or regulation. Should advertising be removed from our product or services, an explanation will be provided to the advertiser citing the reason for removal, cancellation or rejection.

For Advertising Call Russ 319-360-3936

E-mail russ@tidbitpapers.com