

Huckle Media, LLC
DOLLAR VOLUME ADVERTISING CONTRACT

THIS AGREEMENT is between Huckle Media, LLC (dba: Lonsdale Area News-Review, Northfield News, Northfield Area Shopper, Faribault Daily News, Faribault Area Shopper, Owatonna People's Press, Owatonna Area Shopper, Kenyon Leader, Kenyon Area Shopper, Waseca County News, Waseca Area Shopper, St. Peter Herald, Le Sueur News-Herald, Le Center Leader, Minnesota River Valley Shopper) ("Publisher") and

City of Northfield

, ("Customer").

RATES AND CONDITIONS

1. The Publisher agrees to publish certain advertising materials submitted by the Customer during the term of this contract.
2. The Customer agrees to purchase \$ 15,000 worth of advertising, relating to the regular business of the Customer, in the above listed print and electronic publications, during a period of one year from the effective date of this contract, which is 3/31/12.
3. The Publisher's rate schedule and advertising guidelines in force at the effective date is attached and becomes part of this contract.
4. If during the period of this contract the advertising purchased exceeds the dollar volume specified above, the Customer shall be entitled to the rate applicable to the actual dollar volume published, and the Publisher will issue a credit in the form of advertising linage, up to two (2) contract levels, if appropriate, pursuant to the rate schedule in force during the period of this contract. If, however, during the period covered by this contract the full dollar volume contracted for is not purchased, or if this contract is terminated because of a breach by the Customer (including failure to meet credit terms), the Customer shall be responsible for the rate applicable to the actual dollar volume of advertising published pursuant to the rate schedule in force during the period of this contract.
5. The Customer agrees to pay all statements from Publisher within thirty (30) days of billing date; balances unpaid after 30 days incur a finance charge of 1.5% per month, which is an annual rate of 18%.
6. If credit terms are not met, the Publisher may cancel this contract and the Customer shall then be responsible for the rate applicable to the actual dollar volume of advertising published pursuant to the rate schedule in force during the period of this contract.

LIABILITY FOR ERROR

7. The Publisher shall not be liable for slight changes or typographical errors that do not lessen the value of the advertisement.
8. The Publisher's liability for errors or omissions in connection with an advertisement is, in any event, strictly limited to an amount equal to the value of the space occupied by the portion of the advertisement in which the error appears, which Publisher may satisfy either through subsequent publication or by refund, at Publisher's discretion. The Publisher shall, however, have no liability for more than one incorrect insertion unless the Publisher is notified of the error by the Customer before the advertisement is scheduled again.
9. The Publisher shall have no liability for errors in advertising resulting from changes or proof corrections requested by Customer after final deadline.
10. The Publisher shall make its best effort to see that all approved copy is published at the dates and times specified by the Customer. The liability of the Publisher for failure to publish an advertisement when specified shall be limited to publishing the advertisement subsequently.
11. Specific pages or position cannot be guaranteed.

LEGAL CLAIMS

12. The Customer shall be responsible for judgments, settlements, costs, and attorney fees incurred by Publisher resulting from legal claims prompted by the publication of any advertisement submitted by or published at the direction of the Customer.

PUBLISHER APPROVAL

13. All advertising matter submitted by the Customer is subject to the approval of the Publisher pursuant to Publisher's current advertising guidelines. The Publisher reserves the option to insert, above or below any copy, the word "advertisement".

INCONSISTENT TERMS

14. The Publisher will not be bound by any terms or conditions, printed or otherwise, appearing on the Customer's order blanks or copy instructions when such terms or conditions conflict with this contract.

