

Northern Colorado COMMUNICATIONS GROUP

Get it local, Get it now.

Your guide to reaching the Northern Colorado market

09 media kit

www.greeleytribune.com

TheTribune

[FORTCOLLINSNOW](http://FORTCOLLINSNOW.com)

[WindsorNow!](http://WindsorNow.com)

LA TRIBUNA

GreeleyNow

Northern Colorado
HOMES

the Fence Post

TRISTATE
LIVESTOCK NEWS
tsln.com

Farmer & Rancher
EXCHANGE
farmerandrancherexchange.com

www.greeleytribune.com | mywindsornow.com | fortcollinsnow.com

2009 Personnel, Payment, & Policies

Personnel Group Manager

Steve Weaver

Publishers:

Bart Smith (GT)
David Thiemann (WN)
Dwight Brown (FN)

Advertising Director

Stephanie Schafer

Advertising Managers

Cynthia Hohn
Display Manager
Shane Fanning
Recruitment Manager

Classified Manager

Jackie Bannister

Ad Creation Manager

Mike Smith

Art Director

Alan Karnitz

Customer Services

Coordinator

Barb Enderud

CFO

Mike Campbell

Circulation Director

Joe Luethmers

Preprint/Distribution

Ron Heil

Production Director

Robert Rodd

Editor

Randy Bangert

greeleytribune.com
mywindsornow.com
fortcollinsnow.com

Terms of payment

- » All local classified and retail rates are net and non-commissionable.
- » All advertising accounts will be required to complete an advertising credit application prior to their first insertion.
- » For new accounts, we'll be happy to accept pre-payment on ads until a credit application is completed and approved.
- » In general, any account that falls more than 90 days behind on payment must pay in advance for all advertising plus an equal dollar amount toward their past-due balance.
- » All balances not paid by the 25th of the following month are subject to a delinquency charge of 1.5 percent per month (annual percentage rate of 18 percent).
- » The publisher reserves the right to restrict credit at his discretion.
- » All returned checks are subject to a service charge.

General policy

NCCG reserves the right to edit, alter or omit any advertisements. While position cannot be guaranteed, we will attempt to accommodate all advertisers.

NCCG assumes no financial responsibility for typographical errors or for omission of copy if proof has been delivered prior to publication. Liability for errors or for omissions shall not exceed the cost of that portion of space. Claims for adjustment must be made within seven days of invoice date. Credit allowable for first insertion only. NCCG will furnish a letter to the advertiser to be posted, stating the correct price, in the event a typographical error is published. NCCG cannot assume any liability for goods sold at the incorrect price.

The advertiser and/or advertising agency or agent assumes all liability for advertisements published and agrees to assume any and all responsibility for claims occurring against the Tribune.

NCCG attempts to maintain fairness to all advertisers within the constraints of space and deadline limitations. Advertiser's volume and consistency are considered, though not

exclusively, when assigning positions. Guaranteed position on color ads is not possible due to a limited number of available color positions.

Charges will be made for excessive changes or alterations from original copy. There is no guarantee that competitive advertisers or merchandise will not appear on the same or facing pages. Other considerations may apply.

NCCG reserves the right to revise advertising rates at any time. Advertising set to resemble news matter must carry the word "Advertisement" at the top. Double trucks will be charged an additional column.

Cancellations after deadline subject to charge. Holiday deadlines will be announced two weeks prior to each holiday.

Your regional marketing solution is just one phone call away.

You've known us for years as the Greeley Tribune. But we've grown! Now we are a complete portfolio of media options all housed under one umbrella, **Northern Colorado Communications Group (NCCG)**. At Northern Colorado Communications Group, we offer more media choices than any other media company in Colorado. In one month, NCCG distributes over 1,356,000 printed publications and has over 20,600 total visitors online.

Our integrated network of products and services make it easy to reach the entire Northern Colorado region with just one buy. We can target your region by location, lifestyle, interest or any other criteria you choose to reach an audience that's both looking for your message and waiting to act on it.

To find out what Northern Colorado Communications Group can do for you, contact an Advertising Sales Consultant at 970.352.0211 or 970.493.1011 or visit our website at www.northerncoloradocommunications.com.

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The Northern Colorado Region

Consumers in the Greeley market spent **\$19,920,000** in the past 30 days.

