



2009 Retail 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**

**For complete listing of opportunities, examples and pricing for internet advertising go to
Kansas.com/mediakit**



Mass Advertising

Rates are based on a column-inch of advertising. The more advertising you commit to over a year, the lower the cost you pay per inch. 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?
- When? / What months?

Annual Bulk Space Contracts

The best way to lower your rate is to sign an annual bulk space contract. Just estimate how many inches you plan to run over a 12-month period, then sign that level of contract. Don't worry if you can't say exactly what you'll run—if you miss a contract level, your advertising gets adjusted to the next lowest contract level.

Note that the more space you commit to run, the lower your cost per inch.

Annual Inches	Sunday	Mon/Tue	Wed/Thurs	Fri/Sat
Open	\$111.95	\$62.00	\$76.85	\$79.95
90"	\$98.75	\$54.25	\$67.45	\$69.75
180"	\$88.05	\$48.00	\$59.15	\$61.50
360"	\$87.10	\$47.20	\$58.60	\$60.80
720"	\$86.35	\$46.60	\$58.15	\$60.15
1080"	\$85.45	\$46.30	\$57.50	\$59.55
2150"	\$84.40	\$45.55	\$56.95	\$58.85
3600"	\$83.55	\$45.30	\$56.20	\$58.15

Rates on Holidays may change. Sunday rates apply to Thanksgiving Day. See your Wichita Eagle Sales Representative for details.

If you plan to run more than 3600 inches of advertising per year, we can create a special program that will lower your rate per inch even more. Just give your Eagle rep a call.

Association, Nonprofit and Political Rate

Group shopping centers or merchant associations running special promotions, local trade shows, charities, churches, nonprofit organizations, city, state and county governments and retail themed pages all qualify to advertise at this rate, but are not required to fulfill the annual space agreement. This rate may also be used for funeral and birthday announcements.

Similarly, political ads get charged at this rate. Political rates apply to local candidates or issues. *All political advertising is cash in advance and may be subject to additional guidelines.*

	Rate Per Inch
Sunday	\$85.45
Mon/Tue	\$46.30
Wed/Thurs	\$57.50
Fri/Sat	\$59.55

Transient Rate

This rate applies to transient advertisers—lecture tours, road shows, concert tours, national sports events, transient sales events, and any trade show with local and national exhibitors. Transient advertisers are not eligible for lineage or revenue contracts.

	Rate Per Inch
Sunday	\$111.95
Mon/Tue	\$62.00
Wed/Thurs	\$76.85
Fri/Sat	\$79.95



Reach and Frequency Discounts

By running your ad more than once, you extend your total reach and increase your frequency, helping you get better results by reaching more people, more often.

The **Daily Reach and Frequency Plan** applies to advertising placed within a 7-day period without copy change. This discount also applies to the same ad running up to 7 times in the same issue.

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Advertiser Earned Rate	20% Disc.	30% Disc.	40% Disc.	50% Disc.	50% Disc.	50% Disc.

The **Same Day Reach and Frequency Plan** is based on the same ad running on the same day of the week, up to four consecutive weeks, without copy change.

1st Insertion	2nd Insertion	3rd Insertion	4th Insertion
Advertiser Earned Rate	20% Disc.	30% Disc.	40% Disc.

Preferred Placement

Readership changes vary little from one page in the Eagle to another. However, advertisers may receive additional benefit by placing their message in a specific part of the newspaper—adjacent to particular editorial content, in a certain section or on a specified page. You may always request a specific section or page at no additional charge. We will do everything possible to honor your request. However, if your ad placement is important, you can pay for preferred placement. **Preferred placement for a specific page(s)** is an additional 20% of the cost of the ad. **Preferred placement for a specific section** is an additional 10% of the cost of the ad. Main News is considered Sections A and B. If we can not accommodate your Preferred Placement request, you will not be billed the additional charge. See the Policies #2 on page 19 for details or contact your Wichita Eagle Rep for details.

Color Rates

Adding color to your newspaper ad can really make it stand out. Research shows that color ads have 43% higher “noting” scores than black-and-white ads. Color rates are added to the amount you pay for ad space. Arrangements for weekday color ads must be made 7 days prior to publication; reservations for Saturday and Sunday color ads must be made by Friday week prior to publication. Sunday rates apply to Thanksgiving Day.

- No pick-up discount applies to small space color ads.
- Small color ads are not eligible for color contract discount and do not count toward completion of color contract commitment.

