



# 2009 Classified Rate Card



The  Eagle

**Kansas**  **com**

Effective December 29, 2008

**The Wichita Eagle & Kansas.com**  
*The best way to reach consumers in the Wichita area.*

The Wichita Eagle and Kansas.com have tremendous reach, making them the dominant mass medium in the market. On the average weekday, nearly half (46.0%) of the Wichita CBSA (Sedgwick, Butler, Harvey and Sumner Counties) adults read The Wichita Eagle. Nearly seven in ten (65.1%) read The Eagle on the average Sunday. If you add Eagle readers outside the Wichita MSA, the total reach is even more impressive. The Wichita Eagle’s website, Kansas.com, is the highest-trafficked local website in the state with over 750,000 unique visitors a month and nearly 10 million page views every month. When you consider the increased exposure attained by the combination of The Wichita Eagle in print and Kansas.com online, you can see why The Wichita Eagle reaches more people than any other single local medium.

**Wichita Eagle/Kansas.com Readership**

Area: Wichita CBSA (Sedgwick, Butler, Harvey and Sumner Counties)

Mon-Sat (average issue) .....	199,962 adults .....	46.0%
Sunday (average issue) .....	282,816 adults .....	65.1%

**Integrated Newspaper Audience**

(print plus online) .....	350,384 adults .....	80.6%
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Source: Scarborough Research, Wichita KS CBSA 2007, Release 2.

Your best customers are probably some of our best print and online readers. Advertising in The Wichita Eagle and Kansas.com helps you to strengthen that relationship. Your potential customers are probably already reading The Wichita Eagle, in print or online.

Readers of The Wichita Eagle and Kansas.com are more likely to be better educated, have a higher household income, and own their home—exactly the type of customer most businesses want to have. Advertising in The Wichita Eagle or on Kansas.com is the best way to reach these people.

**Wichita Eagle / Kansas.com Readership Demographics**

Area: Wichita CBSA (Sedgwick, Butler, Harvey and Sumner Counties)

Category	Wichita CBSA (total)	Wichita Eagle Daily %	Sunday %	Eagle plus Kansas.com
Total Adults:	434,497	46.0%	65.1%	80.6%
Gender:				
Male	213,227	47.4%	63.6%	80.2%
Female	221,270	44.7%	66.5%	81.1%
Age:				
18-34	136,546	34.1%	54.6%	75.2%
35-54	167,254	43.5%	65.2%	80.8%
55+	130,697	61.7%	75.8%	86.2%
Education:				
Less than HS	34,810	35.2%	57.2%	69.5%
HS Grad	154,336	43.3%	60.4%	77.3%
Some coll	139,135	48.9%	67.9%	83.9%
Coll grad+	106,216	49.8%	70.8%	84.8%
HH Income:				
Under \$35K	104,555	38.2%	58.4%	71.6%
\$35-\$50K	107,015	43.1%	62.2%	76.8%
\$50-\$75K	89,098	48.7%	63.5%	84.6%
\$75-\$100K	70,277	46.9%	69.6%	86.2%
\$100K+	63,552	58.7%	78.3%	90.2%
Own or Rent Residence:				
Own	331,399	51.8%	69.6%	84.1%
Rent	84,714	29.6%	51.4%	68.7%

Source: Scarborough Research, Wichita KS CBSA 2007, Release 2.

# A balanced advertising program should have three main components

## Mass Advertising

Think of it as the advertising base on which you can build. For many products, the range of potential customers can be quite wide. You need to build advertising on a base that reaches a mass audience. There is no better way to reach a broad cross-section of the Wichita market than advertising in The Wichita Eagle.



## Online Advertising

Today, few businesses can ignore the pervasive nature of the internet—it affects us all, every day, in many ways. It has changed the way people shop for a variety of goods and services. It makes good business sense to extend your communications message to shoppers on the internet. The Eagle offers a perfect opportunity to combine your print advertising with the power of the internet to reach the local online audience through our Kansas.com website.



## Targeted Advertising

Once you've established your advertising presence, it makes sense to concentrate messages among the prospects that have the highest potential. You can utilize a variety of the Eagle's targeted products to increase reach and frequency among your highest potential prospects.

Let us show you how a cost-effective message can be targeted to the areas of town most important to you. Our targeted publications are the perfect solution to help you reach important demographic groups, such as age, income or specific interests.



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**The Wichita Eagle Retail Rate Card, National Rate Card and Classified Rate Cards are also available online at:**

**[Kansas.com/ratecard](http://Kansas.com/ratecard)**

**For complete listing of opportunities, examples and pricing for internet advertising go to**

**[Kansas.com/mediakit](http://Kansas.com/mediakit)**



## Mass Advertising

Rates are set according to some basic principles. It can seem confusing, but it's actually pretty straight forward. Rates are based on a column-inch or line of advertising. The more advertising you commit to over a year, the lower the cost you pay per inch or line. Rates also change by day of the week, reflecting differences in readership and audience by day.

When planning a mass advertising schedule, you have a number of important decisions to make:

*Who are you trying to reach?*

*Which day should the ad run?*

*What size ad?*

*Should the ad run in color?*

*How many times should the ad run?*

## Black & White Rates

### National Classified Rates

National rates apply outside the state of Kansas.

<u>Rates Per Line Per Day</u>	
Sunday	\$8.80
Daily	\$7.00

- 15% commission to recognized agencies.
- Sunday Rate applies to all Sunday insertions.

### National Non-Profit Rates

<u>Rates Per Line Per Day</u>	
Sunday	\$5.95
Daily	\$4.60

### Open Local Commercial Rates

(Not available in employment classifications or ads outside the state of Kansas)

<u>Rates Per Line Per Day</u>	
Sunday	\$5.55
1 day	\$5.30
2-6 days	\$4.55
7-13 days	\$4.00
14-31 days	\$3.15

### Monday Pick-Up Discount

Any Friday, Saturday or Sunday classified multi-column ad may be picked up (with no copy changes) to run in the following Monday's classified section and receive a 50% discount off the earned rate. No other discounts are applicable. Not applicable to employment ads.

### Friday Pick-Up Discount

Advertisers must run at least 1/2 page Saturday or Sunday to receive a Friday 50% discount. Any ad space that is less than 1/2 page must run Saturday and Sunday to receive their 50% discount.



### Black & White Rates

#### Dealer Association Rate

This rate is available to Automotive/Dealer Associations.

**Dealer Associations Rates Per Line Per Day**

Sunday	\$2.00
Daily	\$1.85

- 15% commission to recognized agencies. Sunday Rate applies to all Sunday insertions. Volume purchase contracts available, please contact an Eagle representative.

#### Non-Profit Organization Rates

Available for local non-profit organizations, charities, and churches (devotional services). Must have tax free ID number.

**Rates Per Line Per Day**

Sunday	\$2.85
Daily	\$2.80

- Sunday Rate applies to all Sunday insertions.

#### Non-Profit Employment Rate

Available for local non-profit organizations. Must have tax free ID number.

**Rates Per Line Per Day**

Sunday	\$6.30
Daily	\$4.85

- 15% commission to recognized agencies.
- Sunday Rate applies to all Sunday insertions.
- Employment Rates apply for all employment ads placed.

### Color Rates and Data

Color rates available upon request.

#### Special Services

We offer The Wichita Eagle Box Service for a service charge of \$20.00 per week if picked up at The Eagle, \$25.00 for mail out. Art services are available from The Wichita Eagle at the rate of \$100.00 per hour. One-hour minimum art charge. Please allow added time for creative art service. There is no charge for spec layouts.

### Style & Make-up

#### Specifications

Classified advertising is printed in agate type size unless otherwise stipulated by the advertiser. Multi-column ads are invoiced on the basis of 14 lines per column inch.

**Signature Logo.** Single column signature/logos offer continuity to your advertising program. To have a single-column sig prepared please allow at least 5 working days. Sigs can be made from original art work supplied by the advertiser or designed by The Wichita Eagle at a minimal charge. Single-column signatures are required to measure a minimum of 5 lines.

