**General Information**

**Personnel**

Kathy Springberg..............General Manager Eagle Herald Publishing  
kspringberg@eagleherald.com  Ext. 101

Kimberly Wheat....................Advertising Sales & Marketing Director  
kwheat@eagleherald.com  Ext. 117

Carla Nischke....................Advertising Operations Manager  
cnischke@eagleherald.com  Ext. 119

Barbara Barley....................Retail Sales Representative  
bbarley@eagleherald.com  Ext. 114

Nancy Menor.....................Retail Sales Representative  
nmenor@eagleherald.com  Ext. 118

Melissa Polzin............Classified Representative  
classified@eagleherald.com  Ext. 122

Elise Gunderson...............Graphic Designer  
graphics@eagleherald.com  Ext. 116

Amanda McCavitt...............Graphic Designer  
graphics2@eagleherald.com  Ext. 116/131

National Pre-Print Advertising Email............inserts@eagleherald.com

Ad Copy/Obituaries Email.............addesign@eagleherald.com

**Policy**

A. Every effort will be made to honor the position you request, however we cannot guarantee position nor offer credit because of it.

B. We exercise care and diligence in the prevention of errors and omissions in any advertisement. In the event of errors that materially affect the value of the advertisement, we will be responsible only to the extent of the portion of the advertisement that is rendered valueless. We assume no financial responsibility for errors or omissions of copy.

C. Tearsheets can be delivered upon publication of an ad or can be accumulated and sent with your statement at the end of the month. We also offer electronic tearsheets.

D. Retail (non-commissionable) rates for both ROP and preprints are available for the advertising of a single store, individual, service establishment or group operation under single ownership. Business operations must be located within the primary and circulation market area. Brokered advertising is not accepted.

E. We reserve the right to revise our advertising rates at any time upon a 30-day written notice.

F. In the event the advertiser does not use the amount of space contracted for, the advertiser agrees to remit a rate adjustment in accordance with the rate earned.

G. Transient shows, circuses and political advertising will pay the open rate, and advance payment is required.

H. Advertisements measuring over 19.5 inches are billed at the full column depth of 21.5 inches.

I. None of the terms and conditions of this rate schedule may be altered in any way.

**Terms of Payment**

A. All local rates are non-commissionable.

B. Payment in advance is required unless credit has been established and approved by management. Prepayment may be required for accounts with past due balances.

C. A finance charge of 1.5 percent per month, which is an annual rate of 18 percent, will be added to all accounts 30 days after billing date.

**Mechanical Requirements**

Eagle Herald - 22” WEB Dimensions
Full Page = 6 Columns x 21.5 inches
Half Page = 6 Columns x 10.5 inches
Qtr. Page = 3 Columns x 10 inches

<table>
<thead>
<tr>
<th>Columns</th>
<th>Points</th>
<th>Inches</th>
<th>Picas</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 col.</td>
<td>1.583</td>
<td>.96</td>
<td></td>
</tr>
<tr>
<td>2 col.</td>
<td>3.292</td>
<td>.199</td>
<td></td>
</tr>
<tr>
<td>3 col.</td>
<td>5.000</td>
<td>.300</td>
<td></td>
</tr>
<tr>
<td>4 col.</td>
<td>6.708</td>
<td>.403</td>
<td></td>
</tr>
<tr>
<td>5 col.</td>
<td>8.417</td>
<td>.506</td>
<td></td>
</tr>
<tr>
<td>6 col.</td>
<td>10.125</td>
<td>.609</td>
<td></td>
</tr>
</tbody>
</table>

**National Representatives**

*Wisconsin Newspaper Association*
3822 Mineral Point Road • P.O. Box 5580  
Madison, WI 53705  
(608) 238-7171

*Michigan Newspapers, Inc.*
827 N. Washington  
Lansing, MI 48906  
(517) 372-2424

**Deadlines**

**PUBLICATION DATE DEADLINE**

Monday..............................................Friday 10 a.m.
Tuesday.........................................Monday 10 a.m.
Wednesday....................................Monday 3:30 p.m.
Thursday.......................................Tuesday 3:30 p.m.
Friday...........................................Wednesday 3:30 p.m.
Saturday.......................................Thursday 3:30 p.m.
Sunday...........................................Tuesday 10 a.m.
Display & Classified Advertising Rates

