

ADVERTISING GUIDELINES

This general information gives you an overview of our advertising and credit policies. It is not intended to be all-inclusive. Our contract advertisers should consult their agreements for more specific information.

We expect all advertisements offered to be truthful and in compliance with local, state and federal laws. We expect advertisements to be legitimate and not offensive or detrimental to individuals, groups or other businesses. Our acceptance of all advertising is subject to, but not limited to, the following terms and conditions.

1. To earn other than our open (non-contract) rates you need a signed contract.
2. We will insert the word "Advertisement" if your ad simulates news.
3. We cannot be responsible for any printed material left with us more than 30 days after publication.

Contract information

When you sign a contract agreement with the Idaho Statesman, you become eligible for an advertising rate much lower than our open, or non-contract rate. There's a contract level for all advertisers — whether you advertise once a month or every day. Terms and conditions applying to contract advertisers are explained on the contract forms.

Payment Terms

Transient advertising is paid in advance. Prepayment must accompany contract and non-contract advertising orders until credit is approved.

Credit approved contract and non-contract billed advertising is Net 20.

Payment Options

For prepayment, we accept debit cards and the following credit cards: VISA, MasterCard, American Express, Discover/NOVUS, and debit cards.

How we bill you

The Statesman has 12 billing cycles per year. January, April, July and October are five-week billing periods, while the remaining periods have four weeks. Each billing period begins on a Monday and ends on a Sunday. Invoices are mailed within five days following the end of each period. See table BELOW

All rates are net. A late payment charge at the rate of 1 1/2 percent per billing cycle (annual percentage of 18%) will be applied to the unpaid balance. Failure to receive copies or tear-sheets of the publication containing your ad will not be considered a valid reason to delay or withhold payment.

Classified Billing Policy

Ads up to 12 lines will be charged by the line. Ads exceeding 12 lines will be charged for the space at 14 lines per inch.

Credit Adjustment for Copy Errors

In spite of our best efforts, copy errors occasionally occur in material we typeset for your ads. If this happens, it is imperative that you tell your account executive or an advertising manager about any errors immediately. We will then adjust your charges for the first insertion, based on the value of the space occupied by the incorrect copy. If there are disputes or discrepancies with published advertising, you may deduct only the amount in question (with proper documentation of deduction) from the charge and pay the balance according to credit terms.

Legal provisions

Short Rates & Rebates: If, at the end of Advertiser's contract with the Idaho Statesman, Advertiser shall have (a) purchased more or less volume (inches or pages) of advertising than agreed to in the contract or (b) exceeded or fell short of the minimum revenue commitment of advertising agreed to in the contract, to the extent that a different rate would be applicable according to the Idaho Statesman's current rate schedule, Advertiser's rate for all space used during the contract term shall be reduced up to two contract brackets or increased to the appropriate rate indicated on said rate schedule, and Advertiser shall pay for the difference or receive a rebate in the form of future advertising.

The Idaho Statesman's Rate Card: The Statesman may revise its advertising rate schedule at any time upon 30 days' written notice to Advertiser, and Advertiser may, without penalty, cancel its advertising contract at any time prior to the time the new rates become effective upon prior written notice to The Statesman.

Right to Edit or Reject: The Idaho Statesman may, in its sole discretion, edit, classify, or reject at any time any advertising copy submitted by Advertiser.

Payment for Advertising: Advertiser shall pay for the advertising purchased according to the terms indicated on the Idaho Statesman's invoices, and, in the event that Advertiser fails to make timely payment as provided for in the invoices, the Idaho Statesman may reject advertising copy and/or immediately cancel Advertiser's contract, or require payment in full for any outstanding balance before accepting copy for publication, or require cash payment with copy or both. Advertiser agrees to indemnify the Idaho Statesman for all expenses incurred in connection with the collection of amounts payable, including court costs and attorneys' fees. If Advertiser's contract is canceled due to Advertiser's failure to make timely payment, the Idaho Statesman may re-bill Advertiser for the outstanding balance due at the open or earned contract rate, whichever is applicable.

Typographical Errors; Incorrect Insertions or Omissions: the Idaho Statesman's contract cannot be invalidated, and the Idaho Statesman will not be liable, for (a) typographical errors, incorrect insertions or omissions in advertising published by The Idaho Statesman or (b) any resulting losses.

Indemnification: Advertiser agrees to indemnify, defend and hold harmless the Idaho Statesman from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs and expenses, of any nature whatsoever (including reasonable attorneys' fees) for which the Idaho Statesman or any of its affiliates may become liable by reason of the Idaho Statesman's publication of Advertiser's advertising.

