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IMPORTANT NUMBERS

Retail Advertising (515) 284-8043
Retail FAX (515) 286-2530
National Advertising (515) 284-8110
Classified Advertising (515) 284-8141
Toll free in Iowa (800) 532-1585
Toll free outside Iowa (800) 247-5346

ELECTRONIC AD SUBMISSION

Email to eads@dmreg.com with a fax copy.



The Des Moines Register

Street Address: 715 Locust Street
Des Moines, Iowa 50309
Mailing Address: P.O. Box 957
Des Moines, Iowa 50306
Web Address: www.DesMoinesRegister.com

The Des Moines Register, owned and operated by Gannett Company, Inc., is a member of the Newspaper Association of America (NAA) and the Audit Bureau of Circulation, ABC.



For your information

short-rating

If, at the end of Advertiser's contract with The Des Moines Register, hereafter referred to as The Register in the following terms and conditions, the Advertiser shall have (a) purchased less volume (inches or pages) of advertising than agreed to in the contract or (b) fallen short of minimum revenue commitment of advertising agreed to in the contract, to the extent that a different rate would be applicable according to The Register's current rate schedule, Advertiser's rate for all space used during the contract term shall be adjusted to the appropriate rate indicated on said schedule, and Advertiser shall pay for the difference according to the terms on the invoice.

newspaper's rate card

The Register may revise its advertising rate schedule at any time upon 30 days written notice to Advertiser, and Advertiser may, without penalty, cancel its advertising contract at any time prior to the time the new rates become effective upon written notice to The Register.

right to edit or reject

The Register may, at its sole discretion, edit, classify or reject any advertising copy submitted by the Advertiser.

payment of advertising

Advertiser shall make payments for the advertising purchased under its contract within 15 days of the billing date indicated on The Register's statement, and, in the event that it fails to make timely payment as provided for in the invoices, The Register may reject advertising copy and/or immediately cancel Advertiser's contract, and the Advertiser agrees to indemnify The Register for all expenses incurred in connection with the collection of amounts payable, including court costs and attorney's fees. If Advertiser's contract is cancelled due to Advertiser's failure to make timely payment, The Register may rebill the Advertiser for the outstanding balance due at the open or earned contract rate, whichever is applicable. Advertiser agrees to pay a service charge of 1.5% per billing cycle (18% per annum) if account is not paid according to the terms outlined in this paragraph.

typographical errors

The Advertiser's contract cannot be invalidated and The Register will not be liable for (a) typographical errors, incorrect insertions or omissions in advertising published by The Register or (b) any resulting losses.

assignment

Advertising contracts may not be assigned or transferred by Advertiser.

indemnification

Advertiser agrees to indemnify, defend and hold harmless The Register from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs and expenses, of any nature whatsoever (including reasonable attorneys' fees) for which The Register or any of its affiliates may become liable by reason of The Register's publication of Advertiser's advertising.

ownership of advertising copy

All advertising copy which represents the creative effort of The Register and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of The Register, including all rights of copyright there in. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any such advertising copy for use in any other medium without The Register's prior written consent.

taxes

In the event that any federal, state or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes shall be assumed and paid for by the Advertiser.

force majeure

All contracts are conditional on strikes, fires, acts of God or the public enemy, or any cause not subject to the control of The Register, excluding the Advertiser's failure and/or ability to perform.

cancellations

The closing time for cancellation is the same day as the space and copy deadline for black and white and color materials. Cancellations will not be accepted after the space and copy deadline. Advertiser is responsible for any production or creative services provided by The Register regardless of advertising cancellation.

credit check

The commencement of advertising contracts is subject to satisfactory credit check on Advertiser and/or Agency.

positioning of advertisements

The Register shall have full latitude with respect to positioning of all advertisements, provided, however, that The Register will use its reasonable efforts to accommodate the Advertiser's positioning requests.

joint & several liability

If Advertiser utilizes an Agency, Advertiser and Agency shall be jointly and severally liable for complying with all the terms of the Advertiser's contract, including payment for all advertising.

agency commissions

Agency commissions, if any, shall apply to all space charges and adjustments under the Advertiser's contract.

no sequential liability

The Advertiser's contract renders void any statements concerning liability which appear on correspondence from Advertiser or its Agency, and is irrevocable without the written consent of The Register's Credit Department. It is further agreed that The Register does not accept advertising orders or space reservations claiming sequential liability.

incorrect rates in order forms

When orders are forwarded by Advertiser or its Agency which contain incorrect rates or conditions, the advertising will be inserted and charged at the correct rate in force governing such advertising as provided for in The Register's rate schedule, and in accordance with the conditions contained in Advertiser's contract.

brokered advertising

The Register deals directly and individually with its local advertisers and does not accept local brokered advertising.

creative services

Creative services are provided free of charge with purchase of an advertisement in The Register. Advertisements and creative material created by The Register are the property of The Register. PDF files for publication in other print products may be purchased for \$25 each.

credits

Any claim by Advertiser for a credit related to rates incorrectly invoiced or paid must be submitted in writing to The Register within thirty (30) days of the invoice date or the claim will be waived.