47% of consumers research through advertising before shopping.

51,400 adults in the Greeley Market decided where to buy something because of advertisements in **The Tribune.**

44% of all Weld County adults made at least one shopping trip to Loveland in the last month. The average resident made 3.97 shopping trips per month and spent over \$143 per trip.

34% of all Weld County adults made at least one shopping trip to Fort Collins in the last month. The average resident made 3.75 shopping trips per month and spent over \$157 per trip.

Our products

The Greeley Tribune

greeleytribune.com

Greeley Now/La Tribuna

latribunacolorado.com

Windsor Now

mywindsornow.com

Fort Collins Now

fortcollinsnow.com

Northern Colorado Homes

nocohomes.com

Fence Post

thefencepost.com

northerncoloradowheels.com

jobs.finditnc.com

Nextinc

Our Market

Weld County

Larimer County

Total Population: 238,320

Households: 98,433

Average Income: \$59,915

Median Age: 31

source: demographicsnow.com

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Source: Wilkerson, 2006

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Influence the consumer



Newspaper readers respond to advertising before making a purchase



72% of all NCCG Readers take action in response to advertising they have seen in NCCG. Only 47% respond to advertising on television. 42% respond to advertising on the radio.

Source: Mediamark Research, Inc. - Doublebase 2005



Consumers look to newspapers for information about shopping

| | Newspaper Readers | Television Viewers | Radio Listeners |
|---|-------------------|--------------------|-----------------|
| Single | 60% | 48% | 41% |
| Married | 71% | 46% | 40% |
| Parents | 66% | 49% | 42% |
| Dined at a Family Restaurant/ Steakhouse in last 6 months | 70% | 48% | 41% |
| Purchased a vehicle | 69% | 46% | 40% |
| Household income of \$75,000+ | 70% | 44% | 41% |
| Household income of \$50,000+ | 70% | 44% | 40% |
| Household income of \$40,000+ | 69% | 45% | 40% |
| I like to shop around before making a purchase | 72% | 47% | 42% |

Source: Mediamark Research, Inc. - Doublebase 2005

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Greeley Tribune/Greeley Now Print Display Advertising Rates



2009 REVENUE CONTRACT RATES BY INCH

| | GT Daily | | GT Sunday | | Greeley Now/ La Tribuna | |
|--------------------|----------|---------|-----------|---------|----------------------------|--------|
| | Retail | Class | Retail | Class | Retail | Class |
| Open | \$30.71 | \$21.16 | \$36.65 | \$24.47 | \$7.95 | \$5.65 |
| Non-Profit/Pick up | \$23.31 | \$15.91 | \$27.56 | \$18.47 | \$5.51 | \$3.70 |

2009 REVENUE CONTRACT RATES BY INCH

| | Retail | Class | Retail | Class | Retail | Class |
|------------|---------|---------|---------|---------|--------|--------|
| \$6,500 | \$26.14 | \$18.22 | \$30.14 | \$19.69 | \$6.05 | \$4.05 |
| \$9,000 | \$25.62 | \$17.43 | \$29.30 | \$19.22 | \$5.90 | \$3.85 |
| \$15,000 | \$24.78 | \$16.80 | \$28.19 | \$18.80 | \$5.60 | \$3.60 |
| \$22,000 | \$23.62 | \$16.07 | \$27.20 | \$17.85 | \$5.20 | \$3.35 |
| \$30,000 | \$22.73 | \$15.65 | \$25.94 | \$17.06 | \$5.00 | \$3.15 |
| \$45,000 | \$21.74 | \$14.81 | \$24.68 | \$16.33 | \$4.85 | \$3.00 |
| \$60,000 | \$20.99 | \$14.07 | \$23.57 | \$15.75 | \$4.85 | \$3.00 |
| \$85,000 | \$20.06 | \$13.64 | \$23.10 | \$15.49 | \$4.85 | \$3.00 |
| \$115,000+ | \$19.58 | \$13.34 | \$22.42 | \$15.12 | \$4.85 | \$3.00 |

Pick up your ad into these **Northern Colorado Communications Group** Publications.
 Fort Collins Now \$16.00 32,000 households
 Winsor Now \$5.75 8,300 households

*Publish your ad again within a 6-day period, with no copy changes and get the following discounts:
 2nd day = 25%, 3rd day = 35%, 4th & subsequent = 50%.

