



Daily Circulation: 28,454
 Sunday Circulation: 33,660

**Daily Circulation has grown
 +379 over the past 3 years!**

Daily Readership: 74,700
 Sunday Readership: 85,400

**Sunday circulation has
 remained stable.**

Total Adults in Marketplace: 163,300
 Market Coverage:

- Dubuque County (IA),
- Portions of Clayton (IA),
- Delaware (IA),
- Jackson (IA)
- Portions of Jo Daviess (IL),
- Crawford (WI),
- Grant (WI),
- Lafayette (WI)

The Telegraph Herald is located in Dubuque, Iowa where Iowa, Wisconsin and Illinois join in the Upper Mississippi River Valley. Delivering 104,800 readers every week, the Telegraph Herald is the medium used most for shopping the tri-states.

Dubuque, Iowa has been named one of 10 communities to earn the 2007 All-America City (AAC) award title, the oldest and most prestigious civic recognition competition in the nation. Historically Dubuque was a strong industrial base; however recent increases and diversification in other commerce areas continue seeing significant increases: tourism, software development, business-to-business, health care and service.

Dubuque, Iowa's oldest city, has become a major destination for tourism drawing hundreds of thousands of visitors to the redevelopment of the riverfront which includes a 200+ room hotel and indoor water park, National Mississippi River Museum & Aquarium in association with the Smithsonian Institute, river walk, conference center and amphitheatre. In addition, a revitalization of Dubuque's downtown now includes new restaurants and shopping. Other area attractions include the Field of Dreams movie site, National Farm Toy Museum and a variety of recreation and educational opportunities plus historical attractions. AAA's Annual 2007 Vacation Cost Survey named Iowa as one of only 6 states with the most economical daily cost for lodging and food prices for a family of four (4). An unexpected bonus: the area's high bluffs and hills offer some of the best downhill skiing in the Midwest.

Education opportunities in Dubuque and the surrounding area play a key role in producing a strong workforce and high productivity. Dubuque County is home to two colleges, one university, one community college and four religious seminaries.

Dubuque received Expansion Management Magazine's 2006 top 5-Star Quality of Life Quotient. The rating is based on nine major categories: affordable housing, good public schools, peace of mind, a balanced standard of living, broad opportunities for adult education, reasonable traffic and commuting, good commercial air access, a high adult education level and, from an employer's perspective, a young, reasonably-priced work force from which to find good employees.

- Two out of three (66%) area adults are employed, most of which are employed full-time.
- Median household income in the area is just over \$40,000 annually.
- Over one in ten residents have changed jobs within the past year, and an additional 8% considered doing so.
- Among those who changed jobs in the past year, the Telegraph Herald and its websites were the most widely used sources, though the market remains quite fragmented.
- Of those considering changing jobs on the next year, the Telegraph Herald and its websites is by far the source most widely expected to be used.
- 16% may consider changing their job in the next year.
- A quarter of all households have an adult currently pursuing a higher education.

Publishers of:

Telegraph Herald Daily Newspaper • THonline.com • AccessDubuqueJobs.com
 AccessDubuque.com • AccessDubuqueCars.com • AccessDubuqueHomes.com • Real Estate Magazine
 Business Times Magazine • Her Magazine • Boomers Magazine • Your Home Magazine
 801 Bluff Street • PO Box 688 • Dubuque, IA 52004-0688
 web: www.AccessDubuqueJobs.com
 e-mail: jschuster@wcinet.com

Advertising Office Hours: 8:00 am – 5:00 pm M-F • (563) 588-5765 • (800) 562-6014 • (563)588-5782 (Fax)

Telegraph Herald Print Rates

	Daily Display	Sunday Display	Daily Line	Sunday Line
No Contract	\$35.35	\$37.81	\$3.30	\$3.52
\$5,000	\$27.50	\$31.63	\$2.63	\$3.02
\$7,500	\$23.18	\$26.67	\$2.21	\$2.54
\$10,000	\$22.48	\$25.86	\$2.15	\$2.47
\$12,500	\$22.26	\$25.60	\$2.12	\$2.44
\$15,000	\$22.02	\$25.33	\$2.10	\$2.42
\$17,500	\$21.56	\$24.79	\$2.06	\$2.37
\$20,000	\$21.09	\$24.27	\$2.02	\$2.32
\$22,500	\$20.39	\$23.46	\$1.95	\$2.25
\$25,000	\$20.17	\$23.20	\$1.93	\$2.21
\$30,000	\$19.00	\$22.00	\$1.81	\$2.10
\$40,000	\$18.50	\$21.50	\$1.77	\$2.05

Frequency Discounts

No Contract	Days	Discount
	1-2	Full price
	3-6	20%
	7-9	35%
	10+	50%
Contract	Insertion	Discount
	1 st	Full price
	2 nd (Daily)	50%
	3 rd (Daily)	75%
	4 th (Daily)	FREE

Mechanical Specifications

Columns	Inches	4	7
1	1.000"	4.375"	7.750"
2	2.125"	5.500"	8.875"
3	3.250"	6.625"	10.000"

Space and Ad Copy Deadlines

Publication Date	Display Ad Deadline	Line Ad Deadline
Saturday	Wednesday 5 pm	Friday 3 pm
Sunday	Wednesday 5 pm	Friday 4 pm
Monday	Thursday 5 pm	Friday 4 pm
Tuesday	Thursday 5 pm	Monday 4 pm
Wednesday	Friday 5 pm	Tuesday 4 pm
Thursday	Monday 5 pm	Wednesday 4 pm
Friday	Tuesday 5 pm	Thursday 4 pm

