

Money Saver

What is Money Saver™?

Money Saver™ is a free weekly publication as well as containing retail and classified advertising inserts. It serves as the Extended Market Coverage publication of *The Daily Journal*.

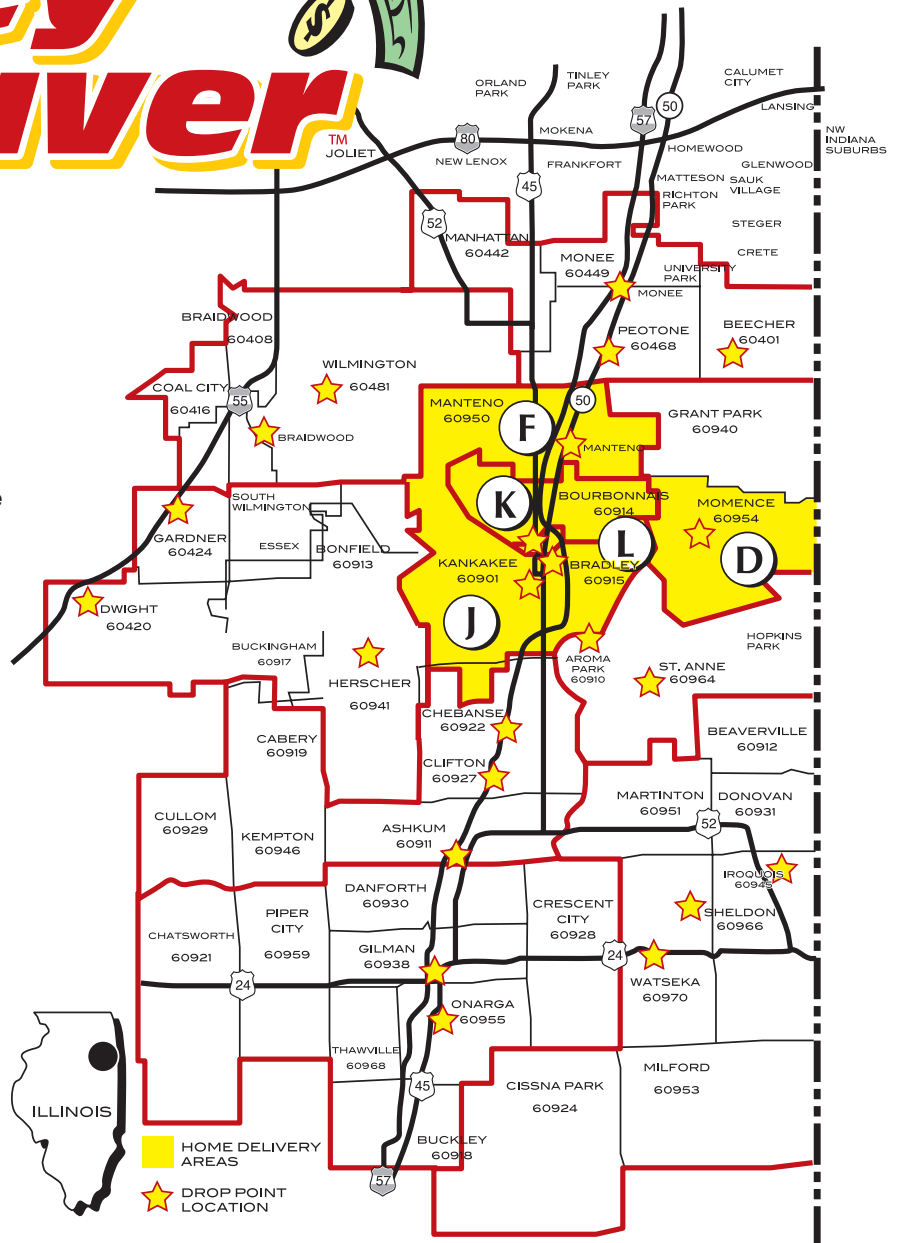
In addition to regular advertising rates for **Money Saver™**, we offer a **Monday or Tuesday Combo Rate** or **Pick-up Discounts** to run your ad in both the **Money Saver™** and *The Daily Journal* giving you maximum market penetration for your business' message.

Who Gets It?

Every Monday*, **Money Saver™** is delivered by carrier to more than 19,700 homes and, in addition is available at dozens of rack locations in Kankakee, Iroquois and Will countie. Total distribution is 22,288.

Can I Insert a Flyer?

Yes! You can insert a flyer in **Money Saver™**. See our **Pre-print Insertion Rates**. Insert rates are based per thousand copies (a minimum of 5,000 flyers required) and you can request which zones you would like your flyer to appear in (see below).