Advertising Buyer's Guide

Retail

Non-commissionable general rate schedule effective April 2010

Connecting with your target audience

CIRCULATION/READERSHIP*

SUNDAY	Full State
Circulation	221,839
Average issue readership	554,598

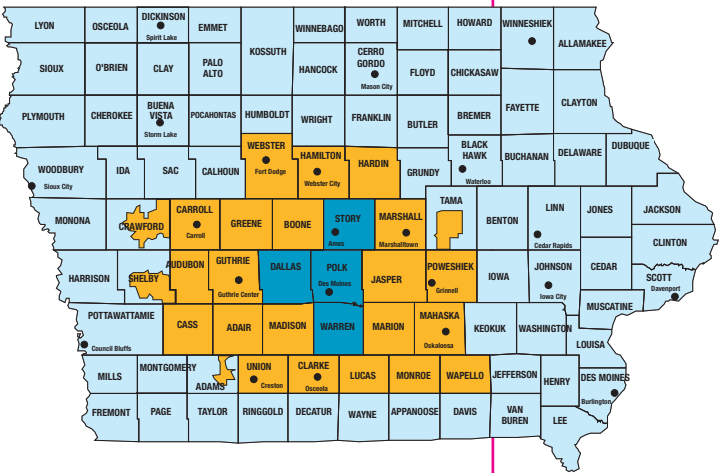
DAILY	Full State
Circulation	127,020
Average issue readership	355,656

SUNDAY	Central Iowa
Circulation	173,441
Average issue readership	400,899
4-Issue cume	498,674

DAILY	Central Iowa
Circulation	102,756
Average issue readership	274,241
5-Issue cume	404,932

DESMOINESREGISTER.COM

- 1,147,811 unique visitors per month**
- 16,046,339 page views per month**



Market area definition

- Central Iowa Retail Market Distribution Area (Golden Circle)
- Full State Market consists of all 99 counties in the state of Iowa
- NDM, Newspaper Designated Market

ANNUAL VOLUME RATES

As a general rule, the more space you purchase, the less your cost per column inch. Annual volume rates are based on the amount of space purchased by a single business during a 12-month period. All rates are per-column-inch and net (non-commissionable). Frequency discounts apply to all rate levels shown below.

Annual Inches	SUNDAY PER COLUMN INCH		DAILY PER COLUMN INCH	
	Full State	Central Iowa	Full State	Central Iowa
25,000”	\$82.60	\$76.75	\$49.10	\$46.15
10,000”	\$84.50	\$78.95	\$50.80	\$46.65
7,500”	\$86.15	\$80.00	\$52.10	\$48.40
4,500”	\$87.40	\$81.10	\$52.80	\$49.15
3,600”	\$90.00	\$83.90	\$53.70	\$50.95
2,500”	\$90.75	\$84.25	\$54.20	\$51.70
1,800”	\$92.00	\$85.05	\$55.20	\$52.55
1,300”	\$92.85	\$85.55	\$56.45	\$53.75
900”	\$93.70	\$86.00	\$57.40	\$54.60
500”	\$95.30	\$86.30	\$60.15	\$57.25
250”	\$102.00	\$92.40	\$62.20	\$59.20
125”	\$108.65	\$101.90	\$65.70	\$62.55
90”	\$128.95	\$122.85	\$77.30	\$73.55
No contract	\$219.60	\$205.00	\$127.00	\$120.90

FREQUENCY DISCOUNT

Earn substantial discounts for repeating any display advertisement when published again within six days of first insertion. Monday through Saturday. Frequency discounts apply to annual volume or non-contract rates only, unless otherwise noted. No size or copy changes are permitted to qualify for discount.

First ad repeated in week	40% discount
Second ad or more repeated in week	50% discount

BONUS READERSHIP DAYS

Several times throughout the year, The Des Moines Register delivers a weekday or holiday newspaper to all Sunday subscribers, increasing reach to households and adding substantial readership. Please note that on Thanksgiving and Christmas holidays, Sunday display advertising and preprinted advertising volumes and rates apply.

