NEW BUSINESS STORY FORM

Business name, address, phone, hours:

Name of owner and/or manager and key personnel:

Describe services and/or products:

Describe business structure and remodeling or expansion plans if pertinent to story:

Date of opening and grand opening if scheduled:

Personal information of interest to readers — family, background, interests:
CREDIT APPLICATION

This application is subject to News-Review credit approval.

NOTE: Credit application is needed for information to open a business account . . . prepayment of first ad is standard.

Visa, MasterCard, Discover and American Express accepted.*

Name of Business: _________________________________________________________________

Owner's Name: __________________________________________________________________

First Initial Last

Accounts Payable Officer: _____________________________ Federal Taxpayer ID # __________

Address: ________________________________________________________________________

P.O. Box Street Number

City State ZIP

Business Ph.: __________________ Home Ph.: _________________ Fax No.:_________________

Email address: ______________________________ Website: ____________________________

How long in business?_________________________

Driver's License No.: __________________________

Credit References: Bank and two businesses extending highest lines of credit

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>City/State</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
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</table>

ESTIMATED MONTHLY ADVERTISING $ ________ APPROVED LINE OF CREDIT $ _________

(Office use)

I understand that my orders will be subject to the following terms: I will pay the balance in monthly payments according to the terms stated. If I default in any payment(s), you may hold me responsible for the full balance. I agree that this contract shall be governed by the laws of Wisconsin. I understand that in connection with this application and future extensions of credit, you may order a consumer report on me, and that upon my request you will inform me if such a report was requested and give me the name and address of the consumer reporting agency. Terms: Net payable within 30 days of the statement. A late payment charge of 1 1/2% per month, annual rate of 18%, will be charged on accounts which have balances exceeding 30 days. A minimum service charge of $5.00 will be charged. A service charge of $25.00 will be assessed for any returned checks due to insufficient funds. *Visa, MasterCard, Discover and American Express Credit/Debit cards amounting to more than $300.00 will include a surcharge of 2%.

Applicant signature here ____________________________ Date ____________________________
Wednesday, June 7, 2017

**Notice:**

9 a.m. - 8 p.m.  
**Thursdays, June 8, 2017**  
9 a.m. - 8 p.m.  
**Fridays, June 9, 2017**  
9 a.m. - 8 p.m.  
**Saturdays, June 10, 2017**  
9 a.m. - 5 p.m.

***A mechanical and visual inspection is required to validate Kelley Blue Book Instant Cash Offer as accurate.***

1. **2010 Pontiac G6**  
   STK# H049C,  
   Sale Price $8,990,  
   $99 Down  
   $149/Mo.,  
   2.99% APR for 72 mos. with approved credit, plus tax, title, license & service fees extra.

2. **2006 Scion XA**  
   STK# L19006A,  
   Sale Price $14,900,  
   $49 Down  
   $179/Mo.,  
   1.9% APR for 60 mos. with approved credit, see dealer for details.

3. **0.9% APR for 60 mos. on 2017 Honda Accord, Fit & Odyssey models**;  
   Must finance thru Honda Financial Services, with approved credit, see dealer for details.

4. **0.9% APR for 60 mos. on 2017 Honda Accord, Fit & Odyssey models**;  
   Must finance thru Honda Financial Services, with approved credit, see dealer for details.

5. **2006 Scion XA**  
   STK# L19005,  
   Sale Price $15,500,  
   78 mos.  
   **#P1884 $16,700, 78 mos.**  
   **#P1885 $17,900, 78 mos.**  
   **#P1883 $18,600, 78 mos.**  
   **#P1882 $18,900, 78 mos.**  
   **#P1879 $19,200, 78 mos.**  
   **#P1897A $20,200, 78 mos.**  
   **#H124B $21,200, 78 mos.**  
   **#H197A $24,900, 78 mos.**  
   **#P1906 $26,700, 78 mos.**  
   **#P1904 $27,700, 78 mos.**  
   **ALL VEHICLE PAYMENTS BASED ON 20% DOWN & 4% APR WITH APPROVED CREDIT, PLUS TAX, TITLE, LICENSE & SERVICE FEES. PHOTOS ARE FOR ILLUSTRATION PURPOSES ONLY. ALL VEHICLES SUBJECT TO PRIOR SALE. SEE DEALER FOR DETAILS. USED CAR PRICES VALID THROUGH 6/10/17.**
ADVERTISING RATES
Effective Jan. 1, 2017