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Greeley Tribune/Greeley Now Print Display Advertising Rates



2009 Frequency Contract rates by inch

| | <u>GT Daily</u> | | <u>GT Friday</u> | | <u>GT Sunday</u> | | <u>Greeley Now/ La Tribuna</u> | |
|----------|-----------------|---------|------------------|---------|------------------|---------|------------------------------------|--------|
| | Retail | Class | Retail | Class | Retail | Class | Retail | Class |
| 8 Time | \$29.11 | \$19.89 | \$34.51 | \$23.25 | \$32.69 | \$21.81 | \$7.05 | \$4.85 |
| 13 Time | \$27.21 | \$18.43 | \$32.61 | \$21.79 | \$31.36 | \$20.97 | \$6.65 | \$4.50 |
| 26 Time | \$25.18 | \$17.12 | \$30.59 | \$20.48 | \$29.05 | \$19.39 | \$6.00 | \$3.95 |
| 52 Time | \$23.02 | \$15.63 | \$28.42 | \$18.99 | \$26.29 | \$17.70 | \$5.51 | \$3.61 |
| 180 Time | \$19.18 | \$13.03 | \$24.59 | \$16.39 | \$21.91 | \$14.75 | \$5.51 | \$3.61 |
| 365 Time | \$13.23 | \$8.99 | \$18.64 | \$12.35 | \$15.11 | \$10.17 | \$5.51 | \$3.61 |

Ad size: 10" min per ad to 31.5" max*

| | <u>GT Daily</u> | | <u>GT Friday</u> | | <u>GT Sunday</u> | | <u>Greeley Now/ La Tribuna</u> | |
|----------|-----------------|---------|------------------|---------|------------------|---------|------------------------------------|--------|
| | Retail | Class | Retail | Class | Retail | Class | Retail | Class |
| 8 Time | \$26.46 | \$18.08 | \$31.87 | \$21.44 | \$29.72 | \$19.82 | \$7.05 | \$4.85 |
| 13 Time | \$24.73 | \$16.75 | \$30.14 | \$20.11 | \$28.51 | \$19.06 | \$6.65 | \$4.50 |
| 26 Time | \$22.89 | \$15.56 | \$28.30 | \$18.92 | \$26.41 | \$17.63 | \$6.00 | \$3.95 |
| 52 Time | \$20.93 | \$14.22 | \$26.33 | \$17.58 | \$23.90 | \$16.10 | \$5.51 | \$3.61 |
| 180 Time | \$17.44 | \$11.84 | \$22.85 | \$15.20 | \$19.93 | \$13.42 | \$5.51 | \$3.61 |
| 365 Time | \$12.03 | \$8.17 | \$17.44 | \$11.53 | \$13.73 | \$9.25 | \$5.51 | \$3.61 |

Ad size: 31.5" min per ad to 64" max*

| | <u>GT Daily</u> | | <u>GT Friday</u> | | <u>GT Sunday</u> | | <u>Greeley Now/ La Tribuna</u> | |
|----------|-----------------|---------|------------------|---------|------------------|---------|------------------------------------|--------|
| | Retail | Class | Retail | Class | Retail | Class | Retail | Class |
| 8 Time | \$24.06 | \$16.43 | \$29.46 | \$19.79 | \$27.02 | \$18.02 | \$7.05 | \$4.85 |
| 13 Time | \$22.48 | \$15.23 | \$27.89 | \$18.59 | \$25.91 | \$17.33 | \$6.65 | \$4.50 |
| 26 Time | \$20.81 | \$14.14 | \$26.22 | \$17.50 | \$24.00 | \$16.02 | \$6.00 | \$3.95 |
| 52 Time | \$19.03 | \$12.93 | \$24.43 | \$16.29 | \$21.72 | \$14.64 | \$5.51 | \$3.61 |
| 180 Time | \$15.86 | \$10.77 | \$21.26 | \$14.13 | \$18.10 | \$12.20 | \$5.51 | \$3.61 |
| 365 Time | \$10.93 | \$7.43 | \$16.34 | \$10.79 | \$12.48 | \$8.41 | \$5.51 | \$3.61 |

Ad size: 64.5" to 12.9" max*

- » See **Fort Collins Now** Rates Page F8 of the Fort Collins Now Section
- » See **Windsor Now** Rates Page W8 of the Windsor Now Section

* The next frequency level represents the number of weeks to fulfill inches. Pick up your ad a second day, with no copy changes in The Tribune and get a 25% discount within a 6-day period of the original run. Excludes Fridays, Sundays, color and special programs.