Daily Rates  EagleHerald
Open Rate (Net) ................................................... $ 12.08/inch
Transient ............................................................... $ 22.24/inch

Display Advertising
Monthly Earned Rate - Without an agreement for space used during any calendar month. (pci = per column inch)
Up to 16 inches .................................................. $ 20.27 pci
From 17 inches to 63 inches ................................. $ 18.85 pci
From 64 inches and up ......................................... $ 17.76 pci
Buy 2 at regular price, get 3 at 50% off
(Same ad runs within 7 days)
Non-Profit .......................................................... $  6.00 pci

Action Sunday
Total market coverage publication delivered to all homes in Marinette, Menominee and Oconto Counties
Color ................................................................. $ 10.25 pci
Black & White ..................................................... $  7.25 pci
Front Page (10.125" x 7") ....................................... $ 375.00
Back Page (10.125" x 10") ....................................... $ 340.00
(Front & Back by reservation only. Color included)

Political Rates
National ............................................................... $ 22.25
Wisconsin ............................................................. $ 22.25
Michigan ............................................................ $ 18.28
Action Sunday (All Races) ..................................... $ 22.25

Color
1 Color ................................................................. $ 72.00
2 Color ................................................................. $ 118.00
3 Color ................................................................. $ 226.00

Classified Display
DAILY & SUNDAY IN-COLUMN LINE ADS
Daily Rate .......................................................... $  3.85/line

CLASSIFIED EMPLOYMENT DISPLAY ADVERTISING
Daily Open Rate .................................................. $ 37.35/inch
7 Day Employment Rate ......................................... $ 27.60/inch
Earned Employment Rate .................................... $ 22.05/inch
Sunday Employment Rate ................................... $ 22.05/inch
National Rate ...................................................... $ 40.10/inch

Premium Advertising
By Reservation Only:
A1 Top (2 col. x 2.187") ......................................... $ 90.00
FRONT PAGE Bottom (6 col. x 1.5") ....................... $ 88.00
SPORTS Page 2 (6 col. x 3") ................................ $ 93.00
B1 Top (2 col. x 2.187") ......................................... $ 85.00
NASCAR This Week (6 col. x 3") ........................... $ 67.00
EH Lite (Daily, 6 col. x 4") .................................... $ 67.00

Special Pages
6 col. x 2"... 62 ~ 6 col. x 3"... 93 ~ 6 col. x 4"... $ 113
Monday.............................................................. From the Past
Tuesday............................................................... None
Wednesday ....................................................... Healthy Life
Thursday ............................................................ Business
Friday ............................................................... Business
Saturday ........................................................... Business

Business Builder (1 col. x 2) ................................. $ 12 per day
Requirements: Commit to run 30 consecutive days (includes Sunday). Page position not guaranteed. Sorry, no copy changes.

Advertising Submission
Our e-mail address for sending advertising ad copy:
addesign@eagleherald.com
The most effective way to send advertisements to our office is as a PDF file or JPEG.
*Please remember to embed all fonts in your ads before emailing.
All color photos and graphics must be in CMYK (cyan, magenta, yellow and black) color mode only.

Rates Upon Request
Special Sections
Bridal Book-January, Easter Coloring Book-March,
Grad Tab-May, Summer Destinations-June/July,
Reader’s Choice-July, Menu Guide-October,
Firefighters Tab-October, Hunter’s Guide-November,
People Making A Difference-December,

Signature Pages
Boy Scouts, Girl Scouts, Prom Safety, Child Protection,
DAR, Memorial Day, School is Out Safety,
Fireworks Safety, Back to School Safety, Labor Day,
Poison/Drug Awareness, Halloween Safety, 4-H Month,
Breast Cancer, Boy Scout Food Drive, Internet Safety,
Veteran’s Day, Don’t Drink and Drive
Also Special Adopt-A-Pet pages