CUSTOMER:

City of Northfield
Legal Business Name
801 Washington Street
Address
[Signature] 3.28.12
Accepted by Authorized Representative Date

PUBLISHER:

Publisher Representative

Accepted by Publisher

Date

Northfield News 115 W. Fifth St., Northfield, MN 55057
Owatonna People's Press 135 West Pearl St., Owatonna, MN 55060
St. Peter Herald 311 S. Minnesota Ave., St. Peter, MN 56082
Le Sueur News-Herald 101 Bridge St., Suite B, Le Sueur, MN 56058
Kenyon Leader, 638 Second St., Kenyon, MN 55946

Faribault Daily News 514 Central Ave. N., Faribault, MN 55021
Waseca County News 213 Second St. NW, Waseca, MN 56093
Le Center Leader 62 E. Minnesota St., Le Center, MN 56057
Lonsdale Area News-Review 115 W. Fifth St., Northfield, MN 55057

Northfield News **Shopper**

Northfield Area

DIVISIONS OF HUCKLE MEDIA, LLC

Publisher: Sam Gett
 115 W. Fifth St., Northfield, MN 55057
 Phone (507) 645-5615 • FAX (507) 645-6005
 email: advertising@northfieldnews.com
 www.northfieldnews.com

Retail and Classified Display Rates

ANNUAL DOLLAR VOLUME CONTRACTS

EFFECTIVE SEPTEMBER 1, 2011

Level	Level	Level	Level
Open	\$17.15	\$15,000	\$9.50
\$500	\$14.05	\$20,000	\$9.15
\$1,000	\$12.70	\$25,000	\$8.95
\$1,500	\$12.15	\$30,000	\$8.60
\$2,500	\$11.65	\$40,000	\$8.30
\$5,500	\$10.80	\$50,000	\$7.50
\$7,500	\$10.35	\$60,000	\$7.30
\$10,000	\$10.00	\$75,000	\$7.10

Agency commission must be added to the above rates.

Other Rates

National Open Rate.....	\$17.15
Public Service	\$10.80
Legals.....	\$13.35
Happy Ads (without photo).....	\$10.80
Happy Ads (with photo).....	\$12.30

Repeat Combination Pickup

Advertising repeated in Wednesday Northfield News, Saturday Northfield News, Golden Nugget or Northfield Area Shopper, within a 6-day period, earns a 50% discount off the first-run rate.

Group Discount

Advertiser earns commensurate rate in Lonsdale Area News-Review, Faribault Daily News or Area Shopper, Owatonna People's Press or Area Shopper, Waseca County News or Area Shopper, Le Center Leader, Le Sueur News-Herald, St. Peter Herald, Minnesota River Valley Shopper, Kenyon Leader or Area Shopper and Golden Nugget or Golden Link.

Shopper Front Cover (includes full color)

Full Page.....	\$925
Half Page	\$605
Quarter Page	\$360
Skybox	\$95

Open Color Rates (black +)

1 Color.....	\$165
2 Colors	\$295
3 Colors (full color).....	\$390

Contract Color Rates

9-12 ads - 15% discount	13-18 ads - 20% discount
19-24 ads - 25% discount	25 plus ads - 40% discount

Mechanical Measurements

Full Page: 6 columns x 21 1/2 inches	
1 column.....(9p10 picas/pts.)	1.639 inches
2 columns.....(20p4 picas/pts.)	3.389 inches
3 columns.....(30p10 picas/pts.)	5.139 inches
4 columns.....(41p4 picas/pts.)	6.889 inches
5 columns.....(51p10 picas/pts.)	8.639 inches
6 columns.....(62p4 picas/pts.)	10.389 inches
Double Truck.....(131p4 picas/pts.)	21.888 inches
8 point gutters (.111 inches)	

Send electronic copy to composing@northfieldnews.com

Display Deadlines

Wednesday Northfield News	Noon, Monday
Saturday Northfield News	5 p.m. Wednesday
Northfield Area Shopper (Sunday)	Noon, Wednesday
Golden Nugget	Noon, Friday

When a general holiday falls between deadline day and publication day the deadline is backed up one business day.

Preprint Rates

Minimum quantity of 2,000 pieces per issue. Net cost per 1,000 pieces.