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Color Rate Information

YOU CAN AFFORD TO RUN COLOR! ADDING COLOR INCREASES YOUR ATTENTION BY 45%! TO MAKE YOUR AD STAND OUT! NOTE: SAME COLOR ADS MAY BE PLACED ON A SINGLE PAGE IN ANY DAY'S PAPER. SINGLE-COLOR ADS HAVE A SELECTION OF THREE COLORS: BLUE, YELLOW & RED.



Tribune Retail Display

| AD SIZE | 1 COLOR | 2 COLOR | FULL COLOR |
|----------------|---------|---------|------------|
| Up to 31" | \$4.15 | \$5.10 | \$6.05 |
| 31.5" to 64" | \$3.10 | \$4.15 | \$5.05 |
| 64.5" to 129+" | \$2.30 | \$3.25 | \$4.20 |

Tribune Classified Display

| AD SIZE | 1 COLOR | 2 COLOR | FULL COLOR |
|------------------|---------|---------|------------|
| Up to 48" | \$2.80 | \$3.40 | \$4.05 |
| 48.5" to 97" | \$2.05 | \$2.75 | \$3.40 |
| 97.5" to 193.5+" | \$1.55 | \$2.25 | \$2.80 |

Greeley Now/La Tribuna Retail Display

| AD SIZE | 1 COLOR | 2 COLOR | FULL COLOR |
|----------------|---------|---------|------------|
| Up to 31" | \$2.52 | \$3.05 | \$3.60 |
| 31.5" to 64" | \$1.85 | \$2.45 | \$3.00 |
| 64.5" to 129+" | \$1.40 | \$1.95 | \$2.50 |

Greeley Now / La Tribuna Classified Display

| AD SIZE | 1 COLOR | 2 COLOR | FULL COLOR |
|------------------|---------|---------|------------|
| Up to 48" | \$1.70 | \$2.05 | \$2.45 |
| 48.5" to 97" | \$1.25 | \$1.65 | \$2.05 |
| 97.5" to 193.5+" | \$0.95 | \$1.35 | \$1.70 |

Preprint Rate Information

Preprint full run Tribune and Greeley Now Rates Per Thousand Inserts

| Size | Open | \$15K | \$22K | \$45k | \$60K | \$85K | \$115K |
|--------|------|-------|-------|-------|-------|-------|--------|
| Card | \$44 | \$42 | \$40 | \$38 | \$36 | \$34 | \$33 |
| 4 Tab | \$50 | \$48 | \$46 | \$44 | \$42 | \$40 | \$38 |
| 8 Tab | \$53 | \$52 | \$49 | \$46 | \$44 | \$42 | \$40 |
| 12 Tab | \$59 | \$57 | \$53 | \$50 | \$48 | \$46 | \$44 |
| 16 tab | \$63 | \$61 | \$59 | \$55 | \$53 | \$51 | \$49 |
| 20 Tab | \$66 | \$64 | \$62 | \$59 | \$57 | \$54 | \$53 |
| 24 Tab | \$68 | \$66 | \$64 | \$62 | \$60 | \$57 | \$55 |
| 28 Tab | \$70 | \$68 | \$66 | \$64 | \$62 | \$60 | \$58 |
| 32 Tab | \$72 | \$70 | \$68 | \$66 | \$64 | \$62 | \$60 |
| 36 Tab | \$74 | \$72 | \$70 | \$68 | \$66 | \$64 | \$62 |

Preprint Size Requirements

Minimum size 7" x 7". **Maximum size: 13.5" x 11.5"**. Full size preprints should be same size as above when half folded. Minimum 60 lb. weight paper suggested for single sheet.