Small Space Color Rates

42 column-inches and less
(minimum charge is for 2" of color)

	Rates Per Inch			
	Mon/ Tues	Wed/ Thurs	Fri/ Sat	Sun
1 Color				
+ Black	\$8.40	\$11.60	\$12.80	\$14.15
2 Color				
+ Black	\$10.95	\$14.15	\$15.50	\$16.75
3 Color				
+ Black	\$13.50	\$16.75	\$19.35	\$20.65

Large Space Color Rates

larger than 42 column-inches

	Flat Rate				
	Mon/ Tues	Wed/ Thurs	Fri/ Sat	Sun	Pick Up
1 Color					
+ Black	\$365	\$560	\$680	\$805	\$340
2 Color					
+ Black	\$495	\$680	\$870	\$1030	\$465
3 Color					
+ Black	\$620	\$805	\$1030	\$1210	\$585

When identical copy is scheduled to run within 7 days of original insertion, the pick-up rate applies.

Color Contract

	Discount
10-25 ads	5%
26-50 ads	8%
51-75 ads	15%
76-100 ads	20%
101+ ads	25%

Signed Contract Required



Daily Newspaper - ROP Deadlines (Non Classified)

Sunday Section	Proof/Ad Materials	Reservation/Cancellation Camera Ready/Final Corrections
Main News, Local/State Business, Sports	Wednesday Noon	Friday Noon
Arts, Celebrations, Travel	Tuesday Noon	Thursday 10am

Publication Day	Proof/Ad Materials	Reservation/Cancellation Camera Ready/Final Corrections
Monday	Wednesday Noon	Friday Noon
Tuesday	Wednesday Noon	Friday Noon
Wednesday	Thursday Noon	Monday Noon
Thursday	Friday Noon	Tuesday Noon
Friday	Monday Noon	Wednesday Noon
Saturday	Tuesday Noon	Thursday Noon

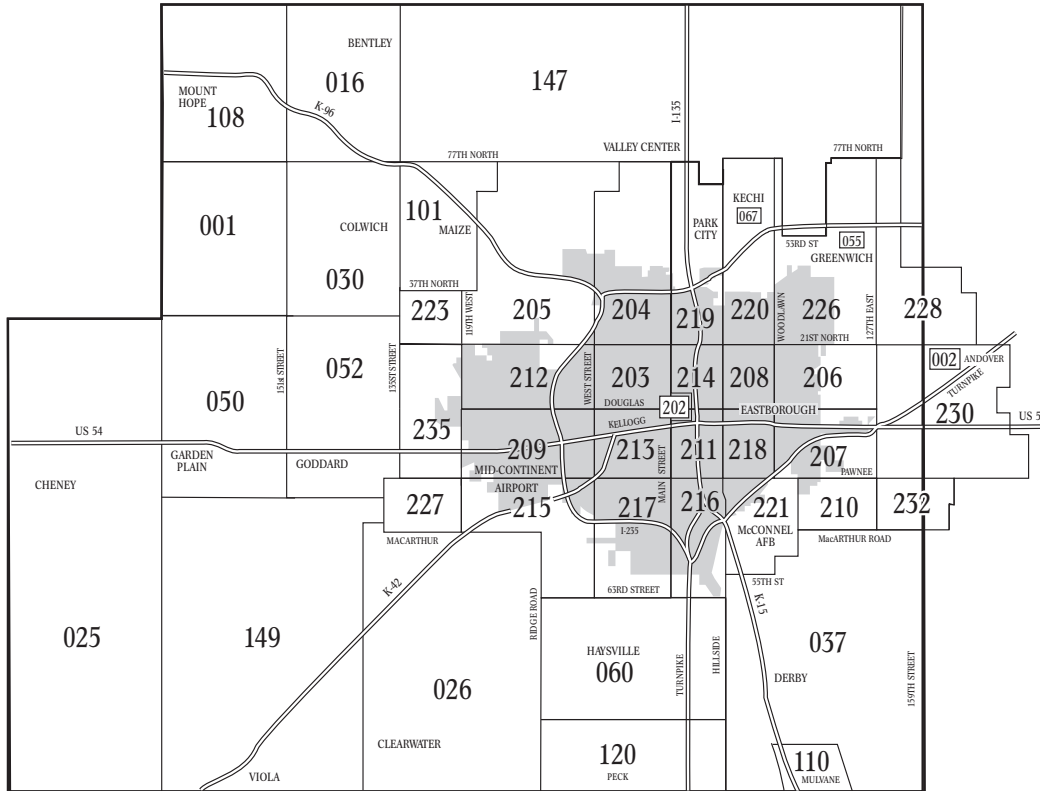
Deadline Definitions

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.