	Non-contract	12 month agreement-min. required.			
		50K	150K	500K	1.5M
Single Sheet	43.45	37.67	36.55	35.07	34.30
2 BS/4 Tab	50.27	43.61	42.31	40.59	39.04
6 Tab	53.97	46.82	45.42	43.58	41.97
4 BS/8 Tab	57.66	50.04	48.53	46.57	44.90
10 Tab	61.62	53.49	51.88	49.77	48.04
6 BS/12 Tab	65.59	56.95	55.24	52.98	51.19
14 Tab	69.78	60.33	58.78	56.38	54.52
8 BS/16 Tab	73.98	64.24	62.32	59.77	57.84
18 Tab	78.34	68.04	66.01	63.31	61.31
10 BS/20 Tab	82.72	71.83	69.70	66.86	64.79
12 BS/24 Tab	88.44	76.84	74.52	71.47	69.31
14 BS/28 Tab	94.57	82.15	79.69	76.42	74.16
16 BS/32 Tab	101.12	87.87	85.22	81.73	79.36
18 BS/36 Tab	108.11	93.98	91.14	87.40	84.92
20 BS/40 Tab	115.61	100.50	97.46	93.47	90.87

Minimum dimensions folded or unfolded - 4 x 6 inches

Maximum dimensions folded or unfolded - 11 1/2 inches x 11 3/8 inches

Credit for annual volume discounts will be earned for pieces inserted in other Huckle Media, LLC publications.

Preprint Deadline for ordering and receiving preprints in plant is 7 days prior to publication. Preprints are accepted 7 a.m.-4 p.m. Monday through Friday at Cannon Valley Printing, 1240 Hwy. 3 Northfield, MN 55057.

Guidelines

1. The Publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The Publisher's liability for other errors or omissions in connection with an advertisement is, in any event, strictly limited to an amount equal to the value of the space occupied by the portion of the advertisement in which the error appears, which publisher may satisfy either through subsequent publication or by refund, at Publisher's discretion. The Publisher shall, however, have no liability for more than one incorrect insertion unless the Publisher is notified of the error by the Customer before the advertisement is scheduled again. The Publisher shall have no liability for errors in advertising resulting from changes or proof corrections requested by Customer after final deadline.
2. The Publisher reserves the right to edit, alter, or omit any advertising at Publisher's discretion. All advertising is accepted subject to the approval of the Publisher. Brokered advertising will not be accepted.
3. The Customer 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, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy, resulting from the publication of the Customer's advertisement.
4. The Publisher reserves the right to insert the word "advertisement" above or below any advertisement where it is deemed appropriate.
5. Any advertisement created by the staff of the newspaper or Area Shopper remains the property of the Publisher and Publisher owns the copyright relating to the advertisement. Customer may not authorize any reproduction of advertising to which Publisher has contributed material or creative work, including publication in other media, without prior written consent of Publisher. A \$5.50 per column inch composition charge will be assessed for advertisements canceled within 24 hours of scheduled insertion. In the event that excessive proof changes are necessary, a charge of \$15.75 per quarter hour, \$31.50 minimum, will be assessed.
6. Guaranteed position is offered at an additional 40% of the cost of the space. However, Publisher has no liability for failure to meet unpaid position requests.
7. All advertisements on standard 6 column pages that are more than 19 inches in depth will be set and charged for 21.5 inches.
8. Political advertising must be identified as such and paid in advance.
9. No copy or advertising reading upside down or sideways will be accepted unless the message and art tie into the theme of the advertisement.
10. Advertising in other affiliated Huckle Media, LLC newspapers, community web sites and shoppers applies toward dollar volume contract fulfillment. Commercial printing purchases do not apply.
11. Full payment for all statements is due within 30 days of billing date; balances unpaid after 30 days incur a finance charge of 1.5% per month, which is an annual rate of 18%.

northfieldnews.com

Ask your newspaper advertising representative for online rates and availability.