**SPECIAL PROGRAMS
AVAILABLE
FOR PRINTING
POLYBAGS &
FRONT PAGE
TAB-ONS**

Full Run Distribution

| | |
|-----------------------------------|--------|
| Greeley Tribune Monday - Saturday | 25,000 |
| Greeley Tribune Sunday | 26,000 |
| Fort Collins Now | 32,000 |
| Windsor Now | 8,300 |
| Greeley Now | 21,000 |

Distribution includes all NCCG publications | Add 2% spoilage

Preprint Receiving

Shipments to be delivered F.O.B. the Tribune dock, located at 501 8th Ave., northeast corner of building. Receiving hours: 8 a.m. to 5 p.m. Monday-Friday.

General

Preprints are machine inserted. in our plant. Card and envelope preprints accepted. No extra charge for detachable flaps from cards. Extra charge for envelopes containing multi-coupons.

\$500 minimum charge for preprints

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Preprint Deadlines

Delivery of inserts needs to be 7 working days prior to insertion date.

Skidded preprints should be packed on a solid base, non-returnable skids or pallets. A four-inch minimum floor clearance is required. Skids should not exceed 5.5 ft. in height. Maximum acceptable weight is 2,500 pounds. Bar coding is recommended. No tiering of skids, please.

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Greeleytribune.com visitors have high incomes:
 Median Income: \$64,400 more than \$20,000 above the U.S. median income. 82% of greeleytribune.com visitors **made online purchases** in the last 6 months. 92% of our visitors **shopped at a local** store last year. Greeleytribune.com had 365,571 visitors and more than 1.4 million pageviews just in April, 2008

Advertise on the Web



A Leaderboard (728x90) - homepage

| | CPM Minimum 10k | COMBO CPM Minimum 30k |
|-----------|--------------------|--------------------------|
| Open rate | \$52.00 | \$47.00 |
| 3 months | \$40.00 | \$36.00 |
| 6 months | \$25.00 | \$23.00 |
| 12 months | \$22.00 | \$20.00 |

B Big box (300x250) - homepage

| | CPM Minimum 10k | COMBO CPM Minimum 30k |
|-----------|--------------------|--------------------------|
| Open rate | \$45.00 | \$41.00 |
| 3 months | \$36.00 | \$32.00 |
| 6 months | \$22.00 | \$20.00 |
| 12 months | \$18.00 | \$16.00 |

C Half-page (300x600) - homepage

| | CPM Minimum 10k | COMBO CPM Minimum 30k |
|-----------|--------------------|--------------------------|
| Open rate | \$47.00 | \$42.00 |
| 3 months | \$38.00 | \$34.00 |
| 6 months | \$23.00 | \$21.00 |
| 12 months | \$20.00 | \$18.00 |

A Leaderboard (728x90) - homepage

| | CPM Minimum 10k | COMBO CPM Minimum 30k |
|-----------|--------------------|--------------------------|
| Open rate | \$45.00 | \$41.00 |
| 3 months | \$36.00 | \$32.00 |
| 6 months | \$22.00 | \$20.00 |
| 12 months | \$18.00 | \$16.00 |

B Big box (300x250) - channels

| | CPM Minimum 10k | COMBO CPM Minimum 30k |
|-----------|--------------------|--------------------------|
| Open rate | \$38.00 | \$34.00 |
| 3 months | \$30.00 | \$27.00 |
| 6 months | \$18.00 | \$16.00 |
| 12 months | \$14.00 | \$13.00 |

C Half-page (300x600) - channels

| | CPM Minimum 10k | COMBO CPM Minimum 30k |
|-----------|--------------------|--------------------------|
| Open rate | \$40.00 | \$36.00 |
| 3 months | \$32.00 | \$29.00 |
| 6 months | \$20.00 | \$18.00 |
| 12 months | \$16.00 | \$14.00 |

D Premium Spot (your logo on all pages, 88x31)