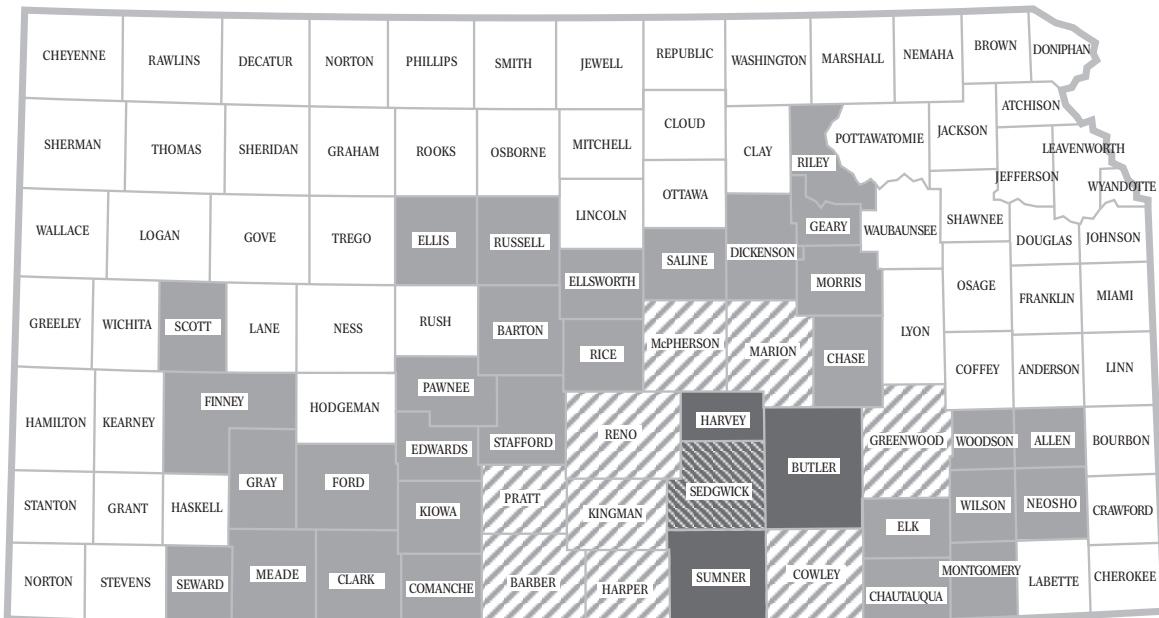
Reservation/Cancellation/Camera Ready/Final Corrections: For ads coming in completely ready to print with no alterations. Final corrections that do not need to be sent out on proof must be turned in by this deadline.





- For proof corrections, call an Ad Assistant at (316)268-6371.
- 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.

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



Preprints: Tuesday-Friday (per 1,000)

Size / Times	1-9x	10-24x	25-49x	50-75x	76-98x	99+
8 tab / 4 std	\$61.80	\$61.25	\$59.10	\$55.60	\$51.25	\$50.70
12 tab / 6 std	\$66.15	\$64.80	\$62.60	\$59.65	\$54.75	\$54.25
16 tab / 8 std	\$71.30	\$70.45	\$68.25	\$65.90	\$61.00	\$60.15
20 tab / 10 std	\$74.25	\$73.70	\$70.70	\$68.25	\$63.15	\$62.60
24 tab / 12 std	\$77.75	\$77.20	\$74.75	\$71.55	\$67.50	\$66.40
28 tab / 14 std	\$80.20	\$79.65	\$77.20	\$75.35	\$69.95	\$68.85
32 tab / 16 std	\$82.10	\$81.55	\$78.80	\$76.40	\$71.30	\$70.20
36 tab / 18 std	\$83.70	\$83.15	\$81.00	\$77.75	\$73.15	\$71.30
40 tab / 20 std	\$84.80	\$83.95	\$81.80	\$78.80	\$74.25	\$71.80
44 tab / 22 std	\$85.60	\$85.05	\$82.35	\$79.40	\$74.75	\$72.65
48 tab / 24 std	\$86.15	\$85.60	\$82.90	\$79.90	\$75.35	\$73.15

Preprints: Saturday - Sunday (per 1,000)

Size / Times	1-9x	10-24x	25-49x	50-75x	76-98x	99+
8 tab / 4 std	\$66.15	\$65.55	\$63.45	\$59.90	\$55.60	\$55.05
12 tab / 6 std	\$70.45	\$69.10	\$66.90	\$63.95	\$59.10	\$58.55
16 tab / 8 std	\$75.60	\$74.75	\$72.65	\$70.20	\$65.30	\$64.50
20 tab / 10 std	\$78.55	\$78.05	\$75.05	\$72.65	\$67.50	\$66.90
24 tab / 12 std	\$82.10	\$81.55	\$79.10	\$75.85	\$71.80	\$70.70
28 tab / 14 std	\$84.50	\$83.95	\$81.55	\$77.45	\$74.25	\$73.15
32 tab / 16 std	\$86.40	\$85.85	\$83.15	\$80.75	\$75.60	\$74.50
36 tab / 18 std	\$88.05	\$87.50	\$85.30	\$82.10	\$77.45	\$75.60
40 tab / 20 std	\$89.10	\$88.30	\$86.15	\$83.15	\$78.55	\$76.10
44 tab / 22 std	\$89.90	\$89.40	\$86.70	\$83.70	\$79.10	\$76.95
48 tab / 24 std	\$90.45	\$89.90	\$87.20	\$84.25	\$79.65	\$77.45

Quantity Discounts

Discounts for Retail Preprints and TMC

\$2.00 cpm for 50,000 to 79,999 pieces

\$7.00 cpm for 3 county distribution*

\$8.00 cpm for full distribution*

*Does not apply to TMC.