POWER PACKAGES

Experience the powerful results of frequency! “Power Packages” are the most effective advertising buy available in The Des Moines Register. Multiple ads within a seven-day period ensure the level of frequency needed to reach the most potential consumers for maximum results.

The Super 7 package includes seven advertising days in The Des Moines Register — one Sunday, your choice of five daily ads, PLUS Tuesday in The Register’s six metro Community Newspapers.

FULL STATE				
Rates shown are per column inch, per day. 4” ad size minimum required.				
	FREQUENCY PER WEEK			
	3 times	4 times	5 to 7 times	Super 7
500” or more contract	\$45.00	\$41.00	\$31.00	\$33.00
0-499” contract	\$55.00	\$51.00	\$40.00	\$42.00

CENTRAL IOWA				
Rates shown are per column inch, per day. 4” ad size minimum required.				
	FREQUENCY PER WEEK			
	3 times	4 times	5 to 7 times	Super 7
500” or more contract	\$37.00	\$33.00	\$29.00	\$31.00
0-499” contract	\$45.00	\$41.00	\$37.00	\$39.00

SUPER POWER PACKAGES

“Power Packages” that include full color on every ad! Experience the power of color and frequency in one buy! “Super Power Packages” are the most effective color advertising buy in The Des Moines Register. Multiple ads within a seven-day period ensure the level of frequency needed to reach the most potential consumers for maximum results.

FULL STATE				
Rates shown are per column inch, per day. 10” ad size minimum required.				
	FREQUENCY PER WEEK			
	3 times	4 times	5 to 7 times	Super 7
500” or more contract	\$64.00	\$55.00	\$42.00	\$44.00
0-499” contract	\$74.00	\$65.00	\$51.00	\$53.00

CENTRAL IOWA				
Rates shown are per column inch, per day. 10” ad size minimum required.				
	FREQUENCY PER WEEK			
	3 times	4 times	5 to 7 times	Super 7
500” or more contract	\$56.00	\$47.00	\$40.00	\$42.00
0-499” contract	\$64.00	\$55.00	\$48.00	\$50.00

COLOR RATES

Color sells! Color increases your results by as much as 62 percent over black and white ads.” Color charges are added to space cost. Frequency discounts do not apply to color charges.

SUNDAY	ADS UP TO 6” charge per ad	ADS 6.5”- 61.5” rate per inch	ADS OVER 61.5” charge per ad
Black & 1 color	\$103.00	\$18.00	\$1,075.00
Black & 2 colors	\$145.00	\$25.00	\$1,435.00
Full color	\$180.00	\$30.00	\$1,810.00

DAILY			
Black & 1 color	\$83.00	\$14.00	\$825.00
Black & 2 colors	\$103.00	\$19.00	\$1,120.00
Full color	\$140.00	\$23.00	\$1,400.00

MARKETPLACE AND RECRUITMENT RATES FOR CONTRACT ADVERTISERS

Any annual contract holder can earn Marketplace classified or recruitment advertising at rates shown. Please note that Marketplace rates are purchased per classified line, not per column inch. Multiply the line inch rate by 14 to calculate a column-inch rate.

Category	SUNDAY PER COLUMN INCH		DAILY PER COLUMN INCH	
	Full State	Central Iowa	Full State	Central Iowa
Classified merchandise	\$5.85	\$5.47	\$4.14	\$3.83
Recruitment	\$8.58	N/A	\$5.57	\$4.90

NONPROFIT

Charitable groups and churches who provide proof of nonprofit status with Form 501(C)(3) qualify for this special rate. Frequency discounts also apply.

Category	SUNDAY PER COLUMN INCH		DAILY PER COLUMN INCH	
	Full State	Central Iowa	Full State	Central Iowa
Nonprofit	\$108.65	\$101.90	\$65.70	\$62.55

THE DES MOINES REGISTER’S COMPLETE PORTFOLIO OF PRODUCTS

- Our portfolio is designed to meet the needs of any size business with any budget. Your advertising executive can help you achieve maximum results for your dollar by advertising in these programs.
- Preprinted advertising and customized distribution
 - Complete design, print and delivery options
 - DesMoinesRegister.com advertising
 - Front-page sticker ads, vendor sections, “Second A” sections, gatefolds, spadeas and much more!
 - Niche products such as HOMESTYLE, Des Moines Woman, Des Moines Moms Like Me, eat!, fiftysomething and Juice.

* Scarborough Release 2, 2009 & ABC Audit 2009
** Omniture, SiteCatalyst Reports. 6-month average ending Feb. 2010
*** Ad Elements Study 2004