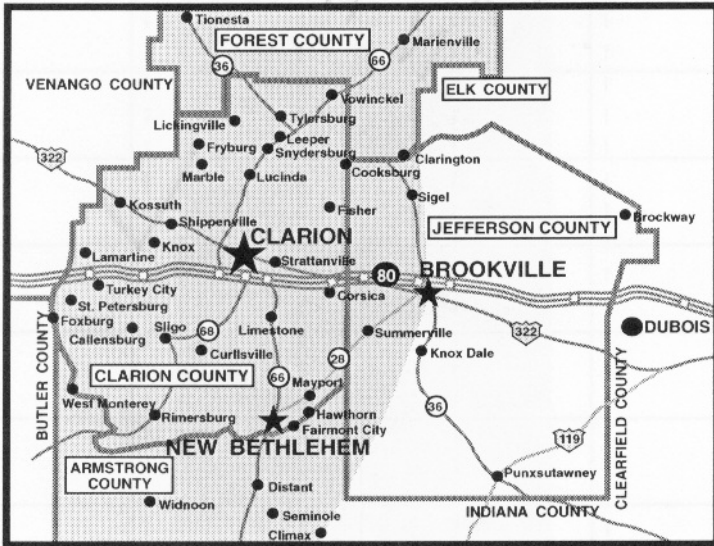


# Western Pennsylvania Newspaper Company

645 Main St. • P.O. Box 647, Clarion, PA 16214 • www.theclarionnews.com • 814-226-7000 • FAX 814-226-7518

e-mail: theclarionnews@gmail.com

## LOCAL RETAIL ADVERTISING RATE CARD EFFECTIVE NOVEMBER 1, 2013



### 1. PERSONNEL

(a) Advertising Manager: Mary Louise Logue

### 2. TERMS OF PAYMENT

- (a) Payment in full by 15th of month.
- (b) A charge of 1 3/4% will be made on all past due accounts exceeding 30 days.
- (c) Failure of an advertiser to pay within thirty days shall constitute a breach of contract.
- (d) All rates are quoted net.

### 3. GENERAL RATE POLICY

- (a) Published rates subject to change with thirty days notice.
- (b) The Clarion News reserves the right to cancel or reject any advertising at any time.
- (c) Advertising which resembles editorial content must be captioned "Advertisement".
- (d) The liability of The Clarion News for an error or non-insertion shall be limited to a refund of the cost of the space occupied by the error within the ad or one make-good insertion in the same amount of space.

### 5. PREPRINT RATES - CLARION NEWS

PAGE SIZES		Net Rate Per Thousand					
FULL PAGE	TAB SIZE	Open Rate *CM	6-11 Year *CM	12-23 Year *CM	24-49 Year *CM	49-98 Year *CM	99+ Year *CM
Single Page		\$70	\$60	\$58	\$56	\$54	\$52
4	8	80	63	61	59	57	55
6	12	81	64	62	60	58	56
8	16	82	65	63	61	59	57
10	20	83	66	64	62	60	58
12	24	84	67	65	63	61	59
14	28	85	68	66	64	62	60
16	32	86	70	68	66	64	62
18	36	88	72	70	68	66	64
20	40	90	74	72	70	68	66
22	44	92	76	74	72	70	68
24	48	94	78	76	74	72	70

\*\*Weekend AdVisor/ Midweek/ TMC \$110CM

## The Clarion News

Established 1841 - Published Tuesday & Thursday  
6,800 Paid Circulation

## The Midweek

Established 1975 - Published Wednesday  
16,700 Circulation - Delivered to  
Non-Subscribers of Clarion News

## Weekend Ad-Visor

Established 1989 - Published Saturday  
16,700 Circulation - Delivered to  
Non-Subscribers of Clarion News

# 23,500 COMBINED Home Delivered Circulation

### 4. LOCAL R.O.P NET RATES

e-mail: theclarionnews@gmail.com

R.O.P.	CLARION NEWS	MIDWEEK or AD-VISOR	COMBO
OPEN RATE	\$16.21	\$20.57	\$25.65

### WEEKLY RATE - 52 consecutive weeks

2"	13.13	*9.44	22.57
3.5"	12.76	9.44	22.20
6.5"	12.49	9.44	21.93
13"	12.36	9.44	21.80
33"	11.85	9.44	21.29

### YEARLY BULK RATE

165"	13.58	9.44	23.02
400"	13.33	9.44	22.77
700"	13.21	9.44	22.65
1,000"	12.97	9.44	22.41
2,000"	12.77	9.44	22.21
3,330"	12.62	9.44	20.06
5,000"	12.41	9.44	21.85
6,660"	12.30	9.44	21.74
9,990"	11.71	9.44	21.15
12,000"	11.16	9.44	20.60

All contract advertisers must sign separate agreement for above rates. No contracts are available for Midweek or Ad-Visor. Three rates only apply to the Midweek and Ad-Visor  
(a) \$ 9.44....copy run in combination with Clarion News.  
(b) \$12.90....camera ready copy, Midweek or Ad-Visor only.  
(c) \$20.57...copy to be set, Midweek or Ad-Visor only.

- Add \$6 per thousand for zoned distribution.
- Add \$6 per thousand for hand inserting.