- All tab and standard sizes larger than shown sizes will be billed at an additional \$.50 CPM for each 4-page tab/2-page standard increment.
- Single sheet inserts are billed at the 8 tab/4 std rates.
- If a preprint page count falls between levels, the rate will be the higher of the 2 levels.

TMC (Shared Mail for Non-Subscribers)

Total Market Coverage combines the Eagle's subscriber penetration with an expanded mail distribution program to non-subscribing households. Delivery is to Sedgwick County and limited Butler County mid week.

TMC Rates (per 1,000)

Size / Times	1-9x	10-24x	25-49x	50+
8 tab / 4 std	\$76.70	\$72.65	\$68.90	\$64.85
12 tab / 6 std	\$79.00	\$75.25	\$71.50	\$67.40
16 tab / 8 std	\$86.85	\$83.10	\$79.00	\$75.25
20 tab / 10 std	\$94.65	\$90.90	\$86.85	\$83.10
24 tab / 12 std	\$102.45	\$98.70	\$94.65	\$90.90
28 tab / 14 std	\$110.25	\$106.25	\$102.45	\$98.70
32 tab / 16 std	\$118.10	\$114.05	\$110.25	\$106.25
36 tab / 18 std	\$125.90	\$121.85	\$118.10	\$114.05
40 tab / 20 std	\$133.65	\$129.70	\$125.90	\$121.85
44 tab / 22 std	\$141.55	\$137.50	\$133.65	\$129.70
48 tab / 24 std	\$149.05	\$145.25	\$141.55	\$137.50

Rates are for 30# newsprint. Rates for heavier stock available upon request.

Insert Deadlines

Deadline for scheduling or canceling preprints is two weeks prior to date of publication. TMC (Shared Mail to Non-Subscribers) must be scheduled three weeks prior to publication.

Publication Date	Delivery Deadline
Sunday	Noon Friday – one week prior
Tuesday	5pm Friday prior
Wednesday	5pm Wednesday prior
Thursday	5pm Friday prior
Friday	5pm Tuesday prior
Saturday	5pm Monday – one week prior
Thanksgiving Day	5pm Monday – one week prior
Christmas Day	5pm Thursday – one week prior
TMC/Wednesday	5pm Wednesday – one week prior

Note: All preprint deadlines will be advanced 48 hours for preprints scheduled to run from November 15 to December 31. The loading dock is open 8:30am to 4:00pm Monday through Friday.



Scheduling Policies

- Preprints can be scheduled any day except Monday and Saturday with appropriate quantities. Preprints with a distribution of less than 50,000 can only be distributed on Tuesday, Wednesday, Thursday, Friday, Sunday and Thanksgiving Day. No preprints are accepted for Mondays.
- A charge will be assessed when an insert is cancelled or the insertion date is changed later than one week prior to publication or when preprint is more than 24 hours late. The charge will be \$500 or actual costs incurred.
- If an insert arrives late and must be topped in the field by Wichita Eagle carriers, an additional charge will be billed of \$50.00 cpm for inserts distributed Monday – Friday and \$75.00 cpm for inserts distributed Saturday or Sunday.
- If preprint/insert arrives after the delivery deadline, we cannot guarantee that we will be able to accommodate any requested zone delivery. Additional charges may also apply.

General Info

- Quantities ordered for preprinted inserts distributed on Thanksgiving Day should reflect Sunday distribution figures.
- A preprint contract must be signed for frequency preprint rates to apply. Contracts are for 1 year period. Short rates at the end of the contract year will be based on actual number of preprints distributed.
- TMC contract must be signed for frequency rates to apply. Contracts are for 1 year period. Short rates at the end of the contract year will be based on actual number of times TMC is used.
- Single-sheet preprints must be approved prior to acceptance. An example of paper weight must be available.
- Linage is credited toward fulfillment of bulk space contract only. Preprinted sections are measured in the following manner: tab page 54”, standard page 108”.
- For inserts containing different size pages, rate charged for all pages will be the rate of the largest size page.
- Preprints will be charged according to the distribution requested.

Size Specifications

All measurements are based on the actual size of the page.

Standard/Broadsheet Size

Page depth of greater than fourteen (14) inches, but not to exceed twenty-three (23) inches, and width up to fourteen (14) inches shall be considered a standard size. Anything larger must be quarterfolded.