Websites
www.ehextra.com | www.wimijobs.com

Facebook | Twitter | YouTube
### Preprint Rates & Zoning

**Action Sunday Full Run**

<table>
<thead>
<tr>
<th>Zip Code</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>54102 Amberg</td>
<td>$1.21/M</td>
</tr>
<tr>
<td>54104 Athelstane</td>
<td>$1.17/M</td>
</tr>
<tr>
<td>54156 Pembine</td>
<td>$0.8/M</td>
</tr>
<tr>
<td>54114 Crivitz</td>
<td>$0.218/M</td>
</tr>
<tr>
<td>54177 Wausaukee</td>
<td>$0.153/M</td>
</tr>
<tr>
<td>54124 Gillett</td>
<td>$0.2/M</td>
</tr>
<tr>
<td>54139 Lena</td>
<td>$0.2/M</td>
</tr>
<tr>
<td>54174 Suring</td>
<td>$0.0/M</td>
</tr>
<tr>
<td>54153 Oconto</td>
<td>$0.72/M</td>
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<tr>
<td>54154 Oconto Falls</td>
<td>$0.11/M</td>
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<tr>
<td>Total</td>
<td>$7,353</td>
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**Daily Full Run**

<table>
<thead>
<tr>
<th>Zip Code</th>
<th>Rate</th>
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<tbody>
<tr>
<td>49812 Carney</td>
<td>$37/M</td>
</tr>
<tr>
<td>49821 Daggett</td>
<td>$127/M</td>
</tr>
<tr>
<td>49887 Stephenson</td>
<td>$277/M</td>
</tr>
<tr>
<td>49893 Wallace</td>
<td>$217/M</td>
</tr>
<tr>
<td>49874 Powers</td>
<td>$19/M</td>
</tr>
<tr>
<td>49858 Menominee</td>
<td>$2439/M</td>
</tr>
<tr>
<td>54143 Marinette</td>
<td>$2834/M</td>
</tr>
<tr>
<td>54112 Coleman</td>
<td>$70/M</td>
</tr>
<tr>
<td>54161 Pound</td>
<td>$64/M</td>
</tr>
<tr>
<td>Total</td>
<td>$1,34/M</td>
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<tr>
<td>54157 Peshtigo</td>
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<td>54159 Porterfield</td>
<td>$145/M</td>
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<tr>
<td>54102 Amberg</td>
<td>$12/M</td>
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<tr>
<td>54104 Athelstane</td>
<td>$17/M</td>
</tr>
<tr>
<td>54156 Pembine</td>
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</tr>
<tr>
<td>54114 Crivitz</td>
<td>$218/M</td>
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<tr>
<td>54177 Wausaukee</td>
<td>$153/M</td>
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<td>Total</td>
<td>$408/M</td>
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<tr>
<td>54124 Gillett</td>
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<td>54139 Lena</td>
<td>$20/M</td>
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<tr>
<td>54174 Suring</td>
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<td>54153 Oconto</td>
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<td>54154 Oconto Falls</td>
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<td>$1,05/M</td>
</tr>
<tr>
<td>Total</td>
<td>$7,353/M</td>
</tr>
</tbody>
</table>

**Preprint Requirements**

A. Less than tabloid size pre-prints - convert to tabloid size pages.
B. Pre-prints must conform to U.S. Postal regulations.
C. Pre-prints must arrive at our location 7 days prior to publication date.
D. Shipping Address: 1809 Dunlap Ave., Marinette, WI 54143.
E. Receiving Hours: Monday-Friday 8:00 a.m. to 5:00 p.m.
F. Minimum 5,000 pieces per insertion.
G. Distribution quantities needed to cover circulation listed below.

### Misc Action Sunday

<table>
<thead>
<tr>
<th>Zip Code</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>49874 Powers</td>
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<tr>
<td>54143 Marinette</td>
<td>$2834/M</td>
</tr>
<tr>
<td>54112 Coleman</td>
<td>$70/M</td>
</tr>
<tr>
<td>54161 Pound</td>
<td>$64/M</td>
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<tr>
<td>Total</td>
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