**Borders/Frames.** Borders for In-column ads. 1 (one) inch minimum charge. \$3 per inch

**Bold Charge.** In column ad \$5 per ad

**Reverse Charge.** In column ad \$5 per ad



**Classified *DISPLAY* Deadlines**

Publication Day	Proof/Ad Materials	Reservation/Cancellation Camera Ready/Final Corrections
Monday	Wednesday 5PM	Friday 10AM
Tuesday	Thursday 5PM	Monday 10AM
Wednesday	Friday 5PM	Tuesday 10AM
Thursday	Monday 5PM	Wednesday 10AM
Friday	Tuesday 5PM	Thursday 10AM
Saturday	Wednesday 5PM	Friday 10AM
Sunday	Wednesday 5PM	Friday 10AM

- For proof corrections, call an Ad Assistant at (316)268-6289.
- Deadlines for holiday weeks will be determined two weeks prior to the holiday.
- Deadlines for ads scheduled for the day following a legal holiday are advanced a minimum of 24 hours.
- Cancellation or ad size changes after cancellation deadline will be subject to a cancellation charge.

**Classified *LINER* Deadlines**

Publication Day	Proof, Logo / Photo Deadline	Cancel / Final Correction
Monday	Thursday Noon	Friday 4PM
Tuesday	Friday Noon	Monday 4PM
Wednesday	Monday Noon	Tuesday 4PM
Thursday	Tuesday Noon	Wednesday 4PM
Friday	Wednesday Noon	Thursday NOON
Saturday	Thursday Noon	Friday 3pm
Sunday	Thursday Noon	Friday 4PM

**Proof/Ad Materials:** For ads that need to be sent out on proof. All ad materials needed to build a new ad or changes to a pickup ad must be turned in by this deadline.

**Reservation/Cancellation  
Camera Ready/Final Corrections:** For ads coming in completely ready to print with no alterations. Final corrections that do not need to be sent out on proof must be turned in by this deadline.

**Special Days /Pages /Features**

- RENT! Apartment Directory
- Apartments.com Edition (Saturday)
- New Home Weekly (Sunday) Tabloid
- On The Market (Sunday) Tabloid
- Real Estate Value Pricing (Daily)
- Professional Service Directory (Daily)
- Paths to Success (Quarterly)
- Auction Calendar (Wednesday)
- Career Builder (Sundays)
- Career Builder Weekly Publication (Wednesday)

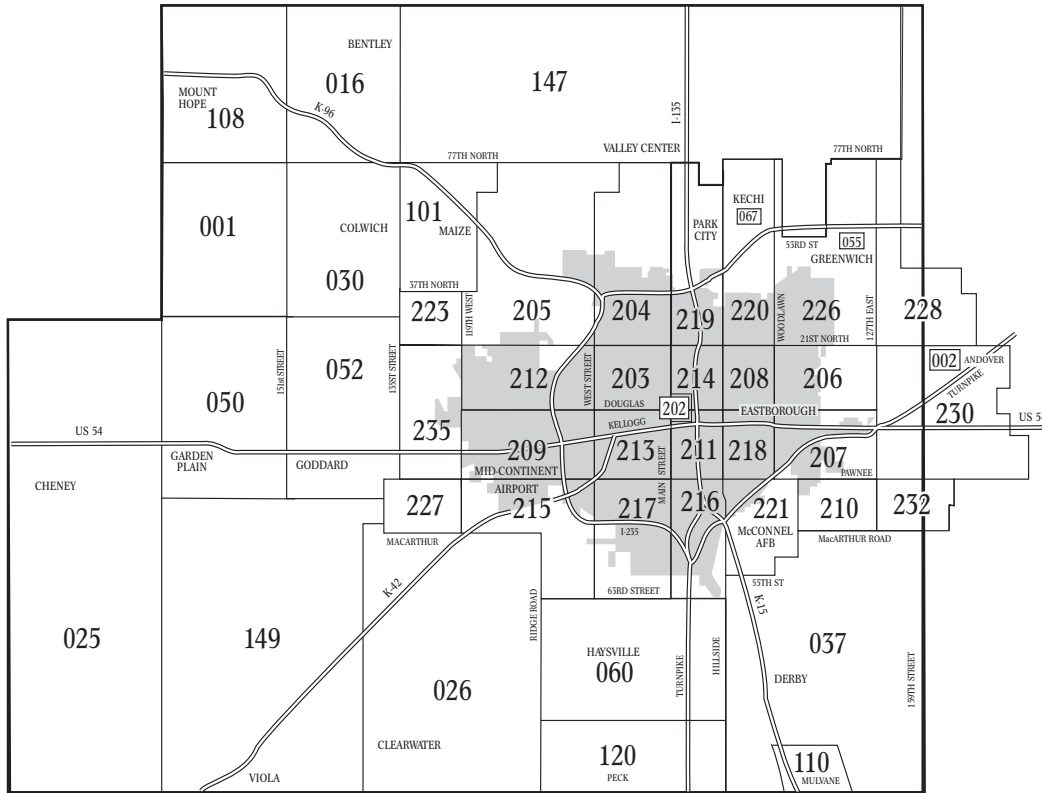
**Commissions and Cash Discounts**

Classified advertising rates as shown are noncommissionable except as noted. Cash discounts are not allowed and all rates are net unless stated otherwise.

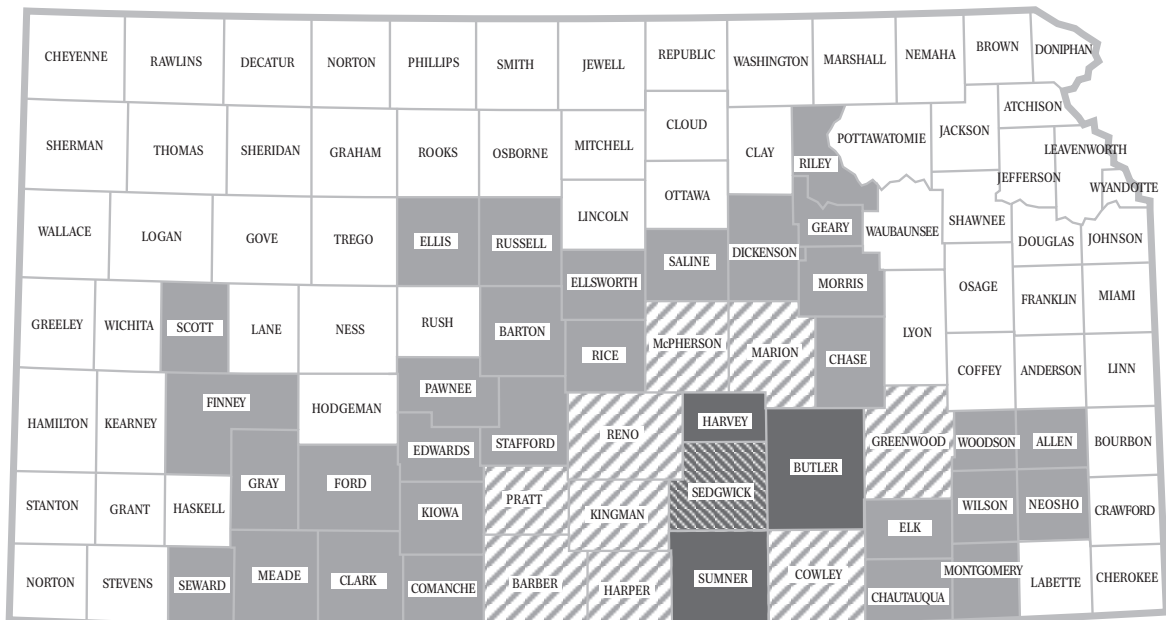
Commissionable advertising rates are calculated by increasing the appropriate non-commissionable rate by 17.65% (Multiply the local rate by 1.1765).





All advertising is cash with order unless credit has been established. If contract rates are utilized by the agency for an advertiser that countersigns the contract, the advertiser will be liable for the fulfillment of the contract.

### Sedgwick County Zip Codes starting 67XXX



### Kansas Counties



-  NDM - Newspaper Designated Market (Sedgwick County only)
-  CBSA - Core Base Statistical Area (Sedgwick, Butler, Harvey & Sumner Counties)
-  RTZ - Retail Trade Zones (13 counties, including CBSA) Full Daily Distribution
-  Sunday Distribution Area (43 counties) Full Sunday Distribution



- Rates are per line, per day and include online.
- A Sunday Employment ad can also be placed to run the Saturday before or the Monday after at 50% discount. This is available for multi-column display ads.
- Sunday rates apply for all Sunday insertions.
- See current rate card for policies & deadlines.
- Agencies must take 30-Day posting at Gross pricing on ads over \$200 to earn commission.