Tabloid Size

Total page size larger than 8” x 10.5” (84 square inches) and up to page size of 11.5” x 14” (161 square inches) will be considered a tabloid.

Flexie, Mini, or Quarterfold

Page sizes 8” x 10.5” (84 square inches) or smaller will be considered a flexie or mini. Billing will be at 50% of the number of pages times the appropriate tab frequency CPM rate.

Flap or Gate Fold

Flap on tabloid or broadsheet will be charged \$1.00 CPM per flap on standard size and \$.50 CPM per flap for tabloids, flexies or minis. Not applicable to inserts smaller than 8 tab.

Sacks and Envelopes

Sacks or envelopes measuring 540 square inches or less will be charged \$55.00 CPM. A piece larger than 540 square inches will be billed \$75.00 CPM. The Wichita Eagle must approve samples of sacks and envelopes prior to accepting the order. The advertiser must agree to pay any additional inserting charges that might be incurred by The Wichita Eagle.

Minimum Size

The Wichita Eagle can not accept preprints that are smaller than 6” x 5”.



Polybags

Your message can be the first thing a reader sees when they get their paper in the morning. The plastic bag in which the paper is delivered can have your message printed on it. Polybags can be targeted to specific zip codes within Sedgwick County. We will be glad to distribute a polybag you provide for \$35.00 cpm (must meet our specifications) or we can design, print and distribute a polybag for you (see your Eagle Marketing Representative for a price quote).

Wraps (Kraft Jacket)

Several days per week a Kraft Jacket is utilized to Wrap other inserts that are being distributed in The Wichita Eagle to the 3-county metropolitan area. By advertising on the Wrap, your message gets added exposure and impact. Check with your Eagle Marketing Representative for available dates.

	3 county
4 tab Daily	\$3,785
4 Tab Sunday	\$7,920
4 Tab Wednesday Inpaper & TMC	\$9,500
8 Tab Daily	\$5,425
8 Tab Sunday	\$12,220
8 Tab Wednesday Inpaper & TMC	\$12,900

Thanksgiving Day Wraps will be at Sunday Rates



TMC Detached Card

Your message can cost-effectively reach over 160,000 households in the Wichita area. This 5.5" x 4" card accompanies the TMC package we mail each week to non-subscriber households. Use in conjunction with ROP advertising to achieve total market coverage for your message. See your Eagle Marketing Representative for available dates. Price of the TMC Detached Card is \$2,150.

- Wrap pricing includes full color on one side of the paper (1 page of 2 page std or 2 pages of 4 page tab). Other pages are black and white. Black & white pages may be upgraded to color using that day's standard color rates.
- If a wrap is picked up and rerun without copy changes within 8 days, a 20% pick-up discount will be applied. Pick-up discount is only available once for each full price wrap.
- If a scheduled Wrap is cancelled 30 days or less before proof deadline, a 25% cancellation fee will be assessed.





**Toma Ads
(Top of Mind Awareness)**

This program of Top of Mind Awareness for businesses. Ads are limited to name/logo, one business feature and one graphic element. Ad copy may be changed every month. Toma Ads are a cost effective, long-term program. The ad may run 2 to 7 times per week, with one ad running Monday or Tuesday.

	26 weeks	52 weeks	104 weeks
3 inch	\$76.20	\$68.05	\$61.15
4 inch	\$100.60	\$91.15	\$80.35
6 inch	\$151.05	\$137.40	\$121.10
8 inch	\$201.40	\$182.30	\$162.00
10 inch	\$251.70	\$228.60	\$202.80
12 inch	\$302.05	\$274.85	\$243.55

Toma Ads Plus

This program offers the same benefits as the Toma Ad program – PLUS – the ability to change your advertising message each week. One Merchandising/Price item is also allowed with Toma Ads Plus. The ad may run 2 – 7 times per week, with one ad running Monday through Thursday.

	26 weeks	52 weeks	104 weeks
3 inch	\$102.80	\$90.00	\$77.10
4 inch	\$137.20	\$120.00	\$101.50
6 inch	\$207.70	\$180.00	\$152.90
8 inch	\$275.75	\$240.05	\$204.35
10 inch	\$344.35	\$301.35	\$254.30
12 inch	\$412.80	\$360.10	\$308.55

Adjacencies

Your message can be adjacent to some of the best read news features in The Wichita Eagle. Adjacencies are available the following days of the week:

- Sunday's Celebrations
- Sunday's Outdoor Page
- Saturday's Wichita on Wheels
- Saturday's WichitaPaws.com
- Every Day – Sports (page 2)

Space is limited and sold on a first-come, first-served basis. See your Wichita Eagle Sales Representative for complete details.

