

Vol. No.

# The LABOR Paper

Serving Organized Labor Since 1896



400 NE Jefferson #400 • Peoria, Illinois 61603 • 309-674-3148 • Fax - 309-674-9714

The Labor Paper has been serving union members and their families in central Illinois since 1896. Over the years, the paper has changed format, areas of circulation and the types of union members it serves.

Today The Labor Paper's circulation primarily consists of the building trades unions. The paper is published twice per month and is direct mailed to our subscribers. The Labor Paper informs the members and their families about pertinent issues which affect their jobs, companies and workplace. PLUS, no paper would be complete without local copy, lots of pictures and other articles of interest pertaining to the daily lives of our readers.

The Labor Paper has become a regional newspaper, circulating throughout Illinois. The paper is subscribed to by union members across a wide band of central Illinois, the main area of circulation. Although the "hub" is still the Peoria region, the main boundaries are Springfield, Decatur, Bloomington, LaSalle-Peru, Quad Cities, Quincy and Jacksonville. Using zip codes, we find our readers generally live in the better suburbs and nicer neighborhoods in the cities. Also, we have a large number of readers living in almost every small town and/or rural address within the radius. Depending upon the types of goods or services needed, our readers choose a larger city to visit and purchase goods and services.

As you may be aware, our subscribers earn a better than average income, many of them with a company offering stable employment. A large number of spouses also work in a wide variety of jobs including such positions as teachers, lawyers, nurses and even small business owners. This group of people generally has an income desirable to retailers and service industry.

For further information, please contact our office between the hours of 8 a.m. and 4:30 p.m., Monday through Friday. We will be happy to be of service to you and your company.

Respectfully,

Sharon K. Williams  
Editor/Business Manager

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## The Labor Paper

### THE BEST KEPT SECRET IN TOWN!

#### Why haven't you heard of The LABOR Paper?

- **The LABOR Paper** is the only such newspaper published in the Tri-County area.
- Published twice a month, we reach more than **24,000 readers** mainly in Peoria and Tazewell Counties and Central Illinois.
- This target market has a steady, above average income.
- Union employees comprise an average salary of **\$40,000** per year.
- Many of the spouses also work in occupations such as office work, professional and business ownership.
- Our families are responsible hardworking middle class Americans that care about their lifestyle, their education, their homes, their retirements, etc.

#### Personnel

Marty Helfers- Publisher  
 Sharon K. Williams - Editor/Business Manager/Sales Director  
 Chris Stevens - Reporter/Photographer  
 Bill Knight - Columnist

All full-time employees are union affiliated

<b><u>PRE-PRINTED INSERTS</u></b>			
Insert Volume	1 to 11	12 or more	30 or more
Insert Size	FULL RUN	by signed agmt. FULL RUN	by signed agmt. FULL RUN
Single Card* (or smaller)	30	28	26
4 pg. (8 tab)	41	37	34
6 pg. (12 tab)	45	39	36
8 pg. (16 tab)	49	41	38
10 pg. (20 tab)	53	43	40
12 pg. (24 tab)	57	45	42
14 pg. (28 tab)	61	47	44
16 pg. (32 tab)	65	49	46
18 pg. (36 tab)	69	51	48
20 pg. (40 tab)	73	53	50

\*Up to 8-1/2" x 11" Min. 70 lb. Paperstock  
 Insert lineage will apply to ROP contract on the following basis:  
 Total cost of insert divided by ROP rate equals lineage credited to contract.  
 \$5.00 extra per thousand for zoned inserts.

Ask your advertising representative.  
Insert Quantities:

Insert Miscellaneous:  
 Ship preprinted inserts to Breese Publishing, 8060 Old U.S. Highway 50 W, Breese, Illinois 62230, between 5 and 10 days prior to insertion. Turns of 100, bundles not tied, stacked on pallets, not over 5 ft. high.

### RETAIL OPEN RATE

Per column inch - 15.00

### CONTRACT RATES

Inches per issue	Rate per yearly	column.inch
75	\$13.46	
76-150	13.00	
151-299	12.40	
300	11.54	

Advertising rates include layout, typesetting and pasteup.

### NATIONAL RATE

Per column inch - \$14.50

### COLOR

Black plus one color \$50  
 Black plus 2 colors \$75  
 Full process \$100

### NON-PROFIT RATE - \$10.38

\$9.60 per column inch. For the advertisement of local not-for-profit churches, civic organizations and charities, unions, etc.

### POLITICAL ADVERTISING

Open display rate. Prepayment required. Not commissionable to advertising agencies. Advertisement must contain committee name or name of individual responsible for placing ad.

