

whatzup

AD Media, Incorporated

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Rates Effective August 1, 2005; Mechanical Dimensions Effective January 1, 2008

Ad Size	Mechanical Dimensions*	Rates (All Rates Commissionable to Recognized Agencies)				
		1xRate	6xRate	12xRate	26xRate	49xRate
Full Page	9-1/8x10-1/2"	\$878	\$763	\$727	\$692	\$630
3/5 Page Vertical	5-3/8x10-1/2"	\$609	\$530	\$504	\$480	\$437
1/2 Page Vertical	4-1/2x10-1/2"	\$505	\$439	\$418	\$398	\$362
1/2 Page Horizontal	9-1/8"x5-1/8					
2/5 Page Vertical	3-1/2x10-1/2"	\$443	\$386	\$367	\$350	\$318
1/4 Page Square	4-1/2x5-1/8"	\$305	\$265	\$253	\$241	\$219
1/4 Page Vertical	2-1/8x10-1/2"					
1/4 Page Horizontal	9-1/8x2-1/2"					
1/5 Page Horizontal	9-1/8x2"	\$270	\$235	\$224	\$213	\$194
1/5 Page Vertical	1-5/8x10-1/2"					
1/5 Page (2 column)	3-1/2x5-1/8"					
1/5 Page (3 column)	5-1/8x3-1/2"					
3/16 Page	6-3/4x2-1/2"	\$250	\$217	\$207	\$197	\$179
3/20 Page Horizontal	5-3/8x2-1/2"	\$207	\$180	\$172	\$163	\$149
1/8 Page Vertical	2-1/8x5-1/8"	\$179	\$156	\$149	\$142	\$129
1/8 Page Horizontal	4-1/2x2-1/2"					
1/10 Page	3-1/2x2-1/2"	\$146	\$127	\$121	\$115	\$105
1/16 Page	2-1/8x2-1/2"	\$97	\$84	\$80	\$76	\$69
1/20 Page	1-5/8x2-1/2"	\$77	\$67	\$64	\$61	\$55
Classified Display Ads (Max. 15 col. in.)	1-5/8" width	\$24	\$21	\$20	\$19	\$17
Classified Line Ads (Per Word)	n/a	70¢	60¢	55¢	50¢	45¢
Directories (Nightlife/Cuisine)	n/a	n/a	\$30	\$25	\$23	\$21
Color (Subject to Availability)	n/a	\$175	\$165	\$160	\$155	\$150

* Width by Height in Inches

Multiple Insertion Rates Require Signed Advertising Agreement

Discounts* and Surcharges

Preferred Position Surcharge	35%
Charitable/Non-Profit Discount	25%
Advertising Agency Discount	20%

Mechanics

Full Page Dimensions	9.125 " width x 10.5" depth
Acceptable Digital Media	E-mail, CDR
Acceptable Digital Images	TIFF, JPEG, PSD or PDF
Note: Fonts/art must be embedded in PSD and PDF images.	
Minimum Resolution	200 dpi
	(higher if enlargement of image required)
Software	Adobe InDesign, Photoshop

Deadlines

Weekly Publication Day	Thursdays**
Space Reservation Deadline	Tuesdays, 9 Days Before Pub. Date
Copy Deadline	Friday, 12 p.m.

Advertising Policies

Tobacco Advertising	Accepted
Alcohol Advertising	Accepted
Adult Advertising	Approval of Publisher Required
Preprinted Inserts	Not Accepted

Circulation

Current Press Run (12/21/07)	12,600
Circulation (unaudited, 12/21/07)	11,463
Circulation (3.42 readers per copy)	39,203

Terms

Payment due 15 days from the end of the month. Unpaid balances subject to monthly finance charge of 1.75% (21% a.p.r.).

* Agency and Charitable Discounts may not be combined, i.e. Charitable Rates are net. ** Not published 2nd Thursday of July or last Thursday of December.

Distribution

Distributed free each Thursday to 450 drop points in 15 northeastern Indiana counties.

Within 3 hours drive time of:

- Chicago, IL
- Merrillville, IN
- South Bend, IN
- Lansing, MI
- Kalamazoo, MI
- Detroit, MI
- Toledo, OH
- Columbus, OH
- Dayton, OH
- Cincinnati, OH
- Indianapolis, IN
- Bloomington, IN

Lagrange Co. Lagrange	Steuken Co. Angola
Noble Co. Kendallville	DeKalb Co. Auburn
Kosciusko Co. Warsaw	Whitley Co. Columbia City
Allen Co. Fort Wayne	
Wabash Co. Wabash	Huntington Co. Huntington
Wells Co. Bluffton	Adams Co. Decatur

whatzup is a free-distribution arts, entertainment and leisure newspaper serving the Fort Wayne, Indiana MSA (Metropolitan Statistical Area) and outlying areas within Indiana.

Readership Habits

Avg. Time Spent Per Week 1.2 hrs.
Avg. References in Week 3.4 times
Avg. No. Readers Per Copy 3.42
71% of All Copies Are Kept One Week or Longer by Readers
83% of whatzup Readers Go Out 1 or More Times Per Week; 33% Go Out 3 or More Times Per Week
48% of **whatzup** Readers Do Not Subscribe to Another Newspaper

Media Comparisons

Pct. of Readers Who Spend More Time with **whatzup** than:

Radio	30.0%
Television	27.2%
Newspapers	31.4%
Magazines	32.0%
Internet	27.7%

Source: **whatzup** Readership Poll, Nov.-Dec. 2004

Readership

Average Age	34.5
Female	50.9%
Male	49.1%
<21	10%
21-30	39%
31-40	24%
41-50	17%
>50	10%

For More Information, Contact

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