

Classified Advertising Rates 2008

Publication Rates

ALL PUBLICATIONS

\$68 per inch/boxed ad
\$3.30 per word/10 word minimum

SATURDAY PUBLICATIONS

Ad Deadline - 3 p.m. Thursday prior to publication date

\$52 per inch/boxed ad
\$2.20 per word/10 word minimum

Prior Lake American

Free subscription newspaper
 Mailed Saturdays to Prior Lake

Savage Pacer

Free subscription newspaper
 Mailed Saturdays to Savage

Southwest Saturday - Jordan/Belle Plaine

Total market coverage
 Mailed Saturdays to Jordan/Belle Plaine

Southwest Saturday - Shakopee

Total market coverage
 Mailed Saturdays to Shakopee

Southwest Saturday - Chaska

Total market coverage
 Mailed Saturdays to Chaska, Carver, Cologne, Victoria

THURSDAY PUBLICATIONS

Ad Deadline - 3 p.m. Tuesday prior to publication date

\$52 per inch/boxed ad
\$2.20 per word/10 word minimum

Shakopee Valley News

Subscription newspaper
 Mailed Thursdays to Shakopee area

Chaska Herald

Subscription newspaper
 Mailed Thursdays to Chaska area

Jordan Independent

Subscription newspaper
 Mailed Thursdays to Jordan area

Eden Prairie News

Free subscription newspaper
 Mailed Thursdays to Eden Prairie

Chanhassen Villager

Free subscription newspaper
 Mailed Thursdays to Chanhassen

Contract Discount Rates

10% discount 4 to 25 weeks
 15% discount for 26 or more weeks
 20% discount for annual 52-week contract
 Payment methods: Cash, check, credit card (VISA, MC, AX, Discover)
 Prepayment is required on non-business accounts and if credit not established.

Rates apply to business classified categories, including
 Business Services, Rentals, Real Estate, Employment

Rates are net and non-commissionable.
 Additional charges may apply for special word and graphic features.

Specialty Internet Sites Available

- Rentals
- Garage Sales
- Motorbuys

*Ask about our special online
 and print features for*

EMPLOYMENT & HOME IMPROVEMENT

Mechanical Requirements

1 column = 1.21 inches
 2 columns = 2.6 inches
 Electronic files accepted in TIF, JPEG or PDF format

3 columns = 4 inches
 4 columns = 5.5 inches

Copy Approval

All ad copy is subject to approval by the management of Southwest Newspapers, which reserves the right to request changes or reject ad copy. The advertiser, not Southwest Newspapers, is responsible for accuracy and truthfulness of ad content.



P.O. Box 8, 327 Marschall Road, Shakopee, Minnesota 55379

E-mail: classified@swpub.com • phone 952-345-3003 • fax 952-445-3335

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Billing

Statements are sent monthly upon completion of advertising ordered. Payment in full is due the 20th day of the following month. A 1.5% per month charge will be added to the total of all charges that are past due. Charging privileges may be revoked at any time if an account is more than 30 days past due. Prepayment is required if credit has not been established or approved.

Adjustments/Credits

Proof copies are routinely provided customers in advance of publication. Customers should review ads placed on the first day of publication. Notify the classified department if there is a mistake in your ad. We will make changes for errors and adjust your bill, but only if we receive notice on the first day the ad is published. We limit our liability to you in doing so, and we do not accept liability for other damages that may result from errors or omissions in or from an ad placed. In the event we fail to publish an ad in the specific issue/publication you have requested, the publisher's liability is limited only to publishing your ad in a subsequent issue or refund any money paid for an ad.

Liability

The advertiser and/or advertising agency placing an ad shall pay the attorney fees and pay any judgments against the publisher that are caused by the publication of any advertisement submitted by or published at the discretion of the advertiser and/or advertising agency.

Position of Ads

Ads appearing in most classified categories are published according to alphabetical listing. To be fair to all customers, we do not honor placement requests.



Southwest
NEWSPAPERS

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