

Rapid City Journal

ADVERTISING AGREEMENT

THIS AGREEMENT is made as of May 8, 2007 between Lee Enterprises, Incorporated d/b/a Rapid City Journal, the "Publisher", and City of Rapid City the "Advertiser."

TERM. The term of this Agreement will begin on THE FIRST DAY OF June, 2007 and end on THE LAST DAY OF May, 2008. This Agreement may not be terminated or cancelled by the Advertiser prior to the end of its term except for the reasons specified in Sections 1 and 12 on the reverse side of this Agreement.

VOLUME AGREEMENT. The Advertiser will purchase at least \$ 15,000 of total advertising before the end of the term.

Complete as applicable:

- Retail \$ _____ Frequency _____ Lineage _____
- Classified \$ _____ Frequency _____ Lineage _____
- Preprinted inserts \$ _____ Frequency _____ _____
- On-line products \$ _____ Frequency _____ _____
- Other \$ _____ Frequency: _____ _____
- Other _____ \$ _____ Frequency _____ _____

All advertising dollars invested in the Publisher's advertising products, including Retail and Classified advertising, Preprinted inserts, On-line products and other packages apply toward fulfillment of this volume agreement by Advertiser. Commercial printing and subscriptions are excluded.

OTHER TERMS AND CONDITIONS. See reverse side of this Agreement.

Publisher and Advertiser have read and agree to the terms and conditions of this Agreement including those outlined on the reverse side.

ADVERTISER:

LEE ENTERPRISES, INCORPORATED:

ADVERTISING AGENCY (if applicable)

By _____

By _____

By _____

Company Name. Partnership Corporation Individual

Rapid City Journal
Division Name.

Company Name: Partnership Corporation Individual

Print Name / Title _____

Print Name / Title _____

Print Name / Title _____

Billing Address: _____

Address: 507 Main St. Rapid City, SD 57701

Billing Address: _____

Salesperson: Ame VanHove

Local Address _____

New _____ Renew _____

Account Number(s): 60008631, 60015164, 60012914, 60011140

Advertising Rates per column inch

Contract Level	Daily ROP	Sunday ROP	Classified Daily	Classified Sunday	Employment Daily	Employment Sunday	Classified Liner Discounts
non-contract	\$44.25	\$50.95	\$35.00	\$41.55	\$50.00	\$51.40	0%
\$1,800	\$25.25	\$29.50	\$20.05	\$23.60	\$30.80	\$31.65	15%
\$4,000	\$24.90	\$29.00	\$19.10	\$22.35	\$28.90	\$29.70	20%
\$8,000	\$24.45	\$28.45	\$18.15	\$21.40	\$27.60	\$28.40	25%
\$15,000	\$24.00	\$27.95	\$17.75	\$20.90	\$27.05	\$27.80	30%
\$25,000	\$23.70	\$27.55	\$17.40	\$20.60	\$26.55	\$27.30	35%
\$35,000	\$23.40	\$27.20	\$17.00	\$19.95	\$25.70	\$26.45	40%
\$45,000	\$23.10	\$27.05	\$16.65	\$19.65	\$25.35	\$26.05	45%
\$58,000	\$22.70	\$26.65	\$16.15	\$19.05	\$24.80	\$25.50	50%
\$69,000	\$22.60	\$26.40	\$15.85	\$18.65	\$23.80	\$24.50	55%
\$83,000	\$22.30	\$26.10	\$15.45	\$18.30	\$23.30	\$24.00	55%
\$106,000	\$21.75	\$25.45	\$13.70	\$16.05	\$20.85	\$21.45	55%
\$125,000	\$20.90	\$24.20	\$12.90	\$15.20	\$19.60	\$20.20	55%

Color Rates

Paper configuration may affect position availability.

A. Black + 1 Color	\$340.00
Black + 2 Colors	\$625.00
Full Color	\$625.00

Guaranteed Position

Reservations & paper configuration may affect position availability.

A. Page 2 & 3	30% Premium
B. Page Guarantee	20% Premium
C. Section Guarantee	15% Premium

Special Rates

A. Church and Charitable Rate

	Daily	Sunday
Rate per inch ROP	\$31.45	\$36.10
Rate per inch Classified	\$25.40	\$29.80

B. Classified Service & Business Directory

Up to 8 lines for the month. \$5/day
Additional lines, each for the month 50¢/day

C. Business to Business Directory

1 col. x 2" \$35/week
2 col. x 2" \$55/week

D. Thanksgiving Holiday Nov. 23 - Nov. 27

ROP display ads published in the paper will be charged at the Sunday display rates.

E. TOMA "Top of Mind Awareness"

Sizes available: 2x2, 2x3, 2x4 and 2x5

1-3x per week \$19.10/inch
4-6 per week \$16.85/inch
7x per week \$14.60/inch

Rates are for a 52 week contract. Ad copy includes: Your business name and logo, your address and phone number, website address, one "benefit headline" and one copy change per month.

Preprinted Insert Rates per thousand

Minimum insert size 8"x4". Deduct \$10 cpm for full distribution. Maximum insert size 12 1/2"x11". Minimum weight for single sheet inserts is 70 lb. offset stock. Add \$15 per thousand for inserts requiring quarter folding.

Inserts are available any day of the week. Reservation should be made 7 days prior to publication and delivered 5 days prior to publication. Deliver to 412 Second Street, Rapid City, SD 57701, between 8:30 a.m. and 5:00 p.m. Monday through Friday. Deliver on skids or pallets. All inserts must be shipped pre-paid.

DAILY RATES	1 x	2 xs	24 xs	52 xs
Single sheet	\$74	\$63	\$59	\$54
2 broad / 4 tab	\$85	\$81	\$77	\$74
4 broad / 8 tab	\$93	\$90	\$85	\$81
6 broad / 12 tab	\$97	\$94	\$90	\$85
8 broad / 16 tab	\$106	\$103	\$98	\$89
10 broad / 20 tab	\$117	\$113	\$106	\$92
12 broad / 24 tab	\$119	\$117	\$110	\$94
14 broad / 28 tab	\$122	\$118	\$112	\$98
16 broad / 32 tab	\$124	\$120	\$113	\$100
Add'l pages add per 6 broad / 12 tab	\$4	\$4	\$4	\$4

SUNDAY RATES	1 x	2 xs	24 xs	52 xs
Single sheet	\$81	\$68	\$64	\$59
2 broad / 4 tab	\$92	\$88	\$83	\$81
4 broad / 8 tab	\$101	\$96	\$92	\$88
6 broad / 12 tab	\$104	\$102	\$96	\$92
8 broad / 16 tab	\$115	\$111	\$105	\$95
10 broad / 20 tab	\$126	\$122	\$115	\$100
12 broad / 24 tab	\$128	\$126	\$118	\$102
14 broad / 28 tab	\$132	\$127	\$121	\$105
16 broad / 32 tab	\$134	\$130	\$122	\$109
Add'l pages add per 6 broad / 12 tab	\$4	\$4	\$4	\$4