

Nelson's today

The Monthly Newspaper
Published continuously since 1992

Direct delivery to doorsteps
in premier West Suburbs
(Wheaton, Glen Ellyn, Winfield,
Naperville, Lisle, Warrentville).
Locally owned.
... Plus, more than 250 outlets...
35,000+ west suburban readers

Rate Card 2010

12/09

Nelson's today, The Monthly Newspaper, has news of shopping and people, activities, home improvement ideas, gardening, landscaping, decorating, family vacations, gifts, style, money, dining & entertainment, pets, health & fitness, and more in the affluent West Suburbs of Chicago.

ADVERTISING RATES (B&W; + 25% for Full Color):

FULL PAGE:	\$989	1/6 PAGE:	\$249
HALF PAGE:	\$549	1/8 PAGE:	\$189
1/3 PAGE:	\$459	1/16 PAGE:	\$99
1/4 PAGE:	\$329	ANTIQUES PAGE:	\$269/\$159/\$94
<i>(Ad sizes on reverse)</i>		<i>(1/4, 1/8, 1/16)</i>	



Special rates available
on multi-issue purchases

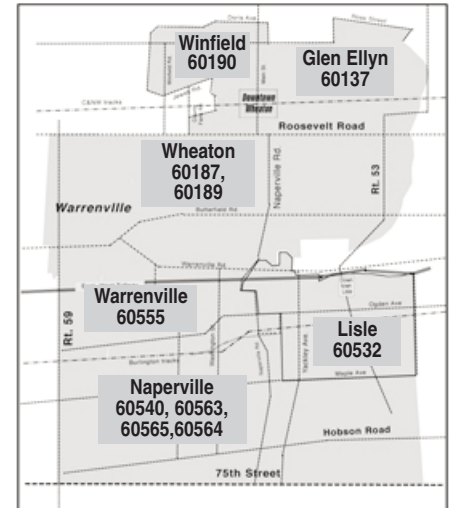
SPOT COLOR: 15% of space charge for first color. Four color, 25%.
GUARANTEED POSITION: + 10%. **PRODUCTION CHARGE** (10-15%) may be made on complex ads or customer alts beyond original approved layout & copy. **FREQUENCY DISCOUNTS available.** **PUBLICITY:** All photos submitted become property of publisher. **TERMS:** Upon approval of ad proof; check, MC, or VISA accepted. **BILLING, IF APPROVED, 30 DAYS.**
UNPAID INVOICES: Advertiser/agency assumes all costs of collection and legal fees.

PUBLISHING SCHEDULE 2010

REGULAR ISSUE SPECIAL FEATURES:

January 2010	WINTER HOME IMPROVEMENT: Top designs, Kitchen Remodeling, Health & Fitness, Weddings, Summer Camps for Kids
February 2010	BATH MAGIC: Best bath designers, Valentine's Day Gifts, Dining Guide, Travel, Taxes, Health & Fitness, Summer Camps
March 2010	SPRING LANDSCAPING, Home Improvement, Health & Fitness
April 2010	HOME/GARDEN, Spring Home Improvement, Health & Fitness
May 2010	MOTHER'S DAY GIFT GUIDE, Best Home Ideas & Garden, Health
June 2010	SUMMER FUN FOR FAMILIES, FATHER'S DAY GIFT GUIDE, Home & Garden, Health & Fitness, Summer Fun
July 2010	SUMMER ACTIVITIES ISSUE, Home & Garden, Summer Fun, Health
August 2010	TOP STUDENTS, Back to School, Home & Garden, Health & Fitness
September 2010	FALL HOME FIX-UPS, Home & Garden, Fashion, Autos, Decorating
October 2010	HOME IMPROVEMENT IDEAS, Home & Garden, Winter Styles
November 2010	GREAT IDEAS for Your Home, Fashion, Vacations, Health & Fitness
December 2010	HOLIDAY GIFT GUIDE, Home Improvement, Health & Fitness
January 2011	KITCHENS: TOP DESIGNERS, Health & Fitness, Entertainment, Kids' Guide to Activities

Delivered direct to homes in six
affluent West DuPage communities!



plus ... newstand distribution
at more than 250 locations
throughout the west suburbs!

REACH
READERS WITH A
Discount Coupon
In Color, Only \$119!

Only \$119 per coupon (includes color and artwork).
Best Value in Direct Mail Coupons!!

"Customers love this coupon!!!"

—Mark Herman, Mail 'n Stuff



CLOSING:
15TH OF MONTH
PRIOR TO
PUBLICATION ON
1ST OF MONTH

DISCOUNT
COUPONS
\$119

Inserts:
**\$40 per
1,000**

www.nelsonstoday.com

Live Area: 9 1/2" W x 11" D

1/4 Page (4 3/4" W x 5 1/4" D)	1/16 Page (2 1/4" W x 2 5/8" D)	1/6 Page (4 3/4"W x 3 1/2" D)	1/2 Page (4 3/4" W x 10 3/4" D)	1/3 Page (9 1/2" W x 3 1/2" D)
1/2 Page (9 1/2" W x 5 1/4" D)		1/3 Page (4 3/4" W x 7 1/4" D)		Coupon (4 3/4"W x 1 1/2" D)
Full Page Live Area (9 1/2" W x 10 3/4" D) Inside front & back covers Add \$90	Antiques & Collectibles Ad Sizes			SPECIFICATIONS: TABLOID Trim Size: 11" W x 12" D Live Area: 9 1/2" W x 11" D
		1/4 Page (4 1/4" W x 4 1/4" D)	1/16 Page (2" W x 2" D)	
			1/8 Page (2" D x 4 1/4" W)	

ADDITIONAL CHARGES

SPOT COLOR:

1 color + Black=Add 15%
4 color + Black=Add 25%

LOCATION PREMIUMS:

+15% INSIDE FRONT OR BACK COVER
+10% FOR GUARANTEED LOCATION

Call us now to advertise in the next issue of Nelson's Today:

Sherry Nelson (630) 682-5958 • Fax (630) 682-9656

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