

# Nelson's today

The Monthly Newspaper  
Published continuously since 1992

Direct delivery to doorsteps  
in premier West Suburbs  
(Wheaton, Glen Ellyn, Winfield,  
Naperville, Lisle, Warrenville).  
Locally owned.

... Plus, more than 250 outlets...  
35,000+ west suburban readers

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):

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

**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 2011

### REGULAR ISSUE SPECIAL FEATURES:

<b>Jan/Feb 2011</b>	<b>WINTER HOME IMPROVEMENT,</b> Health & Fitness, Winter Activities, Summer Camps, Money, Valentine's Gifts
<b>March/April 2011</b>	<b>SPRING LANDSCAPING,</b> Home Improvement, Summer Camps, Health & Fitness, Spring Day Trips, Dining & Entertainment
<b>May/June 2011</b>	<b>MOTHER'S DAY GIFTS,</b> Spring Landscaping, Home Improvement, Summer Fun for Families, Summer Camps
<b>June/July 2011</b>	<b>FATHER'S DAY GIFTS,</b> Summer Fun for Families, Summer Gardening, Home Improvement, Health & Fitness
<b>August 2011</b>	<b>TOP STUDENTS,</b> Back to School, Home Improvement, Health & Fitness
<b>Sept/Oct 2011</b>	<b>FALL HOME IMPROVEMENT,</b> Fall Gardening, Back to School, Health & Fitness, Style, Dining & Entertainment
<b>Nov/Dec 2011</b>	<b>HOLIDAY GIFTS,</b> Winter Home Improvement, Health & Fitness, Kids Winter Activities
<b>January 2012</b>	<b>KITCHEN MAGIC,</b> Winter Home Improvement, Family Travel & Getaways, Health & Fitness, Style

## Rate Card

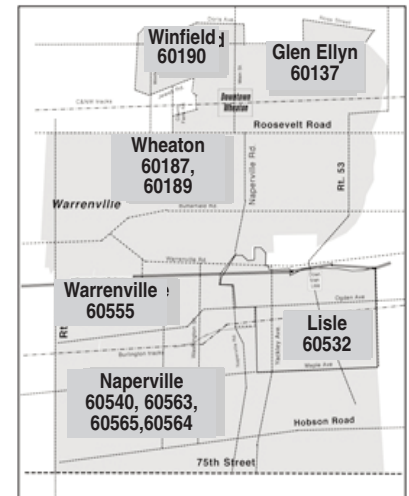
2011

1/11



Special rates available  
on multi-issue purchases

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

Inserts:  
\$40 per  
1,000

DISCOUNT  
COUPONS  
**\$119**

[www.nelsonstoday.com](http://www.nelsonstoday.com)

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

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

**Contact: Sherry Nelson, (630) 682-5958**

**Published by G. L. Nelson, Inc., P.O. Box 66, Wheaton, IL, 60187**  
**sherry@nelsonstoday.com • www.nelsonstoday.com**