TV Week

Put your ad in Wichita's leading printed source for TV listings, The Wichita Eagle's TV Week. See your Wichita Eagle Sales Representative for available advertising positions.

Commitment	Rates Per Inch
13 consecutive weeks	\$40.45
26 consecutive weeks	\$36.00
52 consecutive weeks	\$29.40

Special Ad Position - Unique Shaped Ads

Want to do something special to make your advertisement really stand-out? Ask your Wichita Eagle Sales Representative about options for unique ad shapes or special ad placement possibilities.

- Weather Page
- Section Front Flap
- Business Today section front

Commitment	Rates Per Inch	
	Sunday	Daily
13 consecutive weeks	\$40.45	\$36.85
26 consecutive weeks	\$36.00	\$33.95
52 consecutive weeks	\$29.40	\$25.30



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

West-side hospital breaks ground

PREDICTION: 12,000 MORE JOBS IN STATE '09 FORECAST SEES GROWTH

2009 KANSAS JOBS FORECAST

Month	Nonfarm jobs	Total jobs	Unemployment rate
January	1,200	1,200	4.8%
February	1,200	1,200	4.8%
March	1,200	1,200	4.8%
April	1,200	1,200	4.8%
May	1,200	1,200	4.8%
June	1,200	1,200	4.8%
July	1,200	1,200	4.8%
August	1,200	1,200	4.8%
September	1,200	1,200	4.8%
October	1,200	1,200	4.8%
November	1,200	1,200	4.8%
December	1,200	1,200	4.8%
2009 Total	12,000	12,000	4.8%

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)



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.





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.

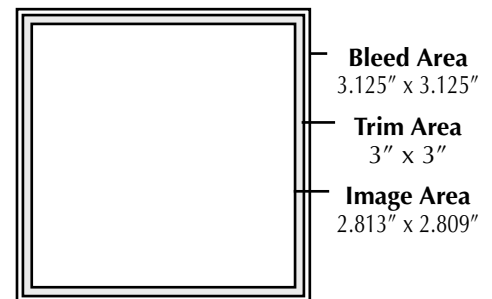
Production Deadlines

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



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



Smart Savings

Smart Savings is a monthly, full-color slick book of valuable coupons. It is distributed the first Wednesday of every month, and delivered to selected subscriber and non-subscriber households. The distribution area has been set by targeting areas with the highest incidence of coupon redemption; i.e. areas most desirable for coupon advertisers. Each month approximately 150,000 of the highest potential households for coupon usage receive their Smart Savings publication.

Standard Positions

	Full Pg	1/2 Pg	1/4 Pg
1-4 times	\$1750	\$925	\$525
5-11 times	\$1200	\$700	\$400
12+ times	\$1125	\$550	\$350

Premium Positions

	Full Pg	1/2 Pg	1/4 Pg
5-11 times	\$1945	n/a	n/a
12+ times	\$1840	n/a	n/a

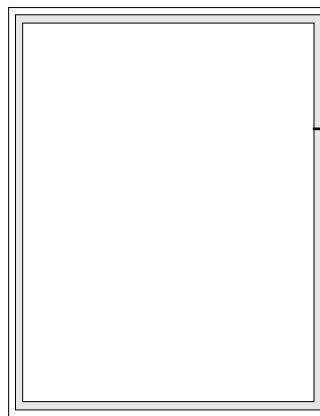
- Premium Positions: Front page, page 2, page 3, inside back page and back page. Premium position reservation is first-come first-served.
- Multiple Pages: First page will be the earned contract rate. Additional pages may be purchased at the earned contract rate less a 20% discount.
- ROP Linage: Smart Savings will count toward ROP contract fulfillment
Full page = 54 inches Half page = 27 inches Quarter page = 13.5 inches
- A fee of 50% of the ad price will be charged for ads canceled after the camera-ready deadline.



Production Schedule

Distribution	Space Reservation Artwork Deadline
January 7	12/10/08
February 4	1/9/09
March 4	2/6/09
April 1	3/6/09
May 6	4/10/09
June 3	5/8/09
July 1	6/5/09
August 5	7/10/09
September 2	8/7/09
October 7	9/11/09
November 4	10/9/09
December 2	11/6/09

Size Specifications



Full Page

Live Area
8" x 10.5"

Trim Area
8.375" x 10.875"

Bleed Area
8.625" x 11.125"

Half Page
8" x 5.2"
No Bleed

Quarter Page
3.9" x 5.2"
No Bleed

Distribution Areas

In-Paper: All Sedgwick County Zip Codes

TMC: 67202 67203 27207 67208 67210 67211 67213
67214 67216 67217 67218 67219 67221 67232

For pricing and examples, go to
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.

