



**THE POWER OF TARGETED ADVERTISING** is the way it connects the right consumers with your products and services. Throughout the year, Register Media is committed to producing quality products as an effective solution for presenting your advertising message. These Targeted Publications enable you to reach those readers most interested in and able to purchase your products and services.

Whether you need to target a specific special-interest group, income level, age, neighborhood, or job profession, we have the advertising solution for you!

**FEBRUARY 2017**

- February 1, 8, 15:**  
Best of East Polk County
- February 19:**  
Annual College Guide
- February 16 – 19:**  
State Wrestling Tournament\*

**MARCH 2017**

- February 27, 28 & March 1 – 5:**  
State Girls Basketball Tournament\*
- March 6 – 12:**  
State Boys Basketball Tournament\*
- March 15:**  
Best of East Polk County
- March 5:**  
Spring Auto Week
- March 19:**  
Iowa Wellness

**APRIL 2017**

- April 12, 19 & 26:**  
Best of Warren County
- April 23:**  
Academic All-State Guide

**MAY 2017**

- May 2:**  
Best of Ankeny 2016
- May 7:**  
100 Great Iowa Nurse's Salute to Nurses
- May 7:**  
Vacation Iowa

**JUNE 2017**

- June 7:**  
Best of Warren County
- June 23 – 25:**  
Des Moines Arts Festival\*
- June 11 & 14:**  
Adult Continuing Education & Career Advancement
- June 25:**  
All Iowa Sports\*

**JULY 2017**

- July 19:**  
Warren County Fair
- July 23 – 29:**  
RAGBRAI
- July 26:**  
National Balloon Classic

**AUGUST 2017**

- August 6:**  
Iowa State Fair
- August 27\*:**  
University of Iowa Football Preview\*
- August 27\*:**  
Iowa State University Football Preview\*

**SEPTEMBER 2017**

- September 15:**  
World Food Festival\*
- September 17:**  
Top Workplaces
- September 17:**  
Annual College Guide

**OCTOBER 2017**

- October 22:**  
Auto Week

**NOVEMBER 2017**

- November 5:**  
Iowa Veterans Guide
- November 23:**  
Thanksgiving Insert Wrapper
- November 23:**  
Thanksgiving Auto Section

**DECEMBER 2017**

- December 9:**  
Iowa Wellness

\*Not a special section, news will have extended coverage.

**TARGETED PRINT OPPORTUNITIES**

Deadlines and production specifications available upon request.

**FRONT PAGE STICKERS**

Put your business front and center with a front page sticker! 3 x 3" with adhesive on the back side. Peels off cleanly.

**Rates Per 1,000**

\*Add \$15 per 1,000 for non-subscriber distribution

25,000..... \$58	200,000..... \$40
50,000..... \$53	300,000..... \$35
100,000..... \$50	400,000..... \$33
150,000..... \$45	



\*4 page and 8 page accordion rates available

**PRINT XPRESS SINGLE SHEET INSERTS**

Your professionally designed insert is placed in The Des Moines Register and Community Publications delivering 74% market reach.

	<b>2 Page Tab</b>	<b>4 Tab/2Brdsht</b>
	<b>Cost per Thousand</b>	<b>Cost per Thousand</b>
<b>60 lb gloss text</b>		
15,000 to 49,999	\$43.50/M	\$81.50/M
50,000+	\$35.00/M	\$71.00/M

	<b>Cost per Thousand</b>	<b>Cost per Thousand</b>
<b>70 lb gloss text</b>		
15,000 to 49,999	\$47.50/M	\$87.50/M
50,000+	\$39.00/M	\$77.00/M

Supplied insert rates available upon request. Print only rates available upon request.