### SPECIAL PAGES/ISSUES

The LABOR Paper includes such columns and special issues as: Health & Wellness, Retirees, Hunting, Spring Fishing Section and much, much more.

### DEADLINES

Deadline is 12 Noon Thursday before publication.

### PUBLICATION DATES

The LABOR Paper is published on the first and third Thursdays of each month.

#### 2014 dates

January 2	July 3 - Indep. Day
January 16	July 17
February 6	August 6
February 20	August 21 - LD
March 6	September 4
March 20	September 18
April 3	October 2
April 17	October 16
May 1	November 6
May 15	November 20
June 5	December 4
June 19	December 18-X-mas

Dates may vary at Publisher's discretion

### DISTRIBUTION

The LABOR Paper is mailed periodical postage to subscribers' homes. The paper also has over 30 drop-off sites throughout the Tri-County area.

### DISPLAY CLASSIFIED

#### RATES

A. \$.40 per column inch (2.47 X 1") including, Businesses, Services & Union Local Rates. No Discounts.

### LINE ADS

The rate for paid classified ads is \$3 for 20 words or less (10 cents a word after 20 words). Must be pre-paid.

### STANDARD PAGE

A. Standard page measurements are 10.375w x 13.275 tall  
 B. Modular Sizes - only column widths accepted

4 column format.	1 column equals -2.47"
1 column equals -2.47"	2 columns equals - 5.10"
2 columns equals - 5.10"	3 columns equals - 7.74" and
3 columns equals - 7.74" and	4 columns equals 10.375"
4 columns equals 10.375"	1/16 page 1 col X 3.3"
1/16 page 1 col X 3.3"	1/8 page 2 col X 3.3"
1/8 page 2 col X 3.3"	1/4 page 1 col X 13.2" or
1/4 page 1 col X 13.2" or	2 col X 9.9" or
2 col X 9.9" or	3 col X 6.6" or
3 col X 6.6" or	4 col X 3.3"
4 col X 3.3"	1/2 page 2 col X 13.2" or
1/2 page 2 col X 13.2" or	4 col X 6.6"
4 col X 6.6"	Full page 4 col X 13.2"

### INSERTS

See back page

### COMMISSIONS &

#### CASH DISCOUNTS

A. Advertising Agencies may deduct 15 percent commission from the open rate. Contract rates are not commissionable.  
 B. No Cash Discounts

### MECHANICAL

Line screen is 100 dpi. Method of printing is offset lithography.

### POLICY

- Advertising simulating news must be slugged "advertisement."
- Publisher and Editor have the right to refuse any and all advertisements.
- Should any govt. body levy a tax on any advertising covered by this rate card, such tax will become an additional charge to the advertiser, over and above the rates mentioned herein.
- Payment terms - all advertising is net 30 days. Exceptions - political and classified ads are pre-pay.
- Credit is not extended to any advertiser 60 days or more in arrears.
- Position - the rates on this card are for run-of-paper position. Special position request will be honored to the best of our ability. Specified position will be guaranteed by an additional charge of 33% of the space cost if space is available.
- Corrections & Omissions - in the event of errors by the paper that materially affect the value of the ad, the paper will reprint that ad when notified. The paper will only be responsible for the cost of the space occupied by the error.
- Proofs - will be shown on ads over 10 column inches.
- Photo Charge - \$5 per photo or on a per hour basis.
- Ad cancellation - any ad canceled after Thursday 12 Noon is subject to make-up charge of 25% of total cost of ad. No ad may be canceled after 3:00 p.m. on the Friday before issue date.
- The LABOR Paper reserves the option of offering special marketing programs.

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LABOR Paper publication dates: First and third Thursdays. Three feature issues a year - 4th of July, Labor Day and Christmas. The advertising deadline is one week before publication and the copy/news deadline is also one week before publication.

## 2014 Publication Dates

January 2	July 3 - Indep. Day
January 18	July 17
February 6	August 7
February 20	August 21 - Labor Day
March 6	September 4
March 20	September 18
April 3	October 2
April 17	October 16
May 1	November 6
May 15	November 20
June 5	December 4
June 19	December 18 - X-mas

For more information contact  
The LABOR Paper at 309-674-9715 or  
e-mail at [sharon@westcentralbtc.org](mailto:sharon@westcentralbtc.org)

# General Information about our members...

## HOME OWNERS:

92.3 %	Own a home
12.3%	Plan to buy or sell a home in the next 18 months
20.3%	Plan to make a major equipment or appliance purchase in the next 12 months

