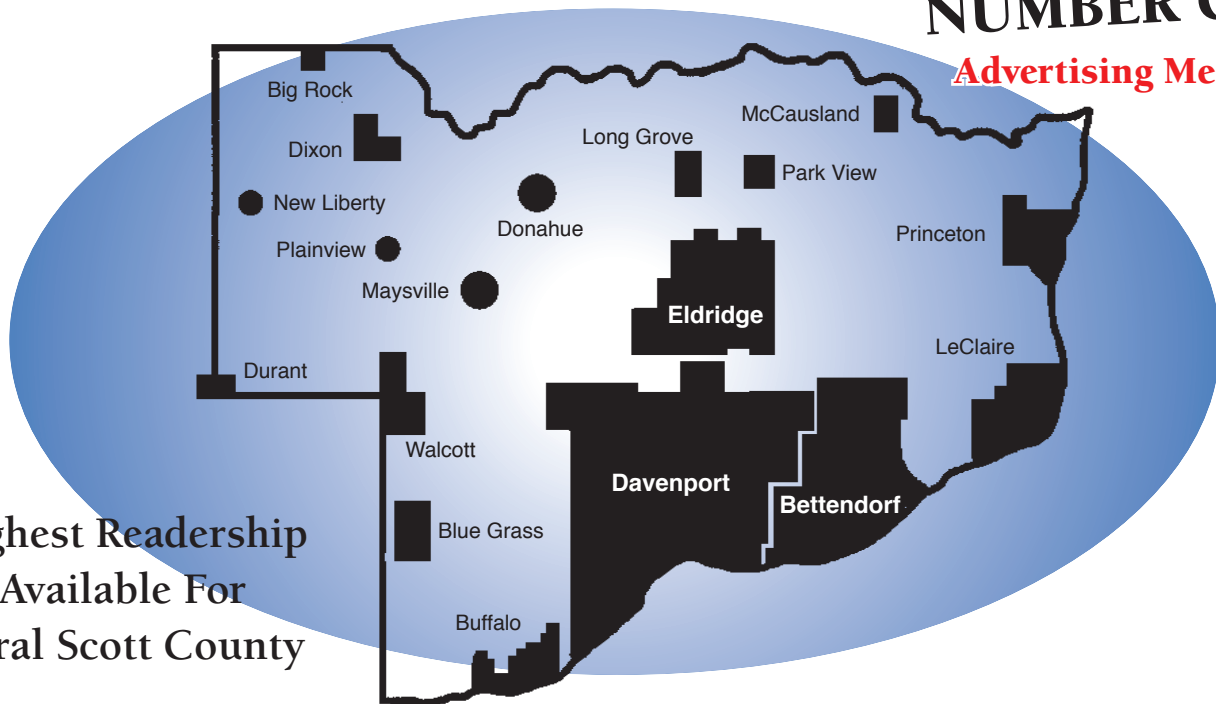


One of the most widely-read weekly newspapers in the Midwest

N S P

The North Scott Press

**Rural Scott County's
NUMBER ONE
Advertising Medium**



Highest Readership
Available For
Rural Scott County

**EASTERN
IOWA
BIZZYZ
BEE**



5 COUNTY REGIONAL
COVERAGE OF
EASTERN IOWA
(Scott, Clinton, Cedar, Jackson, Jones)

The North Scott Press
P.O. Box 200, Eldridge, IA 52748
Ph. (563) 285-8111 • Fax (563) 285-8114

www.northscottpress.com

N S P
On-Line

One of the largest circulating weekly newspapers in the Midwest!

Our primary readership area:

- Eldridge • Long Grove • Park View • Mt. Joy • McCausland
- Princeton • Argo • Donahue • Dixon • Maysville • Big Rock • Plainview • New Liberty • Walcott
- and rural areas of
- Stockton • Blue Grass • Davenport • Bettendorf and LeClaire



NSP
The North Scott Press



The Bizzzy Bee, established in 1966, is a weekly classified and display advertising supplement to five Eastern Iowa newspapers. Distribution is as follows: Saturday in the Maquoketa Sentinel-Press and DeWitt Observer, and Wednesday in The North Scott Press, Tipton Conservative and Anamosa Journal. Bizzzy Bee ads that originate through The North Scott Press may also be inserted into the Wilton-Durant Advocate News at a nominal charge.

The Bizzzy Bee is ideal for:
cars, farm machinery, real estate, farm and all public auctions, entertainments and many other businesses.

No other single publication serves the Bizzzy Bee area. For example, you would have to advertise in at least FOUR daily papers to reach this rich market ... yet the cost per reader is amazingly low!

The Bizzzy Bee's large circulation and high readership mean that your ad will reach more prospective customers.

Maybe your ad does belong in the Bizzzy Bee!

ADVERTISING RATES & DATA

The North Scott Press (Eldridge, Iowa)

Effective July 1, 2010, replacing rates of August 1, 2008

(All rates are net except National Rate which is \$12.50 per col. inch.)

Modular Advertising Rates:

The following prices for common sized ads are based upon the per column inch rates on this sheet, with the exception of the Double Tabloid Page rates which are unit priced.

	<u>One Time</u>	<u>Every Week*</u>
Sixteenth page	\$50.00	\$37.52
Eighth page	\$100.00	\$75.04
Quarter page.....	\$192.00	\$144.00
Half page.....	\$368.00	\$276.16
Tabloid page.....	\$512.00	\$384.00
Double tabloid page.....	\$850.00	\$637.50

* Prices based on running this sized ad 52 weeks in a row.