**Local**

Open Rate	\$9.85	\$7.40	\$5.25	\$3.00
<b>Earned Rate Contract</b>	<b>Sunday</b>	<b>1 day</b>	<b>3 days</b>	<b>7 days</b>
\$5,000	\$7.35	\$5.95	\$4.30	\$2.75
\$10,000	\$5.80	\$5.00	\$3.65	\$2.60
\$20,000	\$5.65	\$4.80	\$3.50	\$2.55
\$30,000	\$5.50	\$4.70	\$3.45	\$2.50
\$40,000	\$5.40	\$4.65	\$3.40	\$2.45
\$50,000	\$5.30	\$4.55	\$3.35	\$2.40
\$60,000	\$5.25	\$4.50	\$3.30	\$2.35
\$75,000	\$5.15	\$4.45	\$3.25	\$2.30
\$100,000	\$5.00	\$4.35	\$3.20	\$2.25

Above rates are 15% commissionable to recognized advertising agencies.

**Tech Schools / Placement / Services / Temporaries**

	\$6.00	\$5.35	\$4.00	\$2.75
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Rates are net.

Earned Rate Contracts provide advertisers an opportunity to contract at a dollar volume spending level that is advantageous to your business. Advertisers are automatically rewarded with lower per line rates as they achieve larger Earned Rate Contract levels. Maximum Earned Rate Contract level is \$100,000.

Should an advertiser not meet the Earned Rate Contracted spending level, advertising will be rate adjusted to rate earned based on actual spending.

**National**

Open Rate	\$12.50	\$9.25
<b>Earned Rate Contract</b>	<b>Sunday</b>	<b>Daily</b>
\$10,000	\$12.00	\$8.50
\$20,000	\$11.25	\$8.00
\$30,000	\$10.50	\$7.00

Above rates are 15% commissionable to recognized advertising agencies.

**Color Rates 1 Day**

3 Color + Black	\$100
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**Other Rates**

**Careerbuilder.com**

30-day Online only	\$419
30-day Online (with print ad)	\$250
(Contracts are available for volume purchases)	
(Prices may change at anytime)	

**Top Jobs**

7-day Posting on Kansas.com	\$80
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Must Purchase 30-day online posting on CareerBuilder.

**Careerbuilder Weekly**

Pick-up from Newspaper	\$30
1/4 Page	\$175
1/2 Page	\$300
Full Page	\$500
Center Spread	\$800
Back Cover	\$600
Color	\$50

Paid placement, color, and anchoring charges are extra.



30 Day Video on Kansas.com and Top Jobs	\$199
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(Prices may change at any time.)



Earned Rate Contracts provide advertisers an opportunity to contract at a dollar volume spending level that is advantageous to your business. Advertisers are automatically rewarded with lower per line rates as they achieve larger Earned Rate Contract levels. Maximum Earned Contract level is \$100,000.

Should an advertiser not meet the Earned Rate Contracted spending level, advertising will be rate adjusted to rate earned based on actual spending. Contract advertisers failing to meet the minimum of \$3,000, will receive the contract adjustment rate.

- Sunday rates apply for all Sunday Insertions.
- Rates are per line per day and include online.
- See current rate card for policies, deadlines, and open local commercial rates.

Contract Adjustment Rate	\$5.55	\$5.30	\$4.55	\$4.00	\$3.15
Earned Rate Contract	Sunday	1-3 day	4-7 days	8-10 days	11+ days
\$3,000	\$3.12	\$2.42	\$2.39	\$2.13	\$2.02
\$4,000	\$3.09	\$2.39	\$2.37	\$2.11	\$2.01
\$6,000	\$3.08	\$2.38	\$2.36	\$2.10	\$1.99
\$8,000	\$3.05	\$2.37	\$2.35	\$2.09	\$1.97
\$10,000	\$2.92	\$2.26	\$2.24	\$1.99	\$1.89
\$12,000	\$2.91	\$2.25	\$2.23	\$1.97	\$1.88
\$15,000	\$2.89	\$2.24	\$2.22	\$1.96	\$1.87
\$20,000	\$2.87	\$2.22	\$2.19	\$1.95	\$1.86
\$25,000	\$2.84	\$2.19	\$2.17	\$1.93	\$1.84
\$30,000	\$2.80	\$2.16	\$2.14	\$1.90	\$1.81
\$40,000	\$2.75	\$2.12	\$2.10	\$1.87	\$1.77
\$50,000	\$2.69	\$2.07	\$2.05	\$1.82	\$1.73
\$60,000	\$2.16	\$1.89	\$1.87	\$1.67	\$1.58
\$70,000	\$2.12	\$1.87	\$1.85	\$1.65	\$1.56
\$90,000	\$2.04	\$1.85	\$1.83	\$1.63	\$1.54
\$100,000	\$2.02	\$1.83	\$1.81	\$1.61	\$1.52

Color Rates	Daily	Sunday	Each Pick-up
1 Color + Black	\$250	\$350	\$125
2 Color + Black	\$350	\$425	\$200
3 Color + Black	\$400	\$500	\$250



**Saturday Apartments.com Edition**

- Rates are per unit, units are 1x40 agate lines, maximum units allowed is 6.
- See current rate card for policies & deadlines.
- Color charges are \$15.00 per color per unit.
- Should the advertiser not meet the number of weeks contracted for, advertising will be rate adjusted to rate earned based on actual number of weeks ran.
- All agreements are for 52 weeks, commencing with contract start date.
- Pricing may change as product changes.

Per Week	Per Unit
Open Rate	\$145
10 Weeks	\$110
18 Weeks	\$100
26 Weeks	\$90
52 Weeks	\$80

Advertorial	Per Listing
Front Page	\$650

\* Available to Rent-Apartment Property contract holders only (See Wichita Eagle Sales Rep for details.)

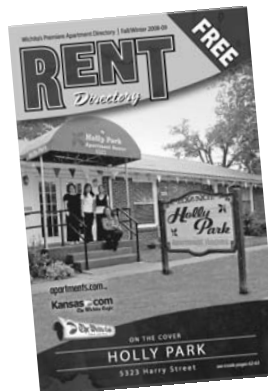
**Rent! Apartment Directory**

The Wichita Eagle Rent! Apartment Directory is a showcase for area rental communities. The guide gives renters an easy to use directory of apartment communities and moving related services. The Rent! Apartment Directory is also published on the internet on Kansas.com, The Wichita Eagle's web site.

Rates	1 Time	2 Times
1-5 pages	\$1,130	\$900
6+ pages	\$1,035	\$830
Front Cover*	\$3,700	\$3,160
Front Inside**	\$1,770	\$1,425
Back Cover*	\$2,475	\$1,955
Back Inside**	\$1,410	\$1,145
4-page glossy insert**	\$4,285	\$3,360
Pickup for Sr Living or Corp Housing	\$515	

\* Based on running in the publication on a 2 time commitment. Does not have to be on the cover. Front and back covers are subject to availability.

\*\* Subject to availability.



**Distribution**

You can find the Rent! Apartment Directory in over 250 retail outlets including area grocery stores, and restaurants throughout the greater Wichita area, through The Chamber, and the city's largest employers.

**Deadlines and Sizes**

Published twice a year, in April and October. Call for actual deadlines for next issue. The Rent! Apartment Directory is an easy to use digest size (8.5" x 5.5") publication.

**Online Rates**



Silver	\$300
Gold	\$350
Platinum	\$400



- Rates are per line, per day and include online.
- Sunday rates apply for all Sunday insertions.
- See current rate card for policies, deadlines, and open local commercial rates.