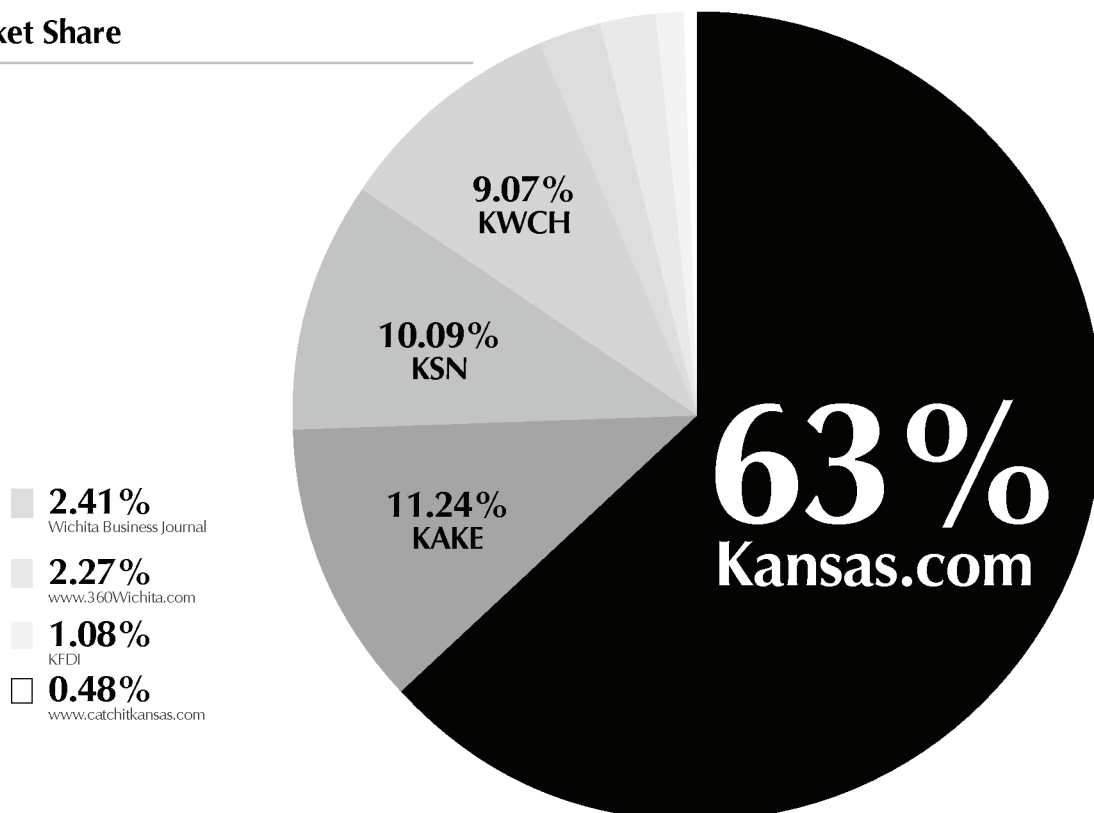
Our Audience

- 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



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

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

More targeted newsletters coming soon!

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

Mechanical Specifications

Broadsheet Page–Column Width

1 column	1.736"
2 column	3.597"
3 column	5.458"
4 column	7.319"
5 column	9.181"
6 column	11.042"
Double-truck Pg Spread	22.583"
Centersplit Double-truck pg.	11.042" each pg

6 column, Depth: 21" (126 total inches)
 Ads over 18 1/2" deep will be billed at full depth.
 Double trucks will be billed at 13 columns.

Tabloid Page–Column Width

1 column	1.736"
2 column	3.597"
3 column	5.458"
4 column	7.319"
5 column	9.181"

5 column, Depth: 11" (55 total inches),
 Ads over 10" deep will be billed at full depth.

Double trucks will be billed at 11 columns.

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.

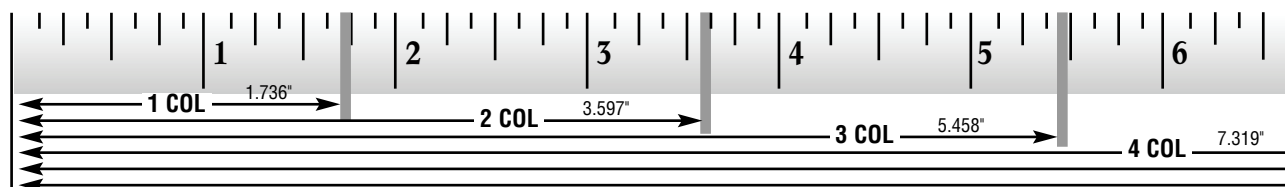
Physical Delivery

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 positioning is requested, The Wichita Eagle tries to accommodate all reasonable requests. Positions are available as outlined below:

Preferred placement on a specific page will be charged an additional 20% of the cost of the ad space. Preferred placement within a specific section of the newspaper will be charged an additional 10% of the cost of the ad space.