We accept



MONTHLY & YEARLY RATES & DISCOUNTS

(Per Column Inch)

North Scott Press

NSP MONTHLY RATES*				YEARLY AGREEMENT RATES**		
SIZES	OPEN RATES	2 TIMES	4 TIMES	12 TIMES	26 TIMES	52 TIMES
Up to 1/4 page (2"-15")	\$12.50	\$11.88	\$11.25	\$10.63	\$9.80	\$9.38
1/4 up to 1/2 page (16"-31")	\$12.00	\$11.40	\$10.80	\$10.20	\$9.60	\$9.00
1/2 up to full page (32"-63")	\$11.50	\$10.93	\$10.35	\$9.78	\$9.20	\$8.63
Full Page or more (64" +)	\$8.00	\$7.60	\$7.20	\$6.80	\$6.40	\$6.00
DISCOUNT	0%	5%	10%	15%	20%	25%

Classified

CLASSIFIED DISPLAY (CD) MONTHLY RATES*				YEARLY AGREEMENT RATES**		
SIZES	OPEN RATES	2 TIMES	4 TIMES	12 TIMES	26 TIMES	52 TIMES
Up to 1/4 page (2"-23")	\$8.33	\$7.91	\$7.50	\$7.08	\$6.66	\$6.25
1/4 up to 1/2 page (24"-47")	\$8.00	\$7.60	\$7.20	\$6.80	\$6.40	\$6.00
1/2 up to full page (48"-95")	\$7.67	\$7.29	\$6.90	\$6.52	\$6.14	\$5.75
Full Page or more	PLEASE REFER TO THE FULL PAGE RATES IN THE ABOVE TABLE					
DISCOUNT	0%	5%	10%	15%	20%	25%

Bizzzy Bee

BIZZZY BEE (BB) MONTHLY RATES*				YEARLY AGREEMENT RATES**		
COLUMN INCHES	OPEN RATES	2 TIMES	4 TIMES	12 TIMES	26 TIMES	52 TIMES
2-23 col. inches	\$10.00	\$9.50	\$9.00	\$8.50	\$8.00	\$7.50
24-47 col. inches	\$9.50	\$9.03	\$8.55	\$8.08	\$7.60	\$7.13
48-95 col. inches	\$9.00	\$8.55	\$8.10	\$7.65	\$7.20	\$6.75
Full Page or more (96" +)	\$6.00	\$5.70	\$5.40	\$5.10	\$4.80	\$4.50
DISCOUNT	0%	5%	10%	15%	20%	25%

*Rate based on ads running within a four week period. **Rate based on ads running within a twelve month period.

Layout Of Pages:

Regular North Scott Press ads are 15 picas (2-1/2") wide.
These pages are measured in four columns per page.

The classified pages are 10 picas (1-5/8") wide.
These pages are measured in six columns per page.



15 Pica Column (2-1/2")

Each page is 16 inches deep.



10 Pica Column (1-5/8")

NSP ON-LINE

Ask us about advertising on our community web site at www.northscottpress.com. NSP On-Line is the portal of information for rural Scott County, featuring regular news updates, links to community organizations and advertisers and an extraordinary number of "page views" per month.

MULTIPLE NEWSPAPER BUYS

Multiple Newspaper Buys are available through The North Scott Press with the **Wilton-Durant Advocate News, DeWitt Observer, Maquoketa Newspapers, Bellevue Herald-Leader and Galena (IL) Gazette**. Through one insertion an advertiser may "zero in" on a particular market area at a cost which is less than it would be by placing separate ads in the respective papers.

MECHANICAL REQUIREMENTS

Typesetting and page makeup is done in **Adobe InDesign** at the office at 214 N. 2nd St., Eldridge, Iowa 52748. Ads in **PDF format** may be e-mailed to: jmartens@northscottpress.com. Columns are 15 picas wide (approx. 2-1/2"). There are four columns per page with the page depth being a full 16 inches.

DEADLINES

Final copy deadline for the **Bizzy Bee is 10:30 a.m. on the Thursday** preceding publication. Deadline for **North Scott Press ads is 10:30 a.m. on Monday** of the week of publication. Copy for ads requiring proofs should be submitted by Friday for the North Scott Press, or Wednesday for the Bizzy Bee.

COLORS

Color is available weekly, but must be ordered by the Friday prior to publication. Cost is **\$85 for one spot color** in addition to black. **Full or process color is available at a discounted price of \$150 per ad.**

PRE-PRINTED INSERTS

Pre-prints are welcome, and are priced based upon paid space less deductions for printing provided by the customer. Inserts should be scheduled one full week in advance and arrive on the premises of The North Scott Press by the Wednesday preceding publication. Rates available upon request.

MONTHLY BILLING

Statements are mailed after the first of each month. Bills are due upon receipt. A service charge of 1-1/2 percent per month (18 percent per annum) is charged on accounts more than 20 days past due.

OFFICIAL NEWSPAPER

The North Scott Press is the official newspaper for the Scott County Board of Supervisors, North Scott School District, and the cities of Eldridge, Long Grove, Walcott, Princeton, McCausland, Donahue, Dixon, New Liberty and Maysville, plus the Park View Sanitary District.

AGENCY DISCOUNTS

Agency commissions up to 15 percent are available at the national rate only. Other rates are net.

PICTURES & TESTIMONIALS

Pictures of local people and the use of testimonials are excellent ways to communicate and increase the readership of your ad, and the Press encourages both. Our staff is uniquely able to provide these services. Charges of \$5 each are made for advertising photos beyond these minimums: Up to a half page, 1 free photo; and up to a full page, 2 free photos.