Contract Adjustment Rate	\$5.55	\$5.30	\$4.00	\$3.15
<b>Earned Rate Contract</b>	<b>Sunday</b>	<b>1-6 times</b>	<b>7-14 times</b>	<b>15+ times</b>
\$3,000	\$3.27	\$2.55	\$2.40	\$2.38
\$4,000	\$3.24	\$2.52	\$2.38	\$2.36
\$6,000	\$3.22	\$2.51	\$2.37	\$2.35
\$8,000	\$3.21	\$2.50	\$2.36	\$2.33
\$10,000	\$3.20	\$2.49	\$2.35	\$2.32
\$12,000	\$3.18	\$2.48	\$2.33	\$2.30
\$15,000	\$3.15	\$2.47	\$2.32	\$2.29
\$20,000	\$3.13	\$2.45	\$2.29	\$2.27
\$25,000	\$3.10	\$2.43	\$2.26	\$2.25
\$30,000	\$3.07	\$2.39	\$2.23	\$2.22
\$40,000	\$3.01	\$2.35	\$2.18	\$2.15
\$50,000	\$2.94	\$2.27	\$2.12	\$2.10
\$60,000	\$2.90	\$2.24	\$2.07	\$2.04
\$75,000	\$2.84	\$2.19	\$2.01	\$2.00
\$100,000	\$2.21	\$2.02	\$1.88	\$1.86

<b>Color Rates</b>	<b>Daily</b>	<b>Sunday</b>	<b>Each Pick-up</b>
1 Color + Black	\$250	\$350	\$125
2 Color + Black	\$350	\$425	\$200
3 Color + Black	\$400	\$500	\$250

Earned Rate Contracts provide advertisers an opportunity to contract at a dollar volume spending level that is advantageous to your business. Advertisers are automatically rewarded with lower per line rates as they achieve larger Earned Rate Contract levels. Maximum Earned Rate Contract level is \$100,000.

Should an advertiser not meet the Earned Rate Contracted spending level, advertising will be rate adjusted to rate earned based on actual spending. Contract advertisers failing to meet the minimum of \$3,000 will receive the contract adjustment rate.

**Other Rates**

**Power Ads**

4 Lines of Text plus a photo	\$35
10 or more on same day	\$30
(Prices per ad, per day)	

**Online Rates**

**Apartments.com**

Silver	\$300
Gold	\$350
Platinum	\$400

**Homefinder**

Agent Package	\$45
Broker Package	\$190
Builder Package	\$230

(Prices are per-month, with a 12-month commitment)



- Rates are per line, per day and include online.
- Sunday rates apply for all Sunday insertions.
- See current rate card for policies, deadlines, and open local commercial rates.

Annual Dollar Volume Contract	Sunday	1-6 times	7-14 times	15+ times
\$125,000	\$2.16	\$1.98	\$1.85	\$1.84
\$150,000	\$2.13	\$1.94	\$1.84	\$1.83
\$200,000	\$2.08	\$1.90	\$1.83	\$1.82
\$250,000	\$1.81	\$1.81	\$1.81	\$1.81
\$300,000	\$1.80	\$1.80	\$1.80	\$1.80

Color Rates	Daily	Sunday	Each Pick-up
1 Color + Black	\$250	\$350	\$125
2 Color + Black	\$350	\$425	\$200
3 Color + Black	\$400	\$500	\$250

**Online Rates**

<b>Apartments.com</b>		<b>Homefinder</b>	
Silver	\$300	Agent Package	\$45
Gold	\$350	Broker Package	\$190
Platinum	\$400	Builder Package	\$230

(Prices are per-month, with a 12-month commitment)

An official publication of the Wichita Area Builders Association published by The Wichita Eagle. All ads are full color.

- See current rate card for policies.

**Deadlines**

**Proof/Ad Materials:** Thursday 5pm (10 days) prior to publication.  
**Reservation/Cancellation/Camera Ready/Final Corrections:** Friday 5pm (9 days) prior to publication.

Approved Format Rates—Association Members	Full Page	Half Page	1/4 Page
Open	\$1,525	\$855	\$510
13 Issue Commitment (over 26 week period)	\$1,440	\$830	\$495
13 Consecutive Issues (min. 12 issue insertions)	\$1,385	\$775	\$445
26 Consecutive Issues (min. 24 issue insertions)	\$1,290	\$755	\$440
26 Issue Commitment (over 52 week period)	\$1,255	\$740	\$430
52 Consecutive Issues	\$1,165	\$695	\$415

Rates—Affiliate Members	Full Page	Half Page	1/4 Page
Open	\$1,685	\$945	\$555
13 Issue Commitment (over 26 week period)	\$1,595	\$915	\$540
13 Consecutive Issues (min. 12 issue insertions)	\$1,570	\$860	\$490
26 Consecutive Issues (min. 24 issue insertions)	\$1,435	\$835	\$475
26 Issue Commitment (over 52 week period)	\$1,395	\$820	\$465
52 Consecutive Issues (min. 48 issue insertions)	\$1,285	\$765	\$460



**Online Rates**

**Homefinder**

Agent Package	\$45
Broker Package	\$190
Builder Package	\$230

(Prices are per-month, with a 12-month commitment)

An official publication of the Wichita Area Association of Realtors published by The Wichita Eagle.

- See current rate card for policies.

**Deadlines**

**Proof/Ad Materials:** Tuesday Noon (5 days) prior to publication.

**Reservation/Cancellation/Camera Ready/Final Corrections:** Wednesday 5pm (4 days) prior to publication

Approved Format Rates—Association Members	Full Page	Half Page	1/4 Page
Open	\$1,315	\$725	\$430
13 Issue Commitment (over 26 week period)	\$1,230	\$700	\$415
13 Consecutive Issues (min. 12 issue insertions)	\$1,175	\$645	\$365
26 Consecutive Issues (min. 24 issue insertions)	\$1,080	\$625	\$360
26 Issue Commitment (over 52 week period)	\$1,045	\$610	\$350
52 Consecutive Issues	\$955	\$565	\$335
Individual Area Listings	\$50		

Rates—Affiliate Members	Full Page	Half Page	1/4 Page
Open	\$1,475	\$815	\$475
13 Issue Commitment (over 26 week period)	\$1,385	\$785	\$460
13 Consecutive Issues (min. 12 issue insertions)	\$1,360	\$730	\$410
26 Consecutive Issues (min. 24 issue insertions)	\$1,225	\$705	\$395
26 Issue Commitment (over 52 week period)	\$1,185	\$690	\$385
52 Consecutive Issues	\$1,070	\$635	\$380

Color	Full Page	Half Page	1/4 Page	Multi-Page
Full Color	\$210	\$130	\$80	\$160

**Online Rates**

**Homefinder**

Agent Package	\$45
Broker Package	\$190
Builder Package	\$230

(Prices are per-month, with a 12-month commitment)

Sunday, November 23, 2008

**ON THE MARKET** WAR

A WEEKLY SHOWCASE OF REAL ESTATE IN THE WICHITA AREA



1425 E Lingham  
MLS# 246984  
\$167,900

Superb 1425 E Lingham! 2 bedrooms, 2 bathrooms, 1.5 baths, 2 car garage, finished basement, hardwood floors, granite counter tops, stainless steel appliances. Must see! Call your agent today!

Mary Myers  
Plaza Real Estate, Inc.  
316-788-6783  
myers@plazare.com

**Make a firm offer!**

You've found the perfect home, and are ready to act. What happens next? Once the decision to buy has been made, the next step is a firm written offer to purchase, accompanied by a substantial earnest money deposit. The real estate agent can prepare the paperwork, which becomes your "offer" until it is accepted by the seller. Until accepted as written, the offer can be withdrawn at any time by notifying the agent who prepared the offer. An offer may also be written with an automatic cancellation clause such as: "this offer becomes null and void if not accepted by midnight three days from the date of the offer." The offer becomes a binding contract at the moment it is accepted by the seller. If not accepted as written, the seller may make a "counter-offer." This may also be withdrawn at any time before being accepted and signed by the buyers. Buyers and sellers may make any number of offers and counter-offers before finally gaining the acceptance of the other parties.

Offers may also be rejected outright, with no further counter offers being made. This ends the negotiations, although either party may renew the negotiations by making a new offer for consideration. Once signed, the offer becomes a binding contract which contains all details agreed to by the buyers and sellers.

Planning to buy or sell a home? REALTOR® subscribe to a Code of Ethics. Call a REALTOR® today!



Contracts are available for minimum of \$3,000 spending per year. Not available for employment, real estate/rental, automotive advertisers, or advertisers outside the state of Kansas.

- See current rate card for policies, deadlines, and open local commercial rates.
- Sunday Rate applies to all Sunday insertions.
- All rates are per line per day and include online.
- Advertisers who wish to sign Earned Rate Contracts for more than \$50,000, please contact your Eagle Sales Representative.

