

Position and Covers

Failure to meet position requests will not constitute cause for adjustment refund or rerun. Position is not guaranteed. Requests will be given every consideration and The Booster will cooperate in honoring requests whenever possible. Covers and preferred position by reservation only and subject to confirmation by publisher. Only three preferred positions allowed on reservation status at any one time.

Copyright

All advertising, editorial, artwork and copy is the property of The Booster, Inc. No reprinting or reproduction of material contained therein is permitted without specific permission of the publisher.

Omissions • Errata

We take great care to prevent mistakes and omissions, but occasionally they happen. The total liability for any error in any advertisement published— whether negligence or otherwise— shall be limited to running without charge that portion of the advertisement published incorrectly. The Booster is not responsible for any error or omission beyond the first seven days. Under no circumstances will the publication be under any liability (for any reason) for failure to insert an ad. Not responsible for errors in any advertisement taken over the telephone.

Legalities

The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringements of trademarks, copyrights, trade names, patents or proprietary rights or violations of rights of privacy resulting from the publication of the advertisement.

Political

Political advertising is accepted on a cash-with-copy basis. No political advertising on covers. Ads must carry disclaimer

"Authorized and/or paid for by . . ."

Proofing

Proofs provided on ads upon request. Proofs are for checking copy only; substantial changes in composed ads may incur additional production charges. Proofing may not be feasible on advertising submitted after deadline.

Mechanical and Production Notes

Tabloid size page 11 x 17"

Commercial grade newsprint

Print area 10 $\frac{1}{2}$ " wide x 16" depth

Fractional inch depth ads are sized to next whole inch.

COLUMN WIDTHS IN PICAS/POINTS AND INCH EQUIVALENTS

1 COL	9p6.5	2 COL	19p10	3 COL	30p1.5
1 COL	1.590"	2 COL	3.305"	3 COL	5.028"
4 COL	40p5	5 COL	50p8.5	6 COL	61p0
4 COL	6.736"	5 COL	8.451"	6 COL	10.125"

The Booster is electronically paginated and output directly to plate. All material in digital format.

Material is produced in a MacOSX production environment.

Preferred Formats

PREFERRED ACROBAT PDF FILES (VERSION 4 THROUGH 9.0)

FILES Current versions of publishing programs supported

ADOBE CREATIVE SUITE CS4 · INDESIGN 6, PHOTOSHOP 11,

ILLUSTRATOR 14. QUARK XPRESS THROUGH VERSION 6.

Save images as TIFF at resolution of at least 150 dpi at 100% output size. Missing fonts substituted at our discretion from our library of more than 3,300 fonts.

We accept output VIA E-MAIL · CD/DVD

Information sent via e-mail should be compressed.

ads@booster-ads.com

Economic times are tough enough.

You can count on us to deliver

week after week,
to every home.



www.booster-ads.com



THE BOOSTER

IT'S HOW TO ADVERTISE

09 RATE CARD

NO. 21 | EFFECTIVE JANUARY 09

Locally owned; independent.
Delivering award-winning
advertising and event
information to the people
of Hartford, West Bend and
adjacent communities in
Washington and Dodge
Counties for more than
71 years.

TheBooster

advertising publications

31 West Sumner Street

Hartford WI 53027

262 | 673 2900

FAX 262 | 673 2907

834 South Main Street

West Bend Plaza

West Bend WI 53095

262 | 334 5899

FAX 262 | 334 5872

ads@booster-ads.com

www.booster-ads.com

Circulation

Total Market Coverage Delivered Free

Hartford Booster 20,100

Sunday Booster 22,150

The Hartford and Sunday Boosters are delivered to the following communities and their rural routes — **HARTFORD • SLINGER • ALLENTON • RICHFIELD • HUBERTUS RUBICON • WOODLAND • NEOSHO • IRON RIDGE • MAYVILLE HUSTISFORD AND THERESA ; PARTIAL COVERAGE OF JUNEAU.** The Sunday Booster is also delivered to **JACKSON.**

West Bend Booster 28,750

Distributed Tuesdays to **WEST BEND • ALLENTON • JACKSON NEWBURG • SLINGER • KEWASKUM** with partial coverage of **HARTFORD** rural areas.