AccessDubuqueJobs.com Posting Rates

Basic Job Listing: \$15 / day

** one day is included with your recruitment print ad at \$15. Additional days may be purchased at \$15 a day.*

**Enhanced Job Posting: \$150 / 30 day posting with a combination print ad (1 posting)
 \$50 / 30 day posting. Pick up for multiple positions in one print ad.
 (Per posting)
 \$350 / 30 day posting. Online only.**

** includes company information, email link and contact information with ability for job seekers to apply online.*

AccessDubuqueJobs.com Contract Rates

F/T Equiv. Employees	Monthly Usage Fee	Annual Total
1-25	\$50	\$600
26-50	\$75	\$900
51-75	\$125	\$1,500
76-125	\$150	\$1,800
126-175	\$175	\$2,100
176-225	\$200	\$2,400
226-325	\$250	\$3,000
326-475	\$300	\$3,600
476-625	\$350	\$4,200
625+	\$500	\$6,000
Staffing Agency	\$500	\$6,000

Enhancements

Resume Access: \$75 (2 week access)
 (Requires current job posting. Additional restrictions may apply.)

Top Jobs Listing Enhancement: Add \$40 per position

Featured Employer: \$210 / month

- All listings get Top Jobs status
- Includes static run-of-site banner ad on THonline.com and AccessDubuque.com

ACCESSDUBUQUEJOBS.COM SPONSORS

This web site is a collaborative effort of the entire Dubuque community including these AccessDubuqueJobs.com Sponsors:

- Greater Dubuque Development Corporation
- Iowa Workforce Development
- The Dubuque Area Chamber of Commerce
- Telegraph Herald
- A.Y. McDonald Mfg. Co.
- Alliant Energy
- American Trust & Savings Bank
- Anderson Weber
- Berry Plastics and Subsidiaries
- Best Western Midway Hotel Champps Americana
- Bird Chevrolet
- Black Hills Energy
- Bodine Electric Company
- Cartégraph Systems, Inc.
- CES Computers
- City of Dubuque
- Clarke College
- Conlon Construction Co.
- Cottingham & Butler
- Crescent Electric Supply Company
- DDI, Inc.
- Diamond Jo Casino
- Domino's Pizza
- Dubuque Bank & Trust
- Dubuque Community Schools
- Dubuque County
- Dubuque Data Services
- Dubuque Stamping & Manufacturing
- Dupaco Community Credit Union
- Durrant
- DuTrac Community Credit Union
- Eagle Ridge Resort & Spa
- Eagle Window & Door, Inc.
- East Dubuque Savings Bank
- Eide Bailly LLP
- EIMCo, Inc.
- Entegeee Engineering Technical Group
- Express Personnel Services
- FarmTek
- Flexsteel Industries, Inc
- Georgia-Pacific Corporation
- Giese Companies
- Hartig Drug
- Hillcrest Family Services
- Hills and Dales
- Hodge Company
- Holiday Inn Express and Suites
- Holy Family Catholic Schools
- Honkamp Krueger & Co.
- Hotel Julien Dubuque
- IBM
- J.J. Scheckel Corporation
- John Deere Dubuque Works
- Kurtz Communications, Inc
- Liberty Bank
- Loras College
- Luther Manor
- Manpower, Inc.
- McCoy Group, Inc.
- McKesson Corporation
- Medical Associates Clinic, P.C.
- Medline Industries, Inc.
- Mercy Medical Center
- Mi-T-M Corporation
- Mike Finnin Ford-Chrysler Super Stores
- Mystique
- Northeast Iowa Community College
- Ohnward Bancshares, Inc
- Premier Tooling & Manufacturing Inc
- Prudential
- Quebecor World Dubuque
- Rentech Energy Midwest Corporation
- Rousselot, Inc.
- S4 Carlisle Communications, LTD
- Sedgwick, CMS
- Sedona Staffing Services
- Sinsinawa Mound
- Spahn & Rose Lumber Company
- State Central Bank
- Steele Capital Management, Inc.
- Straka Johnson Architects, P.C.
- TFM Company
- The Finley Hospital
- The McGraw-Hill Companies
- Theisen Supply, Inc.
- Thermo Fisher Scientific
- U.S. BANK
- Unified Therapy Services
- United Clinical Laboratories
- University of Dubuque
- University of Wisconsin - Platteville
- Vanguard, Inc.
- Weber Paper Company
- Westmark Enterprises, Inc.
- Woodward Communications, Inc.
- Younkens Dept. Store

Parties submitting advertising material do so subject to the following terms:

The Telegraph Herald retains the right to revise, properly classify or reject any copy or illustration which does not meet its standard of acceptance.

It is the responsibility of the advertiser to check ads for errors after the first publication. The Telegraph Herald assumes no liability for errors or omissions which are the fault of the advertiser. If the error is not the fault of the advertiser, credit will be allowed for the first insertion only, and only for the specific portion of the ad affected. The Telegraph Herald's liability to an advertiser on account of errors in or omissions of the advertising material submitted shall in no event exceed the amount of the Telegraph Herald's regular charge for a single publication of the advertisement which was omitted or in which the error occurred. Claims for allowance of errors must be made within 15 days from the date of invoice.

If an advertising order does not correspond with the rate card, this will be regarded as a clerical error on the part of the advertiser. The ad will be inserted and charged at the current rate schedule. Every responsible effort will be made to place classified display ads as close to the applicable classification as possible. Ads and related materials appearing in this newspaper are the property of the Telegraph Herald and not of the advertiser.

Advertiser assumes the liability for all statements, pictures and names contained in the advertisements printed and assumes responsibility for any claims against the Telegraph Herald resulting from the advertisement.