Contract Adjustment Rate	\$5.55	\$5.30	\$4.55	\$4.00	\$3.15	\$3.15
<b>Earned Rate Contract</b>	<b>Sunday</b>	<b>1 day</b>	<b>2-6 days</b>	<b>7-13 days</b>	<b>14-30 days</b>	<b>31 Days</b>
\$3,000	\$3.19	\$3.02	\$2.49	\$2.24	\$2.18	\$2.13
\$4,000	\$3.17	\$3.00	\$2.47	\$2.22	\$2.16	\$2.12
\$6,000	\$3.16	\$2.99	\$2.46	\$2.21	\$2.15	\$2.11
\$8,000	\$3.15	\$2.98	\$2.45	\$2.19	\$2.14	\$2.10
\$10,000	\$3.14	\$2.97	\$2.44	\$2.18	\$2.13	\$2.09
\$12,000	\$3.12	\$2.96	\$2.43	\$2.17	\$2.12	\$2.08
\$15,000	\$3.09	\$2.93	\$2.42	\$2.16	\$2.11	\$2.07
\$20,000	\$3.07	\$2.91	\$2.38	\$2.14	\$2.09	\$2.05
\$25,000	\$3.02	\$2.88	\$2.37	\$2.12	\$2.07	\$2.03
\$30,000	\$2.99	\$2.85	\$2.32	\$2.09	\$2.03	\$1.96
\$40,000	\$2.93	\$2.79	\$2.28	\$2.04	\$1.98	\$1.92
\$50,000	\$2.88	\$2.74	\$2.22	\$1.96	\$1.92	\$1.87

Earned Rate Contracts provide advertisers an opportunity to contract at a dollar volume spending level that is advantageous to your business. Advertisers are automatically rewarded with lower per line rates as they achieve larger Earned Rate Contract levels. Maximum Earned Rate Contract level is \$50,000.

Should an advertiser not meet the Earned Rate Contracted spending level, advertising will be rate adjusted to rate earned based on actual spending. Contract advertisers failing to meet the minimum of \$3,000, will receive the contract adjustment rate.

For pricing and examples, go to  
[www.kansas.com/mediakit](http://www.kansas.com/mediakit)



# 750,000+ Unique Monthly Visitors

With over 10 million page views and 750,000 unique visitors per month, Kansas.com is the online source for local news and information.

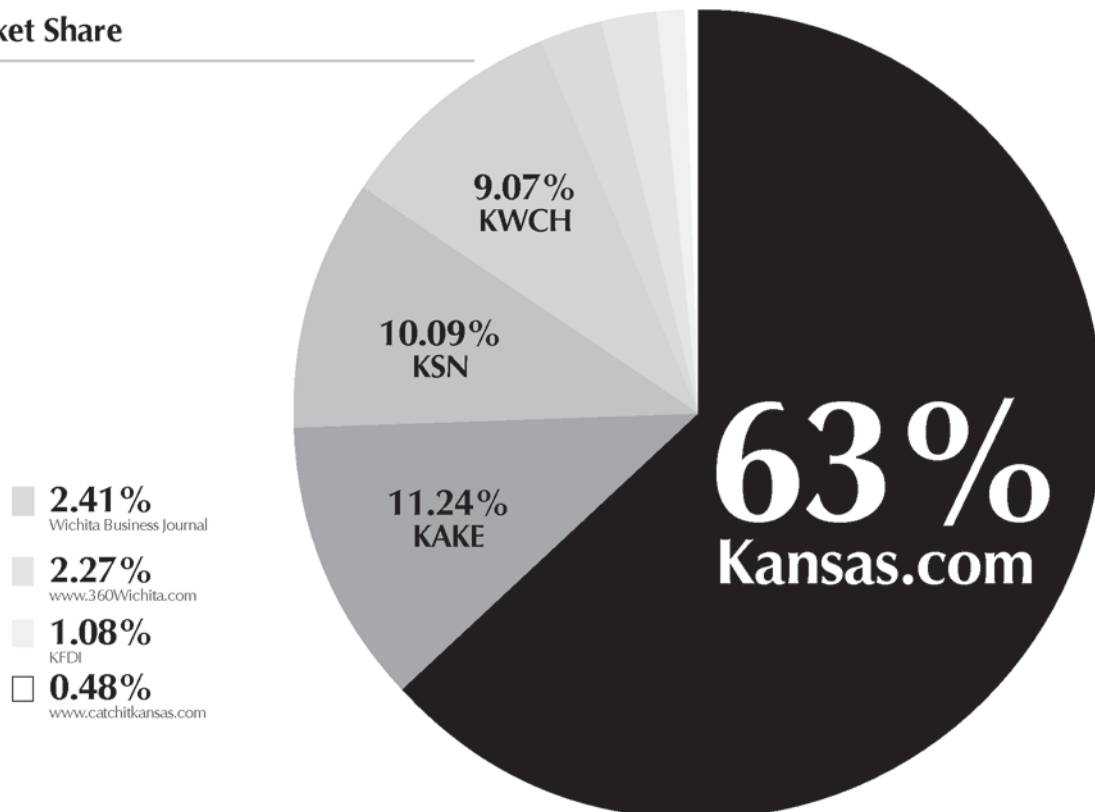
## Our Audience

- 70% of weekday traffic falls between 6 a.m. and 6 p.m.
- Largest media website in Kansas - reaches more adults in the Wichita marketplace than all other media websites in the area combined.

## An Advantage

The newspaper online audience is very attractive for advertisers. According to Scarborough Research and comScore data, newspaper websites' audience tends to have a higher income and more education than other web audiences.

## Market Share



\*Source: Hitwise August 2008

For pricing and examples, go to  
[www.kansas.com/mediakit](http://www.kansas.com/mediakit)



## Online Advertising

### CPM Positions

**Skybox Badge** (160x60)

**Channel Cube** (160x90)

**Leaderboard** (728x90)

**Med. Rectangle** (300x250)

**Floating Flash**

**Skybox Peel Back** (160x60 expands to 800x800)

**Sliding Billboard** (972x20 expands to 972x500)

### Add Ons

- Day part
- Rich Media Enabled Ads:  
(roll-over, expandable, dynamic, video banner)

### Fixed Positions

- **Homepage Cube** (160x90)  
Homepage (1 of 3)
- **Eagle Note Online** (160x90 expands to 300x250)  
With Print Eagle Note (1 of 2)  
Online only (1 of 2)
- **InPerson Video**  
10-second video floats on home page  
55,000 impressions per month
- **Home Page Take-over**  
Own the ads on Kansas.com's home page
- **Road Block-Homepage Medium Rectangle**  
By day or in 3 hour increments
- **Special Targeting Opportunities**  
Cars.com  
CareerBuilder.com  
Apartments.com  
Homescape.com  
VarsityKansas.com – High School Sports  
WichitaPaws.com

### Special Products

- EagleWebBuilder
- EagleClicks
- Search Engine Marketing

### Email Products

- |                                    |   |
|------------------------------------|---|
| <b>Morning Headlines</b>           | <b>Afternoon Headlines</b>                |
| <b>Midday Business Report</b>      | <b>Outdoors</b>                           |
| <b>K-State Sports</b>              | <b>Let's GO!</b> (entertainment)          |
| <b>Wichitalk</b>                   | <b>B-Bing</b> (Bonnie Bing shopping tips) |
| <b>Breaking News Alerts</b>        | <b>Let's Eat</b> (daily recipe)           |
| <b>Wichita a la Carte</b> (dining) |   |

More targeted newsletters coming soon!

Available ad sizes, positions & rates are subject to change.



# BUSINESS TODAY

YOUR AUTHORITY ON WICHITA BUSINESS

BUSINESS TODAY covers a wide range of topics critical to local business. BUSINESS TODAY is the best and first source of business news and advertising for Wichita business people. Because BUSINESS TODAY gives the broadest reach available to Wichita business leaders, it also provides the most cost-effective and successful way to advertise to key business decision makers. BUSINESS TODAY publishes **Tuesday through Thursday**.

Non contract rates (per inch)		Frequency Contract Rates (per inch)	
Open	\$34.65	12 of 13 weeks	\$24.85
4 consecutive weeks	\$28.95	24 of 26 weeks	\$23.40
		26 of 52 weeks	\$23.40
		48 of 52 weeks	\$22.05

- All ad content must be 100% aimed at business market for this rate.
- Ad must run in Tuesday through Thursday's Business Today in order to count toward completion of frequency contract
- No separate lineage contract required
- Business Today lineage counts toward completion of any separate lineage/revenue contracts
- No pick-up discounts – pick-up ads will use the Business to Business rates for both space and color
- Short rate will be to earned Business Today rate
- Rates do not change for Thanksgiving day.