Deadlines

Sunday 5:00 pm Wednesday preceding publication

West Bend 5:00 pm Thursday preceding publication

Hartford 5:00 pm Friday preceding publication

Ads requesting proofs due by 12 noon on day of deadline. Copy after deadline accepted for publication subject to space availability. Note that upcoming holidays may cause deadlines to change. Contact us to plan accordingly before major holidays.

Special Charges

Customized artwork / illustration / alterations will be billed at \$60.00 per hour. Special charges may be made for photography, photo work or intricate composition at advertisers request, but such charges will be taken up with advertiser before composition. \$5.00 production charge to set up a one column by one-inch ad [1 x 1"]

Inserts and Supplements

Inserts or pre-printed supplements must be folded to no larger than 8½ x 11 inches or they incur additional folding charge. Reservation deadline seven days in advance of publication date. Delivery deadline five days prior. Zone distribution available. \$30/M full zone.

Acceptance of Advertising

All copy must be in good taste and in accordance with our standards as to form, subject matter, size, illustration and typography. Advertising that is considered detrimental to the public may be refused for publication. The publisher of The Booster reserves the right to revise, reject or cancel any advertising at any time.

Composition Charges

Ads ordered for set up/composing not used are subject to composition costs equal to 50% of space ordered.

2009 Advertising Rates

Hartford Booster

PUBLISHED TUESDAY

	PER COLUMN INCH
1 to 3 column inches	6.93
4 to 47 column inches	6.07
48 to 95 column inches	5.83
Page, 96 col. inches or more	5.20

West Bend Booster

PUBLISHED TUESDAY

	PER COLUMN INCH
1 to 3 column inches	8.21
4 to 47 column inches	7.59
48 to 95 column inches	7.32
Page, 96 col. inches or more	6.91

Sunday Booster

PUBLISHED SATURDAY • EXPANDED HARTFORD COVERAGE

	PER COLUMN INCH
1 to 3 column inches	6.93
4 to 47 column inches	6.07
48 to 95 column inches	5.83
Page, 96 col. inches or more	5.20

Combinations of ads totaling 96 inches do not qualify for page rate.

Special Charges

SUNDAY FRONT includes color and placement charge	579.00
HARTFORD/WEST BEND COVER	125.00 additional
SECOND SECTION FRONT COVER	100.00 additional
BACK COVER	75.00 additional
COLOR OF THE WEEK ROP	79.00 each color
SPECIAL REQUEST COLOR	89.00 each color
PERSONAL GREETINGS AND MESSAGES	
HARTFORD OR SUNDAY	4.00 column inch
WEST BEND	4.00 column inch



Combination Discounts

Three Pack - All Publications

HARTFORD | SUNDAY | WEST BEND

	PER COLUMN INCH
1 to 3 column inches	16.23
4 to 47 column inches	14.40
48 to 95 column inches	13.86
Page, 96 col. inches or more	12.63

West Bend & Hartford or Sun

COMBINATION OF TWO

	PER COLUMN INCH
1 to 3 column inches	13.08
4 to 47 column inches	11.72
48 to 95 column inches	11.32
Page, 96 col. inches or more	10.38

Sunday & Hartford

WEEKEND AND TUESDAY DELIVERY

	PER COLUMN INCH
1 to 3 column inches	12.12
4 to 47 column inches	10.62
48 to 95 column inches	10.20
Page, 96 col. inches or more	9.10

Commissions and Terms

ALL RATES ON THIS CARD ARE NET. No commissions allowed. 1% discount on display advertising if paid by the tenth of the month. Contract rates are available.

Credit Information

MASTERCARD, VISA and DISCOVER accepted
All new accounts will be paid-in-advance until credit application has been submitted and approved.

The Booster, Inc. reserves the right to suspend credit privileges for non-payment.

Pick Up and Rerun Discounts

Ads inserted in consecutive weeks are eligible for a 10% rerun discount, with second and subsequent insertions earning discounted rate. Pickup ads only—no copy change allowed. Ads running and receiving an already discounted combination rate will earn a 5% discount if run in consecutive issues. Agency placement does not qualify for rerun discount. Discounts do not apply to contract advertisers.