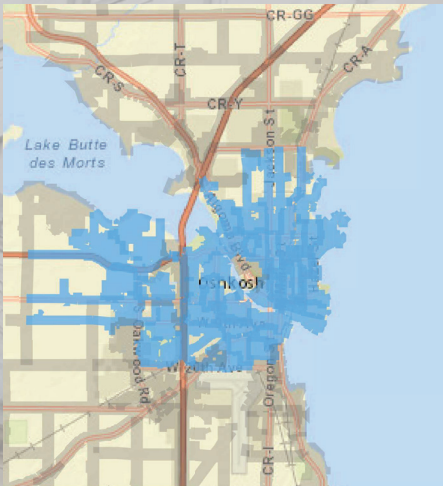


Oshkosh Herald

Bringing Oshkosh news home

Advertising Specs and Introductory Rates



Oshkosh Herald delivers!

Reach over **26,500** homes with the power of Oshkosh news and information delivered to mailboxes every Thursday.

Space and copy Deadlines: 12pm Friday

Camera Ready materials deadline: 4pm Monday

Obituary deadline: 4pm Monday

Classified deadline: Noon Monday

Inserts: \$35M – full distribution

Insert Deadline: 14 days prior to publication date

28,500 due to Ripon Printers 10 days prior to publication date

Limited to 2 inserts per issue Maximum size: 8 3/8" x 11 1/4"

Inserts are "nested"

Oshkosh Herald is mailed and received in home on Thursday*

(*based on USPS schedule)

Local coverage of:
Oshkosh Business

City Government

Faith Community

Prep Sports

Oshkosh Area Schools
and UWO

Announcements

Organization and
Community
Events

When submitting artwork: All halftone Screens should be output at 100-line ruling with a minimum resolution of 200 dpi with standard screen angles for both Color and B/W images. Dot gain compensation should be set to 25%. Total Ink Limit should not exceed 220. Digital files may be sent via email.

Design is provided free of charge. Proofs are issued upon request only. You may receive two per issue. Color must be designated as CMYK process color. Other color designations may result in black & white printing. Please check type is 100% black not four-

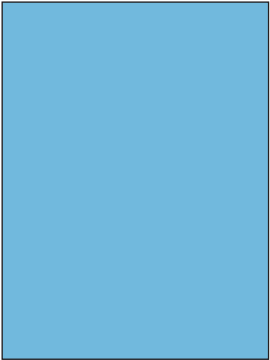
color process black.

Fonts must be converted to paths/ outlines before submission, OR printer and screen fonts must be included with the ad. If the ad contains missing fonts, the art department will substitute a font as close in appearance to the original as possible. No credit or adjustments will be given due to font substitution. Fonts cannot be True Type.

All ad materials must be submitted in the following formats: Adobe InDesign, Adobe Illustrator or Photoshop, EPS or PDF. PDF is preferred.

**Rates are per insertion based on annual frequency.
Add color 20% of rate**

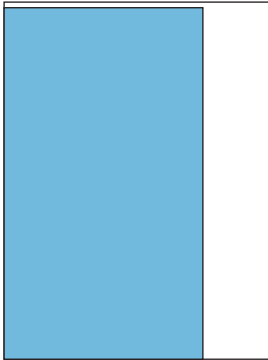
FULL PAGE



10.375w x 15.75h

52x	26x	13x	6x	Open Rate
880.75	1,075	1,400	1,575	\$1,750

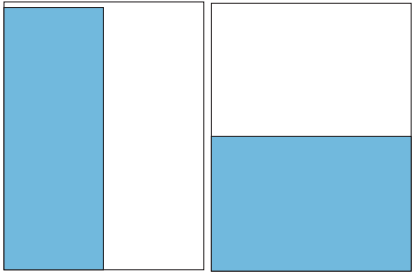
3/4 PAGE



7.718w x 15.75h

52x	26x	13x	6x	Open Rate
700	850	1,148	1,292	\$1,435

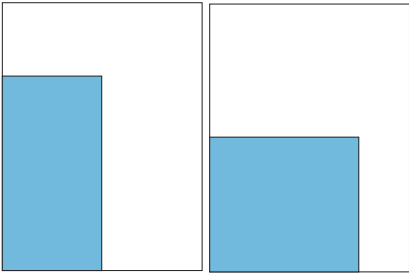
1/2 PAGE



5.0625w x 15.75h 10.375w x 7.875h

52x	26x	13x	6x	Open Rate
485	595	810	950	\$1,075

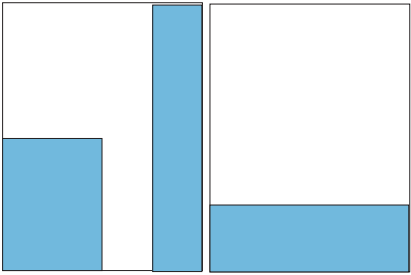
3/8 PAGE



5.0625w x 11.875h 7.718w x 7.875h

52x	26x	13x	6x	Open Rate
375.75	460.50	627.50	732.70	\$836.25

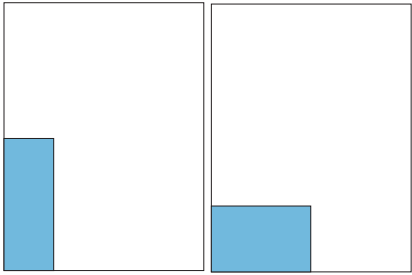
1/4 PAGE



5.0625w x 7.875h 10.375w x 3.875h
2.4w x 15.75h

52x	26x	13x	6x	Open Rate
265	325	441	515.50	\$588.50

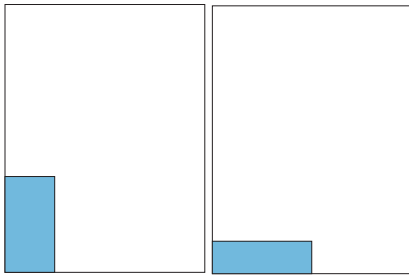
1/8 PAGE



2.4w x 7.875h 5.0625w x 3.875h

52x	26x	13x	6x	Open Rate
139	169	232	261.85	\$305

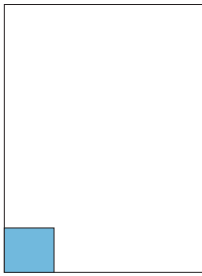
1/12 PAGE



2.4w x 5.137h 5.0625w x 2.54h

52x	26x	13x	6x	Open Rate
98	120	165	185	\$215

1/24 PAGE



2.4w x 2.5h

52x	26x	13x	6x	Open Rate
49	60	82.50	91.50	\$110

Business & Service Directory

52x	26x	13x
30	40	50

Classified Advertising

\$25 for first 20 words.
\$.50 per word thereafter.
Bold \$5 per ad (all or part)
Logo or photo \$10
10% rerun discount, consecutive weeks,
no changes
Prepay required.
Deadline: Monday 12 Noon

Rates effective 2/8/18