### Color Rates

	Ads 2" – 42" (per inch)	Ads larger than 42" (flat rate)
1 spot + black	\$5.65	\$335.00
2 spot + black	\$6.95	\$425.00
3 spot + black	\$8.20	\$485.00

Color ads under 2" will be billed for 2" of color

### Premium Positions

Front Page Strip: 6 col x 3 inches	30% additional for space
Back Page	30% additional for space
Unique Shaped Ads	30% additional for space
Stock Stacker Ads*	20% additional for space

\*Package of 2 ads on top and bottom of Stock page, each ad is 6 columns x 4 inches, no color

### Online@Kansas.com

Business Channel Cube (160x90)	1 of 4 positions	Call for pricing
Channel Cube – Daypart	3 hour blocks	Call for pricing
Channel Pop Ups/Unders	Fixed Weekly (2 spots available for local advertisers)	Call for pricing
Stock Look-up Box Sponsor		Call for pricing

Category	2008	2009	Change
<b>TOTAL</b>	1,200,000	1,212,000	12,000
<b>MANUFACTURING</b>	300,000	295,000	-5,000
<b>NON-MANUFACTURING</b>	900,000	917,000	17,000

### CareerBuilder Professional

Liner Position	\$30.00
Display Ad	\$30.00

Addition to CareerBuilder Package (pick-up)

### B2B Directory

\$1.32 per line per day  
(26 week minimum)



## Eagle Notes

Eagle Notes offer a unique opportunity to put your company and ad message on the front page! Eagle Notes are peel-off ads that can be placed on the masthead of The Wichita Eagle front page (or on selected section fronts). There's not a more noticeable place for an ad!

Don't let your imagination stop at boxes—we can make Eagle Notes in a variety of customized shapes. From one color to full color; from squares to circles; in selected ZIPS or on every paper—you make the choices!

	1 Color	2 Color	4 Color Process
25,000	\$66.70	\$85.20	\$111.20
50,000	\$49.85	\$61.20	\$76.10
100,000	\$36.95	\$42.10	\$50.55

rates per 1,000 per drop



- Sunday Premium Charge: A 10% premium will be applied to the CPM rate for any Eagle Note distributed on a Sunday.
- We are able to customize your Eagle Note with standard die-cut shapes for an additional \$200. Special shapes are only \$325. Ask your sales representative for more details.
- Eagle Note orders of 100,000 or more will receive the printing on the back (black only) for no additional charge. Orders under 100,000 can have printing on the back side for a charge of \$10.50/CPM.
- White and Yellow PMS 102 are not charged as a color.
- Note: When using Yellow PMS 102 as a material color, PMS color will experience a color shift.

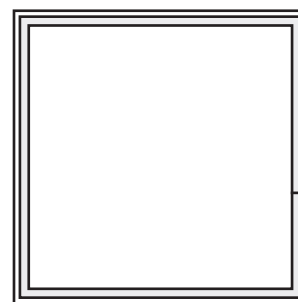
### Production Deadlines

Reservation order and proof deadline is 3 weeks from first distribution date.

Note: Cancellations less than 3 weeks from the scheduled distribution date will be charged an \$850 cancellation fee.

- A minimum quantity of 25,000 pieces must be distributed per day.

### Size Specifications



**Bleed Area**  
3.125" x 3.125"  
**Trim Area**  
3" x 3"  
**Image Area**  
2.813" x 2.809"

### Additional Pricing Information

- Advertisers scheduling a distribution quantity less than 50,000 on any date may be required to select an alternative distribution date should The Wichita Eagle receive an order for the same day with a quantity 50,000 or more.
- Full ZIP codes/truck routes must be purchased; you cannot run out in ZIP codes or Truck routes.
- Trucks 3 & 9 must be purchased together as one truck.
- Insertion orders signed by the customer stating distribution quantities and dates are required to reserve a distribution date.
- Eagle Notes must be used within a 2-month period from the first distribution date. Customers agree to be billed for any remaining balance of their order after the 2-month period has expired.
- If copy changes are needed after submitting artwork to the printer, additional charges will apply.

### Standard Printing Colors Available

All Pantone colors available, except for neon and metallic colors.

### Additional Charges

Die Cut Shapes -Standard	\$200
Die Cut Shapes -Custom	\$325
Printing on back	\$10.50



**Targeted Inserts**

Your business can benefit from the power of targeting inserts to the specific areas in Wichita that are most important to you. The Wichita Eagle will design, print and deliver your message on a variety of sizes on coated or uncoated paper stocks. Distribution is available by zip code within Sedgwick County to subscribers on Wednesday through Sunday every week (outside Sedgwick County by truck route). Your insert can also be sent to non-subscribers on Wednesdays as part of our TMC program (Total Market Coverage).

Follow these steps to determine what is right for your business:

1. Where do you want to send your message? Do you want to reach both subscribers and non-subscribers? Your Wichita Eagle Sales Representative can help you determine what areas are right for you and what quantities will be needed.
2. For best results, does your message require full color on a coated stock or will 1 or 2 colors on uncoated stock paper work just as well?

**Half Page Inserts (coated)**

Quantity per Drop	In-Paper	TMC
5,000 - 29,999	\$48.30	\$57.30
30,000 - 49,999	\$39.30	\$48.30
50,000 - 99,999	\$34.80	\$43.85
100,000+	\$30.35	\$39.30
Overruns-cpm	\$27.00	

**Production**

1 side	\$125
2 sides	\$250

**Size Specifications**

Live Area	4.856" x 9.7527"
Trim Area	5.2853" x 10.8748"
Bleed Area	5.5184" x 11.125"

**Full Page Inserts (coated)**

Quantity per Drop	In-Paper	TMC
5,000 - 29,999	\$68.35	\$77.15
30,000 - 49,999	\$59.55	\$68.35
50,000 - 99,999	\$56.25	\$65.05
100,000+	\$52.90	\$60.65
Overruns-cpm	\$30.85	

**Production**

1 side	\$200
2 sides	\$400

**Size Specifications**

Live Area	8" x 10.5"
Trim Area	8.375" x 10.875"
Bleed Area	8.625" x 11.125"

**Full Page Inserts (non-coated)**

Quantity per Drop	In-Paper		TMC	
	1 side	2 sides	1 side	2 sides
5,000 - 19,999	\$47.40	\$54.00	\$60.65	\$66.15
20,000+	\$45.20	\$51.80	\$58.45	\$63.95
Overruns	\$36.40	\$41.90		

**Additional Color**

2 Colors	
1 sided	\$7.35
2 sided	\$13

**Production (flat rate)**

1 color	\$90
2 colors	\$180

**Size Specifications**

Live Area	7.46" x 10.23"
Trim Area	8.5" x 11"
No Bleed Area	

All Targeted Insert rates are per 1,000 unless specified

Deadline for scheduling or canceling Targeted Inserts is 2 weeks prior to date of distribution. TMC distribution dates must be scheduled a minimum of 3 weeks prior.





**REAL ESTATE FOR SALE**

- 005 Sale-Houses-Below \$50,000
- 010 HousesForSale-50,001-100,000
- 015 HousesForSale-100,001-150,000
- 020 HousesForSale-150,001-200,000
- 025 HousesForSale-Above \$200,000
- 026 Real Estate Out Of Town
- 027 Real Estate For Sale
- 028 RE Auctions
- 029 Small Acreage w/home
- 030 Condos & Townhomes
- 035 Apartments & Duplexes
- 040 Manufactured Housing/Lots
- 055 Lots & Land
- 060 Farms & Ranches
- 063 Resort Property
- 065 Business Property



**REAL ESTATE FOR RENT**

- 100 Homes for Rent
- 101 Rental Marketplace
- 103 Rent to Own
- 105 Condos & Townhomes
- 110 Apartments & Duplexes
- 115 Manufactured Housing/Lots
- 120 Bus, Ofc & Storage Space
- 125 Rooms/Roommates Wanted
- 130 Farms, ranches, pasture
- 132 Resort properties



**BULLETIN BOARD**

- 200 Announcements
- 210 Adoption & Family Services
- 212 In Search of...
- 214 Valentine Lovelines
- 215 Special Events
- 220 Funerals/In Memoriam
- 225 Cemetery Plots
- 230 Legal Notices
- 235 Lost & Found