Ownership of Advertising Copy: All advertising copy which represents the creative effort of the Idaho Statesman and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of the Idaho Statesman, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any such advertising copy for use in any other medium without the Idaho Statesman's prior written consent.

Taxes: In the event that any federal, state or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes shall be assumed and paid by Advertiser.

Assignment: Advertising contracts may not be assigned or transferred by Advertiser.

Force Majeure: All contracts are conditional on strikes, fires, acts of God or the public enemy, war, or any cause not subject to the control of the Idaho Statesman, excluding Advertiser's failure and/or inability to perform.

Cancellations: Cancellations will not be accepted after the applicable closing time. Advertiser will be charged 40% of ad cost for cancellation after deadline.

Positioning of Advertisements: the Idaho Statesman shall have full latitude with respect to positioning all advertisements; provided, however, that the Idaho Statesman will use its reasonable efforts to accommodate Advertiser's positioning requests. For guaranteed positioning, a 25% premium will be charged.

Joint and Several Liability: If Advertiser utilizes an agency ("Agency"), Advertiser and Agency shall be jointly and severally liable for complying with all the terms of Advertiser's contract, including payment for all advertising.

Agency Commissions: Agency commissions, if any, shall apply to all space charges and adjustments under the advertiser's contract. Contact your account representative for criteria on agency qualification.

No Sequential Liability: Advertiser's contract renders void any statements concerning liability which appear on correspondence from Advertiser or its Agency, and is irrevocable without the written consent of the Idaho Statesman's Credit Department. It is further agreed that the Idaho Statesman does not accept advertising orders or space reservations claiming sequential liability.

Incorrect Rates in Order Forms: When orders are forwarded by Advertiser or its Agency which contain incorrect rates or conditions, the advertising called for will be inserted and charged at the correct rate in force governing such advertising as provided for in the Idaho Statesman's rate schedule, and in accordance with the conditions contained in Advertiser's contract.

Brokered Advertising: The Idaho Statesman does not accept local brokered advertising.

Circulation

The Statesman is audited annually by the Audit Bureau of Circulations. Advertisers can be assured that ABC reports show verified circulation totals, where readers live and how they get their newspaper.

Statesman Billing Periods (effective Sept. 25, 2006)

Month	Begins	Ends
Oct.	10/01/07	11/04/07
Nov.	11/05/07	12/02/07
Dec.	12/03/07	12/30/07
Jan.	12/31/07	2/3/08
Feb.	2/4/08	3/2/08
Mar.	3/3/08	3/30/08
Apr.	3/31/08	5/3/08
May	5/5/08	6/1/08
June	6/2/08	6/29/08
July	6/30/08	8/3/08
Aug.	8/4/08	8/31/08
Sept.	9/01/08	9/28/08

Advertising services

Art & Copy

The Production Creative Services Department prepares ad layouts and selects stock art work for Statesman advertisers. There is no charge for most advertising layouts, theme development or advertising production used in Statesman advertising. There are nominal charges for the following services: original art production, logo development and photography. Editorial style advertisements must include the disclaimer "Paid Advertisement" in no less than 10 point type.

Permission to Use

All materials written and created by the Idaho Statesman are copyrighted. Permission must be obtained for any reproduction of copyrighted materials.

Digital Copies of Ad

(half page or less)-\$30 for first, \$10 each additional

(more than half page)-\$50 for first, \$15 each additional

Customer must supply appropriate disks to receive these rates. (Add \$20 per disk if disk is supplied by The Statesman.)

Artwork Charges:

Custom design work requires a fee. Ask your account executive for information and quotes.

Custom art

\$50 an hour. Minimum charge: \$50.

Advertising Photography

Staff photographer available by appointment.

Photography services are available for product shots in The Statesman studio. Special arrangement may be made for on-location product or model photos.

Rates are as follows:

- \$50 per hour minimum for photos taken at The Statesman.
- \$75 per hour minimum for photos taken at The Statesman that include people / models.
- \$100 per hour minimum for on-location photography.
- \$125 per hour minimum for on-location photography that includes people / models.
(All photographs taken by the Idaho Statesman are copyrighted and remain the property of the Idaho Statesman. Reprinted photos are not available due to electronic processing.)

Tear-sheets

Quantity of tear-sheets provided is determined by the nature of the business and advertiser's needs. If available, tear-sheets will be provided for orders received after publication at the cost of 50¢ each.