Site Search (1 million impressions a month) \$495

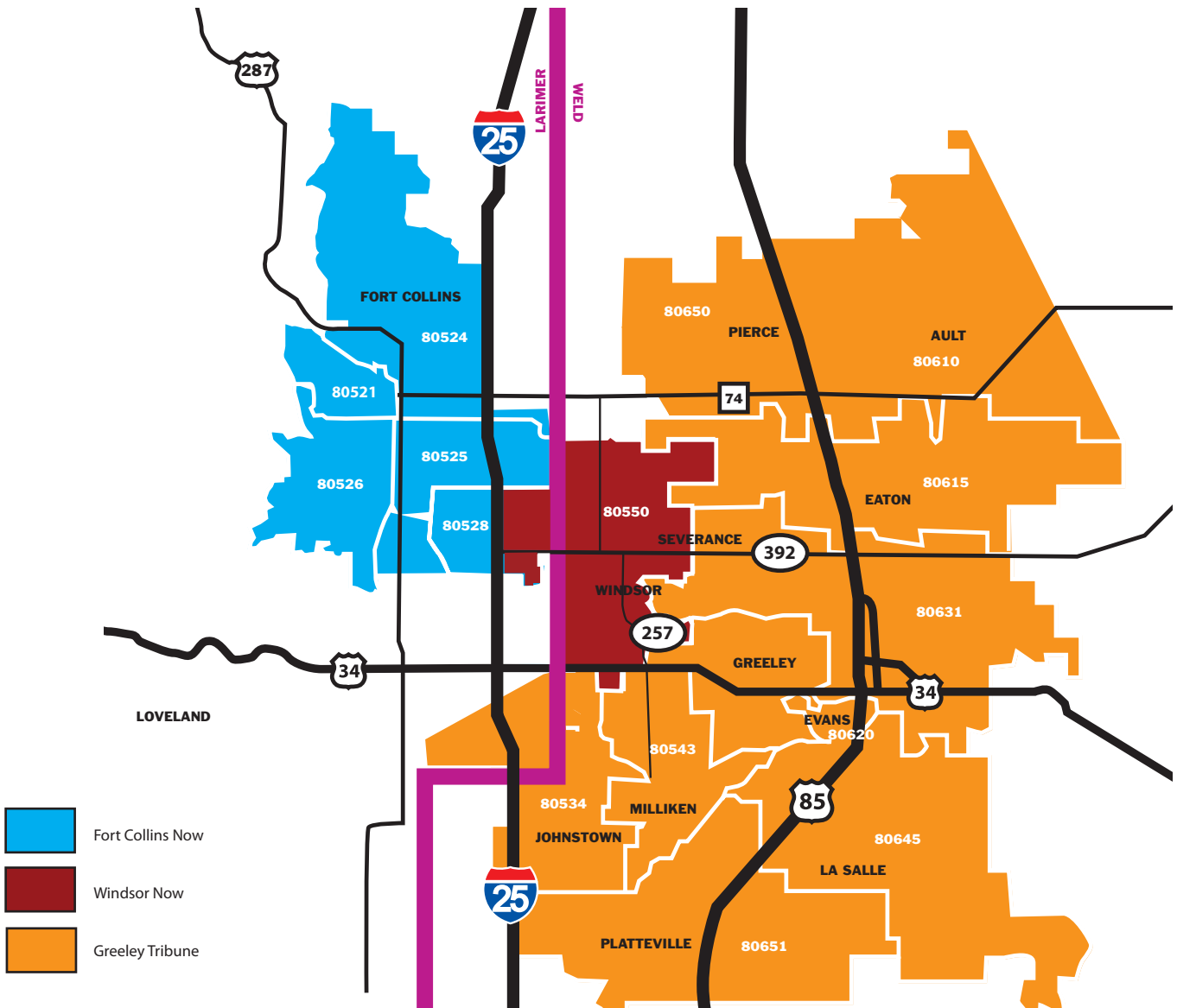
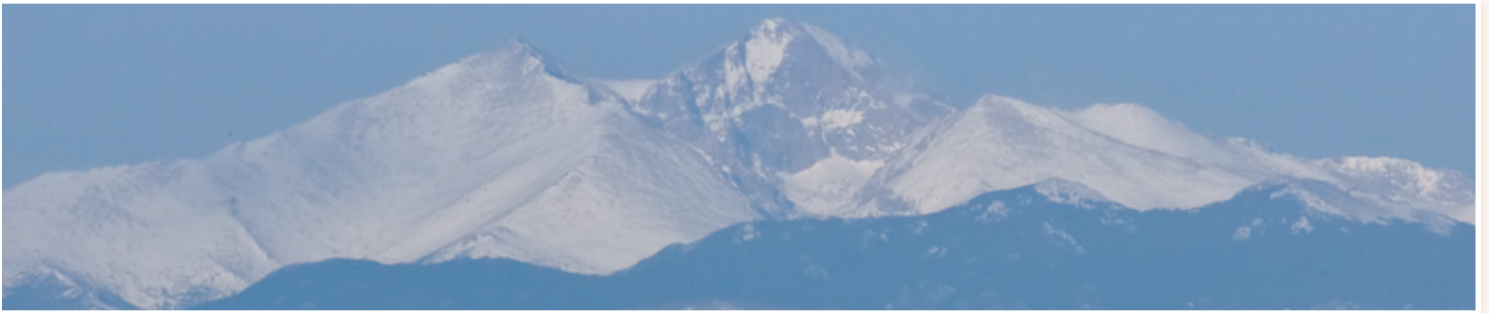
Flash your ad Add \$50 for an animated ad unless customer provides file.

