

# Package Media, Inc.

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#### SHEPHERD EXPRESS - On Page

##### Description:

This is the #1 weekly in metro Milwaukee focusing on arts and culture. (Similar to New York's Village Voice.) Includes news, events calendar, commentaries, book reviews, movies, music and theater. Comprehensive Summerfest Guide. Distributed via racks and street boxes at high-traffic, strategic locations. Verified audit.

##### Profile:

Female: 49% Male: 51%  
45% ages 25 - 44  
25% ages 45 - 54  
47.1% HHI between \$35 & \$75K  
Ethnicity: 79.2% White, 10.1% Black  
67% of Erie County are Metro readers.  
College educated  
32.6% purchased 12+ books in the last year

##### Distribution:

6 counties Southeastern Wisconsin.  
Frequency: Weekly  
Circulation: 75,000  
Audited: Yes  
Delivery Method: Street Boxes

##### Special Issues:

July: Summerfest Guide insert into publication plus extra solo distribution  
See editorial calendar for special issues and features.

##### Specifications:

Publication Size: Tabloid  
Minimum Stock: NA Special Ink Requirement: No  
Folio Lap Maximum Measurement: NA  
Folio Lip Minimum Measurement: NA

##### Tests and Selects:

Minimum Test: 75,000

##### Technographic Select:

Internet Access

##### Tests and Selects:

Minimum Test: 50

#### Media Sales Management

141 East 33rd Street - Suite 2D, New York, NY 10016  
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#### Rate Card:

General	Full Page	1/2 Page	1/4 Page	1/6 Page	1/8 Page
BW Rates	\$1,880	\$1,053	\$585	\$440	\$360

Ad Sizes	Width x Depth	Ad Sizes	Width x Depth
Full Page	9.65" x 11.208"	1/6 Page Horizontal	7.203" x 2.656"
1/2 Page Horizontal	9.65" x 5.516"	1/6 Page Vertical	2.276" x 8.363"

Order Date	Materials Date
Due by 4pm Thursday prior to publication date	Due by 5pm Friday prior to publication date

Material Requirements: Black Ink/Rich Black: All black type should be 100% black ink, not rich black (combination of CMYK values that make black) .If registration is even slightly off; text using rich black becomes illegible.

Reverse Type/Color Type: Inquire.

Surprinted Type: Inquire.

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