Unpublished Ads

All advertising copy set and not published within 30 days will be billed at \$3/column inch for Retail ads.

Proofs

Proofs are intended for correcting original copy typographical errors only. If time and staffing allow us to make additional changes to an ad at the time of the proofing process, a \$50 per hour charge may apply.

Production requirements for disk ads

The Idaho Statesman is a Macintosh environment. If you wish to submit camera ready ads on disk, please follow our requirements listed below. For more information on how to prepare digital files please contact Tom Kryder, or Sam Norris at 377-6368.

Acceptable Media

CD-ROM, DVD-ROM

(No other media is accepted. If you do not have access to one of the media types listed here, please contact your account executive for information on Statesman loaner disks and file transfer options.)

Preferred Software:

Documents submitted in PDF format (created by Adobe Acrobat 4.0 or higher)

Adobe Creative Suite 2 (InDesign, Photoshop, Illustrator)

Software we can also accept:

QuarkXpress (incl. support files).....

Microsoft Word (Should be used for text only.

Microsoft Publisher files will not be accepted.)

Grids – Full page Idaho Statesman

grids are available in Retail, Classified, Tabloid formats (front & back) for these software programs.

Scanning specifications:

Photoshop files should be used for support files.

Color and grayscale photos should be saved at approximately the same size they are to run in an ad. Use a resolution of 100 lines per inch or 200 dots per inch (DPI).

Color photos must be in CMYK mode.

Line art should be scanned at actual size at 600 dpi.

Larger files can be compressed using JPEG.

Color requirements:

All ads should be built using the specified colors used by the Idaho Statesman.

Always use CMYK process color. PMS spot and RGB colors are not accepted.

Please refer to a Statesman color chart (available from your account executive) to see the different process color mix and how they appear on newsprint.

Submission Alternatives:

AdSend - Call 1-800-223-7363 to learn about this service.

Internet - contact your account executive.

Statesman FTP site - Contact your account representative.

Distribution Zones

Ada County Zones

2	Northeast Boise	83702
3	Northwest Boise, Garden City	83703/83714
616	Eagle, Star	83616/83669
4	West Boise (Bench)	83704
5	South Central Boise	83705
6	Central/Southeast Boise	83706
9	Southwest Boise	83709
12	Northeast Boise (Warm Springs)	83712
13	West Boise	83713
14	Garden City	83714
16	Southeast Boise (Columbia Village)	83716
34	Kuna	83634
42	Meridian	83642/83646
8	Ada County Newsstands	

Canyon Zones

400-485 Nampa, Caldwell, Homedale, Murphy, Parma, Marsing, Melba, Middleton

Statewide Zones

100	Twin Falls/Burley/Ketchum
150	Mountain Home
200	McCall/Donnelly/Cascade/New Meadows/Council
240	Horseshoe Bend/Banks/Garden Valley
300	Weiser/Payette/Fruitland/New Plymouth
325/327	Emmett
350	Oregon: Jordan Valley/Nyssa/Ontario/Vale

Ad Copy and Proofing Policies

To allow our staff adequate time to professionally prepare your advertising message, please follow these procedures:

Copy deadlines allow you to see one display ad proof. Ad proofs are for the correction of errors in copy, illustration or photography only.

Changes in ads should not be requested on proofs. Early proofs are available with early deadlines.

Two-way proof service: Display ads totaling more than 25 column inches, and TV Idaho ads of half page or larger, may have proofs delivered and picked up by our staff.

One-way proof service: Display ads of any size may have proofs delivered. The advertiser is responsible for calling or faxing corrections to The Statesman prior to Final Correction deadlines.

FAX proof service: Display ads can be delivered by FAX. Corrections must be called in or faxed back to The Statesman prior to Final Correction deadlines.

Proofs cannot be delivered to a private residence.

- Copy deadline material includes final photography, artwork, text and logos. These must be submitted together to meet deadline. Any late material is not subject to normal proofing procedures.
- The Idaho Statesman cannot be responsible for ads produced and published from material arriving after deadlines.
- Complex ads, or ads requiring more than one proof, should be submitted well ahead of published deadlines to allow sufficient production time. Consult your account executive for details.
- No type, copy or size changes can be made, nor proofs provided, for material which is submitted at page-ready deadlines.
- Cancellations cannot be accepted after space reservation deadlines, and will be billed at advertising space agreement rate for reserved space.
- Holiday deadlines (New Year, Memorial Day, Independence Day, Labor Day, Thanksgiving and Christmas) are in advance of published deadlines. Contact your account executive for details.