News-Review Rates
The Three Lakes News Rates

<table>
<thead>
<tr>
<th>Rate Description</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>$12.90 Per Column Inch</td>
<td></td>
</tr>
<tr>
<td>Quarter Page (31½&quot;)</td>
<td>$406.35</td>
</tr>
<tr>
<td>Half Page (63&quot;)</td>
<td>$812.70</td>
</tr>
<tr>
<td>Full Page (126&quot;)</td>
<td>$1,230.00</td>
</tr>
</tbody>
</table>

Circulation: 7,500-8,500

Birthday/Anniversary Greeting
$8 per inch — restrictions apply

Pre-print Inserts
Rates Upon Request
Pre-prints must be quarter-folded to a size no more than 10" x 11" (Trader); 5½" x 10½" (News-Review)

Color Rates
Full color add $200 • Spot color add $100

National Ad Rates
SAU rate $14.30

North Woods Trader Rates

<table>
<thead>
<tr>
<th>Rate Description</th>
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<tbody>
<tr>
<td>$14.90 Per Column Inch</td>
<td></td>
</tr>
<tr>
<td>Quarter Page (31½&quot;)</td>
<td>$469.35</td>
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<tr>
<td>Half Page (63&quot;)</td>
<td>$938.70</td>
</tr>
<tr>
<td>Full Page (126&quot;)</td>
<td>$1,522.50</td>
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Circulation: 20,000 newspaper readers each week
40,000 Trader readers each week

Classified Ads
25 words for $12, 30¢ for each additional word.
Payable in advance, except for established business accounts.
Blind ad charge $5 per week. All caps $5 one-time charge.

Eagle River Business Directory
$11 per column inch — minimum 13-week contract

Special Publication Rates
Available Upon Request
- Vacation Week
- Action Tracks
- Progress
- Military Salute
- Headwaters Area Guide
- Kids Design An Ad
- Senior Focus
- Salute to Emergency Personnel

Mechanical Information

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<tr>
<th>No. of Columns</th>
<th>Width in Picas</th>
<th>Width in Inches</th>
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<td>1½” (1.6875)</td>
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<tr>
<td>2</td>
<td>21p4</td>
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<td>3</td>
<td>32p6</td>
<td>5½” (5.4375)</td>
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<td>4</td>
<td>43p8</td>
<td>7½” (7.25)</td>
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<tr>
<td>5</td>
<td>54p10</td>
<td>9½” (9.125)</td>
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<tr>
<td>6</td>
<td>66p</td>
<td>11”</td>
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<table>
<thead>
<tr>
<th>HALF-PAGE HORIZONTAL OR QUARTER-PAGE AD DEPTH</th>
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<tbody>
<tr>
<td>Picas</td>
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<table>
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<th>FULL-PAGE AD DEPTH</th>
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</thead>
<tbody>
<tr>
<td>Picas</td>
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<tr>
<td>126p9</td>
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</tbody>
</table>

Credit Terms
Net payable within 30 days of the invoice (except February – 28 days). A late payment charge of 1½% per month, annual rate of 18%, will be charged on accounts which have balances 30 days or older. A minimum service charge of $5 will be charged.

Position Requests
The News-Review cannot guarantee special position requests, however, we will make an effort to meet special placement requests. We will not charge extra for this service, but on the other hand, we are not responsible financially for not honoring a special request.

Ad Disclaimer
The Publisher reserves the right to censor, reject, alter or refuse any advertising copy in its sole discretion in accordance with any rules the publisher may now have, or may adopt in the future, concerning the acceptance of advertising matter.

If there is an error in an advertisement attributable to the Publisher, the error shall be deemed immaterial. The Publisher’s liability for an error shall be only for such portion of the entire cost of such advertisement as the space occupied by the error bears to the whole space occupied by such advertisement.