## FINANCIAL:

Most earn more than \$45,000 annually	
45%	Participate in some sort of savings or investment program other than ones sponsored by their union or their company
61.3%	Have some sort of insurance other than a union- or company-sponsored plan
67.9%	Use a credit card regularly
30.7%	Use a credit card sometimes

## TRANSPORTATION:

50%	Own a pick-up truck
40%	Own two or more automobiles
14%	Own three or more automobiles
56%	Buy new cars
32%	Buy used cars

## SPORTING EVENTS:

27.7%	Bought tickets to sporting event last year
54%	Bought baseball tickets
47%	Bought hockey tickets

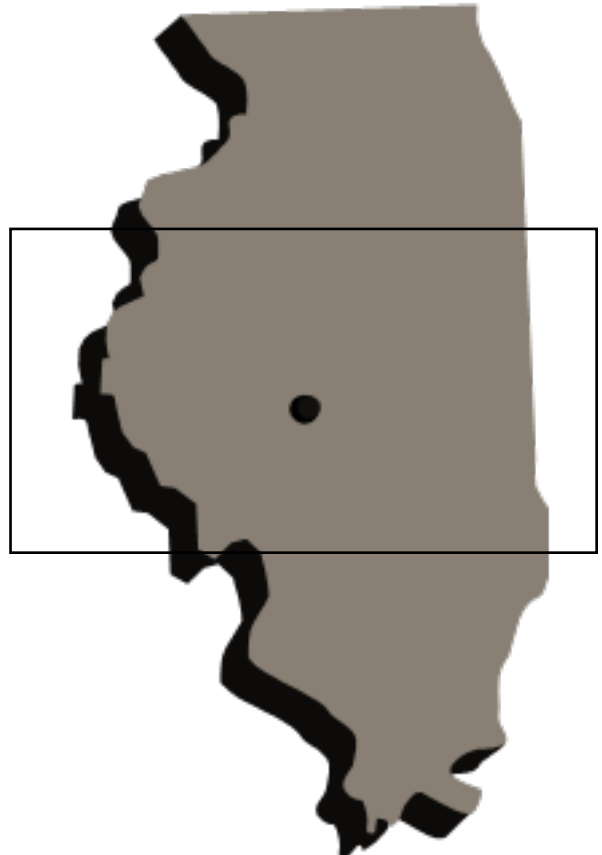
## OUTDOOR ACTIVITIES:

83.4%	Participate in fishing
54.6%	Participate in camping
54.7%	Participate in boating
24%	Own a boat
49.7%	Participate in hunting
35.3%	Participate in hiking

# **Want to get the word out?**

## **Advertise in The Labor Paper**

- The Labor Paper has been serving union members for over 100 years.
- Published twice a month, we reach more than 24,000 readers in Central Illinois and Beyond
- This target market has a steady, above average income.
- Union employees comprise an average salary of \$45,000 per year
- Many spouses also work in professional occupations such as office work, teaching and business ownership.
- These families are responsible hardworking middle class Americans that care about their lifestyles, their educations, their homes, their retirements, etc.
- Approximately 8,500 are in or near a 50-mile radius of Peoria



**Put your advertising dollars  
to work in The Labor Paper!**

**Call Us Today!**

Sharon K. Williams, Editor/Business Manager

400 NE Jefferson, #400

Peoria, IL 61603

309-674-9715 · FAX 309-674-9714 · [sharon@westcentralbtc.org](mailto:sharon@westcentralbtc.org)

# Unions Subscribing to The Labor Paper

Sheet Metal Workers Local 1  
Heat and Frost Insulators Local 1 - partial  
Heat and Frost Insulators Local 17  
Plasterers and Cement Masons Local 18  
Plumbers and Pipefitters Local 25  
Musicians Local 26  
Typographical Union Local 29  
IBEW Local 34  
Firefighters Local 50  
Elevator Constructors Local 55  
Boilermakers Local 60  
Plumbers Local 63  
Newspaper Guild Local 86  
National Association of Letter Carriers Local 88  
Sheet Metal Workers Local 91  
Mailers Local 98  
Iron Workers Local 112  
Plumbers and Pipefitters Local 137  
Painters Local 157/Glaziers Local 1164  
Laborers Local 165  
Carpenters Local 183  
Carpenters Local 189  
Motion Picture Operators Local 193  
IBEW Local 193 - partial subscription  
Steamfitters Local 353  
Amalgamated Transit Union Local 416  
Operating Engineers Local 649  
Teachers Local 780  
Amalgamated Transit Union Local 1249