Delivered to approximately 19,749 households

K	Bourbonnais, 60914	5,437
L	Bradley, 60915	2,510
F	Manteno, 60950	2,873
J	Kankakee, 60901	7,487
D	Momence, 60954	1,442

Total Drop Point Locations = 2,539 Copies

- Aroma Park
- Ashkum
- Beecher
- Bourbonnais
- Bradley
- Braidwood
- Chebanse
- Clifton
- Dwight
- Gardner
- Gilman
- Herscher
- Iroquois
- Kankakee
- Manteno
- Momence
- Monee
- Onarga
- Peotone
- Sheldon
- St. Anne
- Watseka
- Wilmington

Circulation numbers as of March 2009.

Over 22,288 in total distribution!

ADVERTISING RATES

You can choose to advertise in **Money Saver™** only, or you can maximize your advertising plan by taking advantage of the Pick-up Rate from *The Daily Journal*.

By running the same ad in both publications during the same six-day period, your business gains from total market coverage while saving money (compared to running each ad individually).

With the Pick-up Rate, your ad message will go out to 115,000 potential readers in *The Daily Journal* and **Money Saver™** on any of the weekday editions, and to 125,000 potential readers with the Saturday/Sunday edition of *The Daily Journal* and **Money Saver™** on Monday.

MONEY SAVER PICK-UP RATE

\$3.68 per col. inch Pick-up your ad from *The Daily Journal* within the same six-day period, including SATURDAY/SUNDAY! This pick-up deal will give your ad Total Market Coverage at a great rate!

(For example, if your earned rate is \$18.12 per col. inch for ads in The Daily Journal, then your cost in The Daily Journal for a 2x5 ad is \$181.20*. Your Money Saver™ cost for the same ad would be 10 col. inches x \$3.68 = \$36.80. The total cost for this pick-up ad deal would be \$218.00.)*

\$4.20 per col. inch to advertise in **Money Saver™** if you are currently advertising in *The Daily Journal*.

(For example, a 2 col. x 5" = 10 col. inch ad at a rate of \$4.20 per col. inch would be \$42.00)

\$5.25 per col. inch to advertise in **Money Saver™** only.

(For example, a 2 col. x 5" = 10 col. inch ad at a rate of \$5.25 per col. inch would be \$52.50)

*Saturday/Sunday rates for ads in *The Daily Journal* are 20% more.

*There is a \$3.00 per col. inch process color charge for **Money Saver** ads.

Ask your advertising consultant about color charges for *The Daily Journal* ads.



advertising 2009

We gladly accept



PRE-PRINT INSERTION RATES

Cost Per Thousand – Annual Frequency

Limited zoning available. The minimum billed quantity is 5,000. **Save \$5.00 per 1,000** if inserted in all zones for home delivery and rack locations.

	1-11 TIMES	12-35 TIMES	36-52 TIMES
card/single sheet	\$40.45	\$38.85	\$37.10
2 broadsheet/4 tab	\$58.10	\$52.20	\$45.25
4 broadsheet/8 tab	\$70.45	\$64.30	\$56.00
6 broadsheet/12 tab	\$80.35	\$72.80	\$65.50
8 broadsheet/16 tab	\$87.75	\$80.10	\$71.50
10 broadsheet/20 tab	\$96.40	\$86.20	\$77.40
12 broadsheet/24 tab	\$101.30	\$92.25	\$81.00
14 broadsheet/28 tab	\$105.10	\$95.90	\$84.55
16 broadsheet/32 tab	\$107.20	\$97.50	\$86.40
18 broadsheet/36 tab	\$108.75	\$98.35	\$88.15
Over 18 broadsheet/36 tab, per 2 broadsheet/4 tab	add \$7/M	add \$6/M	add \$5/M

If you advertise Pre-Prints in *The Daily Journal*, your rates will be the same. For assistance, contact your Advertising Consultant or our Pre-Print Coordinator, Sandy Malmer, at 815.937.3356.

MONDAY OR TUESDAY COMBO RATE

Reach nearly every household in the Kankakee area market with a combo ad in *The Daily Journal* and **Money Saver™**!

The Monday or Tuesday edition of *The Daily Journal* will deliver your message to up to 55,000 readers. The same ad running in **Money Saver™** will reach up to 42,500 additional readers who do not subscribe to *The Daily Journal*, giving your ad **Total Market Coverage!**

The rate for *The Daily Journal* / **Money Saver™** Monday or Tuesday Combo is **\$21 per col. inch.**

EXAMPLES OF AD SIZES & RATES FOR THE MONDAY OR TUESDAY COMBO RATE:

Ad Size (ROP)	B&W
2 col. x 2"	\$84
2 col. x 4"	\$168
3 col. x 6"	\$378
3 col. x 10.5"	\$661.50

Prices are for both publications combined; i.e. one price for two identical ads!

YES! Please contact me about advertising in **Money Saver** and/or *The Daily Journal*!

Business Name _____ Date _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ FAX _____

To reserve advertising space,
contact your Advertising
Consultant:

815.939.6642 phone