**PETS AND ANIMALS**

- 300 Pets For Sale
- 303 Free Pets
- 305 Pet Supplies & Services
- 310 Horses/Livestock & Supplies
- 315 Feed, Seed & Grain
- 320 Farm Equipment & Services



**GREAT GARAGE SALE WEEKEND**

April-October Only

- 440 Great Garage Sale Weekend

**MERCHANDISE**

- 425 Building Materials
- 433 Auctions
- 436 Estate Sales
- 439 Misc Sales
- 477 Commercial & Industrial Equip
- 478 Good Things to Eat
- 479 Appliances
- 480 Antiques & Collectibles
- 481 Musical Instruments
- 482 Clothing & Jewelry
- 483 Computers/Elec/Office Equip.
- 484 Windows/Doors & Building Mat.
- 485 Household Furnishings
- 486 Infant & Childrens Items
- 487 Medical Equipment & Supplies
- 488 Music/Video/Entertainment
- 491 Sporting Goods
- 492 Tools
- 493 Lawn & Garden
- 494 Miscellaneous
- 496 Campers, Tents & Accessories
- 497 Firewood
- 498 Wanted



**RECREATION & LEISURE**

- 505 Boats & Accessories
- 510 Travel Opportunities
- 515 Tickets
- 530 Hunting & Fishing



**PERSONAL MESSAGES**

- 600 Conversation Lines
- 605 Adult Entertainment
- 615 Special Interests
- 620 Massage Therapy



**CAREERS/BUSINESS**

- 705 Schools, Training & Lessons
- 715 Employment & Placement Serv
- 720 Help Wanted

- 725 Part Time Help Wanted
- 728 Holiday Employment
- 730 Medical Help Wanted
- 735 Sales Help Wanted
- 740 Jobs Wanted
- 745 Business Opportunities
- 750 Money To Lend
- 755 Financial Counseling



**SERVICE DIRECTORY**

- 802 Acct, Bookkeeping, Office Sup
- 805 Air Conditioning & Heating
- 807 Appliance Repair & Service
- 808 Asbestos, Lead Abatement
- 809 Asphalt & Paving
- 810 Awning & Canopies
- 811 Barber/Cosmetology
- 812 Bartending Services
- 813 Basements & Foundations
- 814 Brick, Block & Stone
- 815 Cabinets & Woodworking
- 817 Care & Nursing Services
- 818 Carpet, Floors, Tile
- 819 Carports & Patio Covers
- 821 Catering Services
- 823 Child Care & Nurseries
- 825 Cleaning Services
- 827 Clock Repair
- 828 Commercial & Industrial Serv.
- 829 Computer Services
- 830 Concrete & Cement
- 832 Construction & Remodeling
- 833 Copier Repair & Service
- 834 Counseling
- 835 Delivery
- 836 Dirt & Sand
- 837 Ditching & Trenching
- 839 Draft, Patent, Tech Services
- 841 Electrical
- 842 Electronics Services & Repair
- 843 Entertainment
- 845 Fencing
- 847 Fireplaces Chimneys Firewood
- 848 Floral Arrangements
- 849 Furniture Repair & Refinishing
- 850 Garages
- 851 Guttering & Siding
- 853 Handyman Services
- 855 Hauling, Moving, Storage
- 856 Internet
- 857 Holiday Services
- 858 Insurance
- 859 Income Tax

- 860 Laundry Sewing Ironing Service
- 861 Insulation
- 862 Legal Services
- 863 Miscellaneous
- 864 Mobile Home Repair & Service
- 865 Painting & Paperhanging
- 866 Pest Extermination Services
- 867 Pet Services
- 868 Photography
- 869 Plumbing & Septic Tanks
- 871 Psychiatric Services
- 872 Real Estate Services
- 873 Recycling
- 875 Roofing
- 877 Sandblasting
- 879 Secretarial & Resume Service
- 881 Security
- 884 Snow Removal
- 885 Spa/Hot Tub Service
- 886 Sprinkler Systems & Irrigatio
- 887 Steel Buildings
- 888 Swimming Pool Services
- 889 Translations
- 890 Tree Service
- 891 Tutoring
- 892 VCR Repair & Service
- 893 Upholstering & Draperies
- 895 Well & Water Service
- 896 Service Directory Coupons
- 897 Window & Glass Service
- 898 Yard & Garden



**AUTOMOTIVE & TRANSPORTATION (NO DEALERS)**

- 900 Airplanes-Facilities & Services
- 905 Automotive Service & Repair
- 910 Rebuilders/Parts
- 915 Motorcycles/Parts
- 920 Classics & Specialty Vehicles
- 925 Vans & Mini Vans
- 930 Heavy Duty & Farm Trucks
- 935 RVs, Campers & Accessories
- 940 Trailers
- 945 Trucks & SUVs
- 950 Cars For Sale
- 971 Display Ads Cars For Sale

**AUTO MARKET (DEALERS)**

- 973 Motorcycles/ Parts
- 974 Vehicles Wanted
- 975 Up to \$600
- 976 \$601 to \$1000
- 977 \$1001 to \$1500
- 978 \$1501 to \$2000
- 979 \$2001 to \$3000
- 980 \$3001 to \$4000
- 981 \$4001 to \$6000
- 982 Rebuilders/ Parts
- 983 Motorcycle Parts
- 985 Trailers

**SPECIAL SECTIONS /CLASSES**

- 090 Open Display
- 700 Job Hunter
- 701 Job Fairs
- 986 Car Book
- 999 Legals
- 1000 Apartment Guide
- 1001 Rental Marketplace Map
- 2000 Job Packs
- 2009 Business to Business (B2B)
- 2010 Pet Shop
- 2100 CareerBuilder Front Page
- 2101 Davis Moore Tab
- 2109 ROP - Legals
- 2111 ROP Automotive
- 2112 ROP Real Estate
- 2113 ROP Employment
- 2114 ROP - All Other
- 2115 Job Hunter
- 2117 Who's Who in Real Estate
- 2118 On The Market
- 2119 New Home Weekly
- 2200 Employment publication
- 2231 Special Sections
- 2232 Circulation Coupon
- 2233 Go! Employment Section
- 2234 Do Not Drink & Drive
- 2300 Employment Part Run
- 2301 Automotive Part Run
- 2302 Real Estate Part Run
- 2303 All Other Part Run
- 2400 Active Life Directory
- 2500 Mortgage Rate Table
- 2525 Football Picks
- 2600 Adopt-A-Pet
- 3000 Spec Ads
- 3001 Filler Ads
- 3002 Killed Fillers
- 4300 Auction Calendar

**Mechanical Specifications**

**Broadsheet Page–Column Width**

10 Column, Depth: 21" (210 total inches)

1 column . . . . .	1.069"	6 column . . . . .	6.625"
2 column . . . . .	2.181"	7 column . . . . .	7.736"
3 column . . . . .	3.292"	8 column . . . . .	8.847"
4 column . . . . .	4.403"	9 column . . . . .	9.958"
5 column . . . . .	5.514"	10 column . . . . .	11.069"

**Tabloid Page–Column Width**

8 Column, Depth: 11.0" (88 total inches)

**Modular Sizes for Tabloid Special Sections**

Full Page 9.1" x 11"	Half Page H. 9.1" x 5.4"	Half Page V. 4.5" x 11"	Quarter Page 4.5" x 5.4"	1/8 Page H. 4.5" x 2.6"	1/8 Page V. 2.2" x 5.4"	1/16 Page 2.2" x 2.6"
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(not available in all sections)

**Electronic Ad Specifications**

Below is a "Quick Reference" of the Specs for an electronic ad for The Wichita Eagle. Our AdDesk site, located at <http://ads.wichitaeagle.com>, contains our mechanical specs, technical specs, as well as tips and screen shots of settings in many of our applications.

**Source Applications**

Materials must be prepared using the following Macintosh applications.

Please send live files with all attending graphics or a PDF (Portable Document Format) file.

- QuarkXpress 7
- Freehand MX
- Adobe Photoshop CS2
- MultiAd Creator 7
- Adobe Illustrator CS2
- Adobe Acrobat 7

**Fonts**

- All fonts must be postscript. Truetype fonts will not be accepted.
- All screen and printer fonts must be provided. If an ad uses a font that is not supplied, The Wichita Eagle will substitute a font as close in appearance as possible to original font.
- No credits or adjustments will be given in cases of font substitution as described above.

**Line Art**

- Line art copy should be scanned at 600 ppi (pixels per inch).
- Halftones/Grayscale should be scanned at 200 ppi (pixels per inch) and produced at 100 lpi (lines per inch).