The Advertiser assumes full and complete responsibility and liability for the content of all advertising copy submitted, printed and published pursuant to this Agreement, and shall indemnify and save the Publisher harmless against any demands, claims or liability arising from the printing or publication of said advertising copy. The Advertiser shall reimburse the Publisher in settlement of claims or in satisfaction of judgments obtained by reason of the printing or publication of such advertising copy together with all expenses incurred in connection therewith, including, but not limited to, attorney’s fees and costs of litigation.

Deadlines
NORTH WOODS TRADER
TMC SHOPPER PUBLISHED WEDNESDAYS
Deadlines listed are for the week prior to the North Woods Trader publication date.
- Real Estate Ads: Wednesday, noon
- Display Ads: Wednesday, 5 p.m.
- Classified Ads: Thursday, 10 a.m.
- Display Ads Repeating with No Changes: Thursday, 10 a.m.
- Proof Changes: Thursday, noon

VILAS COUNTY NEWS-REVIEW
WEEKLY NEWSPAPER PUBLISHED WEDNESDAYS
- Display Ads: Monday, 10 a.m.
- Classified Ads: Monday, noon
- Display Ads Repeating with No Changes: Monday, 10 a.m.
- Proof Changes: Monday, noon
- News-Review Copy: Monday, 10 a.m.
**Population Centers:**

- Eagle River area...6,580
- Three Lakes........2,185
- St. Germain.........1,780
- Land O’ Lakes.......1,500
- Sugar Camp..........600

**What we cover**

- Conover...............705
- Phelps...............701
- Iron River..........1,100
- Argonne/Hiles.....650
During the peak tourist seasons, the News-Review offers special publications designed to reach vacationers. The oldest and most popular of these is Vacation Week, which began in June of 1953. Vacation Week runs for 12 weeks during the summer and features timely and appropriate articles of interest to vacationers. It is included in all copies of the paper distributed in Vilas and Oneida counties, and Vacation Week is sent to resorts, hotels, camps and information bureaus throughout the area, where it is very well received and used extensively by visitors during their entire stay in the area and by year around residents, as well.

The Headwaters Area Guide is the most comprehensive directory of local and area information for use in homes and businesses. This unique publication contains valuable but hard-to-find information about state and local agencies, area churches, commerce, community maps, courts, cultural activities, events, local and state politicians, groups, clubs and organizations. You'll find a guide to shops and services, history, libraries, the media, Wisconsin offices and agencies, neighboring governments, schools, recreation, senior citizen agencies, utilities and emergency numbers. The Guide is distributed to area homes through direct mailing, businesses, newsstands, resorts, government offices and chambers of commerce. Advertising in the Headwaters Area Guide gives you the opportunity to be a part of the area's most successful and popular resource tool.

This publication has already won over many winter sports vacationers. Action Tracks is published once and distributed throughout the winter vacation season. It features well-written articles, maps and a schedule of events of interest to the winter vacationer. In addition to being distributed at all places that advertise, Action Tracks also is distributed to winter sports enthusiasts at motels, resorts and ski hills in the region (northeastern Wisconsin and nearby Upper Michigan), and at Wisconsin tourism outlets and entrances to the state where it has met with excellent reception.

All ads for this special publication are sold in modular sizes, on a seasonal, discounted basis.

At appropriate times throughout the year, special sections are printed as part of the Trader or inserted in the News-Review to help target audiences.

- Business Card Directory — January
- Senior Focus — January
- Snowmobile Derby — January
- Progress — February
- Spring Bridal — February
- Kids Design an Ad — March
- Spring Home Improvement — March
- Yard & Garden — April
- Military Awareness — May
- Vacation Week — June-August
- Moonlight Madness — July
- Senior Focus — July
- Sidewalk Sales — August
- Real Estate Guide — Summer
- National Hunting & Fishing Day — September
- Fall Home Improvement — September
- Cranberry Crier — October
- Salute to Emergency Personnel — October
- Holiday Gift Guide — November
- Christmas Carol & Recipe Book — November
- Christmas Greetings — December