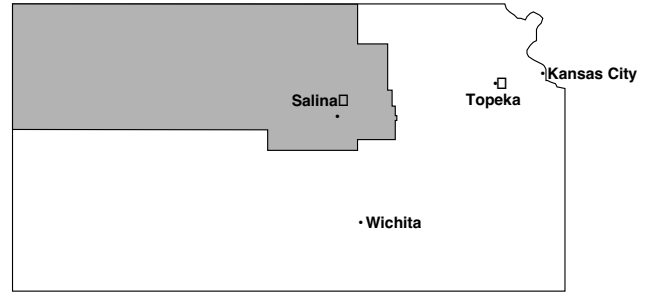
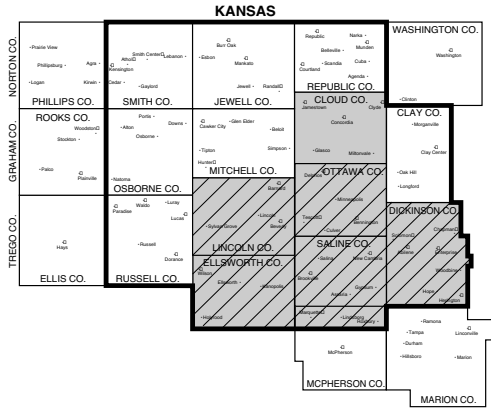


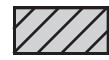
SALINA'S RETAIL TRADE ZONE


TOTAL JOURNAL READERSHIP*

65,656 Sunday; 65,581 Daily

*Based on ABC Audit Publisher's Statement Net Paid 6 Month Average Circulation ending March 31, 2008. (2.34 readers per copy)



-  Applause! distribution area **15,625**
5 1/3 Counties: Saline, Dickinson, Ellsworth, Lincoln, Ottawa and north 1/3 of McPherson

-  Neighbors distribution area **16,178**
6 1/3 Counties: Saline, Dickinson, Ellsworth, Lincoln, Ottawa, Cloud and north 1/3 of McPherson

AGENCY COMMISSIONS

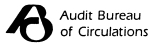
Local rates are non-commissionable. All advertising is cash with copy except where prior credit has been established. Credit applications are available from the business office and must be completed to secure credit approval. 1 1/2% per month finance charge will be added to all balances if payment is not received by the end of the billing month. Credit lines are subject to adjustment. Cash discounts are not allowed and all rates are net.

A 15% agency commission is allowed on national rate advertising. Commissionable rates are available to any recognized advertising agency and will be billed to the advertising agency. If an agency uses contract rates on behalf of an advertiser, and the advertiser co-signs, the advertiser will be liable for the fulfillment of the contract.

CIRCULATION - A Harris Enterprises Newspaper Established in 1871

Morning Salina Journal.....	28,026
Sunday Salina Journal.....	28,058

A. Circulation numbers from net paid 6 month ABC Audit Publisher's Statement ending March 31, 2008.



PERSONNEL

Editor and Publisher.....	Tom Bell.....	tbell@salina.com
Advertising Director.....	Kim Norwood.....	knorwood@salina.com
Advertising Manager.....	Christy Underwood.....	cunderwood@salina.com
Major/National Account Coord.....	Tiffany Modlin.....	tmodlin@salina.com

POLICY

The Salina Journal reserves the right to edit, alter or omit any advertisements. Advertising contracts must be signed in a timely manner. Retro-active effective dates will not be accepted for more than 30 days. Every effort will be made to honor page requests, but all positions are run at the option of the Salina Journal. In no event will adjustment, re-run or refund be made because of the position in which the advertisement has been published.

The Salina Journal assumes no financial responsibility for typographical errors or for omission of copy if proof has been delivered prior to publication. Liability for errors or for omissions shall not exceed the cost of that portion of space. Claims for adjustment must be made within 7 days of invoice date. Credit allowable for first insertion only. The Salina Journal will furnish a letter to the advertiser to be posted, stating the correct price, in the event a typographical error is published advertising goods at less than a specified price. The Salina Journal cannot assume any liability for goods sold at the incorrect price.

Billing errors past 90 days with no corrections or adjustment request by either party will remain as originally billed.

The advertiser and/or advertising agency or agent assumes all liability for advertisements published and agrees to assume any and all responsibility for claims occurring therefrom against Salina Journal.

Retail rates apply only to advertising space relating to the regular retail business owned by the advertiser specified. They cannot be used directly or indirectly to cover the advertising of any product of which the advertiser may be a distributor; nor does it apply to any advertising classified as national rate advertising by Salina Journal. Brokered/multiple signature advertisements & inserts not printed and/or sold by the Salina Journal advertising staff are not accepted for publication.

Charges will be made for excessive changes or alterations from original copy. Advertisements set and cancelled before publication will be charged at the rate of \$4.00 per column inch.

There is no guarantee that competitive advertisers or merchandise will not appear on the same or facing pages. Other considerations may apply.

The Journal attempts to maintain fairness to all advertisers within the constraints of space and deadline limitations. Advertiser's volume and consistency are considered, though not exclusively, when assigning positions. Guaranteed position on color ads is not possible due to a limited number of available color positions.

Advertising set to resemble news matter must carry the word "Advertisement" at the top in at least 12 point type. The Salina Journal news type cannot be used in advertising copy.

Double trucks less than full depth or 12 retail or 18 classified columns wide will be charged an additional column.

Should any government body levy a tax on any advertising covered by these rates, such tax will become an additional charge to advertiser, over and above the rates mentioned herein.

All advertising copy which represents the creative effort of the Salina Journal and/or the utilization of creativity, illustration, labor, composition or material furnished by it, is and remains the property of the Journal, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any such advertising copy for use in any other medium without the expressed written consent of the Journal.

Failure to receive tear sheets or checking copies IS NOT recognized as a valid reason to withhold payments.

The Salina Journal reserves the right to revise advertising rates at any time.