- greeleytribune.com
1.5 million pageviews
422,490 visits
- mywindsornow.com
117,303 pageviews
19,446 visits
- fortcollinsnow.com
96,227 pageviews
24,339 visits
- thefencepost.com
52,496 pageviews
15,043 visits
- northerncoloradowheels.com
34,293 pageviews
3,583 visits
- nocohomes.com
22,652 pageviews
2,233 visits
- nextnc.com
8,947 pageviews
4,301 visits
- jobs.finditnc.com
150,398 pageviews
16,642 visits

*Rates are based on rotating display. All ads run on a Run of Site (ROS) schedule except for the homepage placements. Combo impressions could be distributed in every NCCG web site, unlike regular impressions. Northern Colorado Communications Group supports interactive and formats including flash. Consult a NCCG executive for other pricing, targeting and availability.

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More Media Choices



- Fort Collins Now
- Windsor Now
- Greeley Tribune

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General Information



Co-op

Our sales staff can assist you in utilizing available co-op funds.

Creative Services

Exclusive logo design and artwork services are available. Newsletters, flyers and brochures can be designed and typeset for your commercial printing needs to tie in with your newspaper advertising. Custom design work or special production needs require a fee of \$50 per hour, minimum one hour.

Proofs

Proofs of advertisements may be emailed, faxed or delivered to the advertiser or shown in the Tribune office during regular business hours. For proof corrections, call the Advertising Services Department at 970-352-0211.

Tearsheets

Tearsheets for display ads will be mailed at the end of each calendar month for billing purposes. Daily tearsheets will be available at the Tribune office during regular business hours. Maximum of 20.

Technical Information

| | |
|--------------------------|-----------------------------|
| Line Screen | 105 dpi |
| Maximum Halftone Density | 1200 dpi |
| Format | Macintosh |
| Type of Press | Offset |
| Type of Ink Used | CMYK |
| AdSend Address | COGRE |
| Email-Address | akarnitz@greeleytribune.com |

*Preferred Digital Format - PDF File with embedded fonts

*We prefer to receive files electronically in PDF format.

| SIZE | GT Standard Page 6 column x 21.5" | WN/FCN Tabloid Page 5 column x 10.75" | Classified 9 column x 21.5" |
|----------|---|--|-----------------------------------|
| 1 column | 1.73" | 1.73" | 1.14" |
| 2 column | 3.63" | 3.63" | 2.40" |
| 3 column | 5.53" | 5.53" | 3.66" |
| 4 column | 7.42" | 7.42" | 4.93" |
| 5 column | 9.32" | 9.32" | 6.19" |
| 6 column | 11.25" | | 7.45" |
| 7 column | | | 8.72" |
| 8 column | | | 9.98" |
| 9 column | | | 11.25" |
| DBL TRK | 23.25" | 20.25" | 23.25" |

Retail & classified Display Deadlines

| Publication | Time | Day |
|----------------------------|------|-----------|
| Sunday | Noon | Thursday |
| Monday | 5 pm | Thursday |
| Tuesday | 5 pm | Thursday |
| Wednesday | 5 pm | Friday |
| Thursday | 5 pm | Monday |
| Friday | Noon | Tuesday |
| Saturday | 5 pm | Wednesday |
| Greeley Now/ La Tribuna | Noon | Friday |
| Sunday in Life | 5 pm | Monday |
| Real Estate Weekly | 5 pm | Tuesday |
| Weekend | 5 pm | Friday |

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