Pages 3, 5 & 7 in the "A" section are not available for purchase as specific paid placement. Advertisers agree to be flexible to be on 3, 5 or 7 (Jan-Sept) and 3, 5, 7 or 9 (Oct-Dec) for the 20% premium. Advertisers will be placed on the furthest forward position as space allows.

Preferred position assignments are reviewed consistently. If a preferred placement must be pre-empted, The Wichita Eagle reserves the right to change agreed upon placements. Should this occur, no preferred 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 news 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.

Preferred placement is not available in any tabloid sections, nor are color ad placement guarantees 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 Bulk Space Contract fulfillment, but will apply toward frequency agreement.

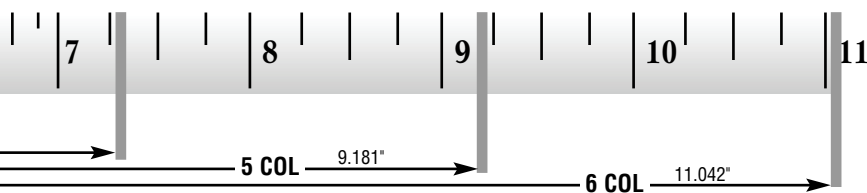
5. The advertiser and/or advertising agency or agent assumes all liability for advertisements published (including illustrations, text, claims, etc.) and agrees to assume any and all responsibility for claims occurring therefrom against The Wichita Eagle.
6. Brokered advertising is not accepted.
7. Minimum advertising space is 1 column inch. Advertisements over 18 1/2" deep on a standard page, or over 10" deep on a tabloid page, will be billed for the full column depth. Standard page double-truck advertisements will be billed as 13 columns and Tab-page double-truck advertisements will be billed as 11 columns.
8. Retail 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. Retail Rates do not apply to Employment ads.
9. Advertising Invoice/Statements are generated on a 5-4-4 week/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. Advertisements set and cancelled past cancellation deadline will be charged 50% of the cost of the advertisement set, plus any additional costs.
12. The Wichita Eagle reserves the right to revise advertising rates at any time.

If an advertiser elects to terminate an advertising contract 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.

This policy does not apply to dollar value agreements.
13. If the advertiser does not meet the amount of lineage/revenue contracted for, or the frequency contracted for, advertiser agrees to accept and remit rate adjustment to rate earned or total revenue commitment.
14. Advertising contracts must be signed in a timely manner. Retroactive effective dates will not be accepted for more than a 30 day period.

15. Advertising set to resemble news matter must carry the word "Advertisement" at the top in at least 12 pt. type. Typefaces used by The Wichita Eagle in its news columns cannot be used in advertising copy. The ad must have a 2 point rule border around it.
16. The Wichita Eagle will not be responsible for 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.
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. Discount Acceptance. Only one discount for same ad or schedule of ads is permitted unless otherwise specified.
20. Adult entertainment advertising is not accepted in the ROP portion of The Wichita Eagle.
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.
22. Commission and Cash Discounts: Retail advertising rates as shown are non-commissionable. Cash discounts are not allowed and rates are net. Commissionable advertising rates are calculated by increasing the appropriate non-commissionable rate by 17.65% (multiply the local rate by 1.1765).

Commissionable rates are available to any recognized local advertising agency and will be billed to the advertising agency.
23. Shared Advertising: A 15% premium will be billed for ads containing more than one business. A 15% discount to recognized advertising agencies for digital ready ads can be applied.

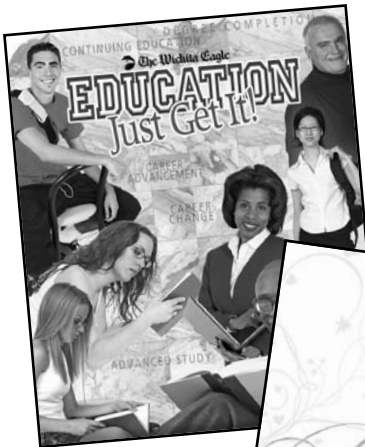




Special Publications

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

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

Retail Advertising Department	316-268-6371
Retail Fax	316-268-6658
Classified Advertising Department	316-262-4222
Classified Fax	316-268-6234

Personnel

Publisher	Pam Siddall	316-268-6302
Chief Financial Officer	Dale Seiwert	316-268-6456
Retail Advertising Manager	Gene Hildebrandt	316-268-6291
Retail Territory Manager	Robert Wall	316-268-6347
Classified Advertising Manager	Lisa Fetter	316-268-6369
Interactive Sales Manager	Tyler Eastman	316-268-6381
Direct Marketing Manager	Jane Katona	316-268-6688

825 E. Douglas P. O. Box 820 Wichita, KS 67201-8200