**Color Art**

Color art should be scanned at 200 ppi and produced at 85 lpi. All colors must be designated as CMYK (Cyan, Magenta, Yellow, Black) process color. INK SATURATION MUST BE UNDER 240%. If you create a custom color, please make sure to designate it for process color separation. RGB files cannot be processed. For a press color profile or any questions, please call 268-6371.

NOTICE: The Wichita Eagle will scan any camera-ready art received without live files or an EPS file. This may compromise the quality of your ad. No credits or adjustments will be given in this case.

**Electronic Delivery**

- The Wichita Eagle accepts electronic files via the internet using AdDesk. In your Internet Browser go to <http://ads.wichitaeagle.com>
- Register for your free membership or, to send files without registering, go to the File Delivery Area.
- Use "Display Ad" for submitting completed "camera ready" ads in PDF or EPS format.
- Use "Ad Materials" for submitting your logos, photos and text for your ads.
- If you have questions about using AdDesk, please call 268-6371.

**Physical Delivery**

The Wichita Eagle will accept material on the following physical media:

- Compact disks (CDs)
- 100MB Iomega Zip disks
- 3.5" floppy diskettes

**Always Include:**

- Velox or hard copy of ad (Fax copy if sending file electronically)
- Color proof of ad (If applicable)
- Fonts (See specs above)

1. The Wichita Eagle reserves the right to edit, alter or omit any advertisement. All advertising is subject to final approval by The Wichita Eagle Advertising Acceptance Committee.
2. If specific Retail positioning is requested, The Wichita Eagle tries to accommodate all reasonable requests. Positions are available and guaranteed as outlined below:
 

Guaranteed placement is not available in the Classified Section nor are color ad placement guarantees possible due to limited space. Preferred placement on a specific retail page will be charged an additional 20% of the cost of the ad space. Preferred placement within a specific retail section of the newspaper will be charged an additional 10% of the cost of the ad space.

Position assignments are reviewed consistently. If a guaranteed placement must be pre-empted, The Wichita Eagle reserves the right to change agreed upon placements. Should this occur, no guaranteed position premium will be charged.

Specific positions are granted on page locations as available only and are not guaranteed a particular placement on that page. Other considerations may apply, including potential placement of competitive advertising or editorial which may appear on the same or facing pages. Advertising placement guaranteed on certain pages may have size limitations due to page make-up guidelines.

Guaranteed placement is not available in any tabloid sections, color ad placement guarantees are not possible due to limited available color positions.

When assigning positions, the advertiser's volume and consistency are considered, but those factors are not exclusive determinants. The Wichita Eagle attempts to maintain fairness to all advertisers within the constraints of space and deadline limitations.
3. The Wichita Eagle assumes no financial responsibility for typographical errors or for omission of copy. Liability for errors or omissions shall not exceed the cost of that portion of space attributable thereto. Claims for adjustment must be made within 60 days of publication. Credit allowable for first insertion only. If requested, a letter of explanation for an error or omission will be furnished for the advertiser. The limit of liability by The Wichita Eagle is the cost of the ad.
4. If a credit adjustment is allowed on an insertion, the amount for which the advertiser receives credit will not apply toward Contract fulfillment, but will apply toward frequency agreement. Does not apply toward earned rate contracts.
5. The advertiser and/or advertising agency or agent assumes all liability for advertisements published (including illustrations, text, claims, etc.) and agrees to assume any and all responsibility for claims occurring therefrom against The Wichita Eagle.
6. Brokered advertising is not accepted.
7. Minimum size for single column advertisements is three agate lines. All solid set single-column advertisements will be charged by computer-generated line count.
8. The Wichita Eagle reserves the right to determine type sizes and faces in all advertisements.
9. Advertising Invoice/Statements are generated on a 5-4-4 period cycle.
10. All advertising is cash with order except where credit has been approved by The Wichita Eagle. All accounts, with established credit, are due and payable 10 days after receipt of invoice.
11. Deadline for cancellation of Saturday, Sunday and Monday advertising is 10:00 a.m. Friday. Ads cancelled after 10:00 a.m. are subject to 50% of the original ad cost.
12. Rates apply only to advertising space relating to the regular retail business or service owned by the advertiser specified. They cannot be used directly or indirectly to cover the advertising of any product of which the advertiser may be a distributor, nor does it apply to any advertising classified as general rate advertising by The Wichita Eagle. The space contracted for will not be sublet to others, nor used for purposes other than named herein.
13. The Wichita Eagle reserves the right to revise advertising rates at any time.
 

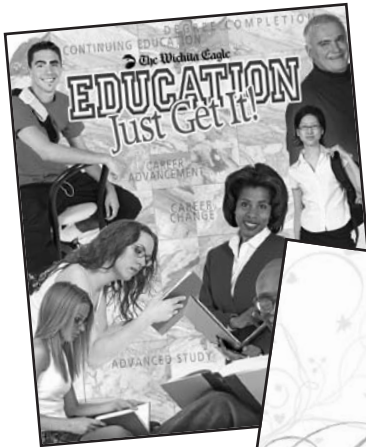
If an advertiser elects to terminate an advertising contract for any reason or if contract is terminated by The Wichita Eagle for non-compliance with credit terms, advertiser shall be liable for the actual rate earned and not at the rate set forth in the contract. For purposes of this provision, the "actual rate earned" is defined as the rate applicable for the lineage/revenue actually paid and actual rate in effect on the date the advertising was published.
14. If the advertiser does not meet the amount of annual spending contracted for, or the frequency contracted for, advertiser agrees to accept and remit rate adjustment to rate earned. If a Dollar Volume Contract advertiser qualifies for a lower rate, The Wichita Eagle agrees to issue rebate for differential between contract rate and rate earned. Earned Rate Contract advertisers are automatically rewarded with a lower per line rate as they achieve larger Earned Rate Contract levels.
15. The Wichita Eagle will not be responsible for printing material left 30 days after publication. Every effort will be made to return artwork and layouts furnished by advertisers on their request, but The Wichita Eagle cannot be responsible in case of loss or damage.
16. Classified advertisers may sign a Retail Contract. All Classified Dollar Volume Contract Advertisers will receive credit for their retail expenditures.
17. Should any government body levy a tax on any advertising covered by this rate card, such tax will become an additional charge to the advertiser, over and above the rates mentioned herein.
18. The Thanksgiving Day issue of The Wichita Eagle is distributed to Sunday home-delivered subscribers and Sunday advertising rates are charged.
19. Adult entertainment advertising is accepted in the Classified portion of The Wichita Eagle. Subject to management approval.
20. For an advertiser to keep a multiple day rate on an ad, a maximum of 20% of the ad may change for the life of the ad.
21. Invoicing disputes must be made in writing within 60 days of invoice date. In the event a dispute is not identified in writing before 60 days, the Advertiser waives all rights and claims for the invoice to be adjusted. If the Advertiser does not pay the amount due owed to The Wichita Eagle and Beacon Publishing Company, Inc., the Advertiser agrees also to pay the reasonable costs of collection as the law allows.



### Special Publications

In addition to the general-interest features and sections we produce every day, The Wichita Eagle annually produces high-quality sections targeted to specific interest groups. These special sections offer interest-targeted content and layout, and give advertisers an opportunity to speak directly to customers most likely to buy their products.

These special sections work best when the advertising mix reflects the section content, so we offer very cost-effective options for including your message. See your Eagle marketing representative for more information, or email or fax us indicating which sections you're interested in, and we'll be sure to contact you with the information.



- Bridal Guide
- Holiday Sections
- Health & Fitness
- Newcomer's Guide
- Dining & Entertainment & Recreation
- Woofstock
- Education Just Get It
- NCAA Big Dance
- Spring & Fall Fashion
- Football Preview
- Spring & Fall Home & Garden
- Wheels & Waves
- Ultimate Gift Guide
- & much more



## The Wichita Eagle Kansas.com

*Now you know.*

Published every morning Monday through Sunday  
Hours: Monday through Friday 8:00AM to 5:00 PM.  
Closed: Saturday, Sunday and Holidays

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Classified Advertising Department	316-262-4222
Classified Fax	316-268-6234

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**Member:** Audit Bureau of Circulations, Advertising Checking Bureau, Newspaper Association of America, Metropolitan Sunday Newspapers and Parade.

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