### Preprint Quantities

- Clarion News - 6,800
- TMC - 16,700
- Combination - 23,500
- Clarion News- no zoning
- TMC minimum circulation requirement- 6,000

**5B. PREPRINT - Size and Delivery**

- (a) Acceptable Sizes: Max. Tab 11"x11.5".  
Min. Tab 8½"x11", Full Page 11.5"x11.5" (folded size)
- (b) Shipping Instructions: Bundles on skids.  
Full page size, half fold; Tab size, flat; no quarter fold
- (c) Additional charge for quarter folding
- (d) Delivery Date: 7 days prior to publication.
- (e) Preprints accepted for single type store only. All prices quoted net, machine inserted.  
To determine commissionable rate, add 17.65%
- (f) Ship to: Venango Newspapers  
1510 West First Street  
Oil City, PA 16301

**6. COLOR RATES**

	CLARION NEWS	MIDWEEK	COMBO
Black plus one color.....	\$120.....	\$160.....	\$280
Black plus two colors.....	\$130.....	\$175.....	\$305
Black plus three colors...	\$145.....	\$199.....	\$344

COLOR ADVERTISING ACCEPTED ON BASIS OF PRESS CAPACITY FOR ALL EDITIONS. THE FIRST RESERVATION FOR COLOR HAS PRIVILEGE OF CHOICE OF COLOR.

**7. SPECIAL DAY FEATURES**

- Best food days, Wednesday and Thursday
- Entertainment, Wednesday and Thursday
- January-Senior Citizen, Super Bowl Contest
- February-Bridal
- March-Home Improvement
- April-Car Care, Resource Guide
- May-Summer Lifestyles
- June-High School Graduation
- July-Clarion County Today (Business Review)
- August-Back-to-School, Fall Sports
- September-Fall Home Improvement, F.B. Contest, Autumn Leaf Festival
- October-Car Care, Football Contest
- November-Hunting, Holiday Recipe, Events Guide, Football Contest
- December-Last Minute Gift Guide, Holiday Greetings

**8. R.O.P. DEPTH REQUIREMENTS**

- (a) Where depth of an ad is more than 19½ inches, charge will be made for full 21 inch depth.
- (b) Ads must be as many inches deep as columns wide.
- (c) Minimum space-1 col. x 1 inch.

**9. CONTRACT REGULATIONS**

- (a) Contracts not completed will be short rated.
- (b) Contract must be completed within time period specified.

**10. DISTRIBUTION**

The Clarion News.....	7,329
The Midweek.....	16,756
Combined.....	24,085
Price per copy.....	\$.75

**11. CLOSING TIMES**

- (a) Ad copy deadlines must be adhered to, and if copy is received after deadline, the publisher is not to be held responsible for errors.
- (b) Tuesday edition : deadline 9:30 a.m. Friday.  
Wednesday edition : deadline 9:30 a.m. Monday.  
Thursday edition : deadline 9:30 a.m. Tuesday.  
Saturday edition : deadline 10:30 a.m. Monday.  
Full page, to be set: One day earlier.  
Holiday Intervening: One day earlier.

**12. MECHANICAL MEASUREMENTS**

- (a) Six-column format, page depth - 21".  

WIDTH	WIDTH
1 Col.-1.75"	4 Col.-7.45"
2 Col.-3.65"	5 Col.-9.35"
3 Col.-5.55"	6 Col.-11.25"
- b) Classified-Nine column format - page depth - 21".  

WIDTH	WIDTH	WIDTH
1 Col.-1.206"	4 Col.-4.972"	7 Col.-8.739"
2 Col.-2.461"	5 Col.-6.228"	8 Col.-9.994"
3 Col.-3.717"	6 Col.-7.483"	9 Col.-11.25"
- c) Tabloid Special Section-Five column format-page depth - 11".  

WIDTH	WIDTH	WIDTH
1 Col.-1.88	3 Col.-5.94"	5 Col.-10"
2 Col.-3.91"	4 Col.-7.97"	

**13. SPECIAL CLASSIFICATION RATES**

Legal Notices, per line.....	\$ 2.13
Legal Display, 9 columns per page.....	\$20.74

**14. CLASSIFIED DISPLAY ADVERTISING RATES**

Display Rates-9 Column Page			
	CLARION NEWS	MIDWEEK or AD-VISOR	COMBO
OPEN RATE	\$11.04	\$13.99	\$17.28

WEEKLY RATE - 52 consecutive weeks			
3"	9.15	6.24	15.39
5"	8.73	6.24	14.97
10"	8.62	6.24	14.86
20"	8.28	6.24	14.52
30"	7.83	6.24	14.07

YEARLY BULK RATE			
250"	9.51	6.24	15.75
600"	8.80	6.24	15.04
1,500"	8.47	6.24	14.71
3,000"	8.27	6.24	14.51
5,000"	8.08	6.24	14.32

- Three rates only apply to the Midweek and Ad-Visor
- (d) \$ 6.24...copy run in combination with Clarion News
- (e) \$ 8.18...camera ready copy, Midweek or Ad-Visor only.
- (f) \$13.99...copy to be set, Midweek or Ad-Visor only.

**15. CLASSIFIED LINES CONTRACTS**

(All ads appear in Clarion News, Tuesday and Thursday, Midweek on Wednesday and Weekend Ad-Visor on Saturday.)

	13 Weeks	26 Weeks	52 Weeks
4 lines each issue, per line	\$ .71	\$ .68	\$ .66
8 lines each issue, per line	.68	.66	.64
12 lines each issue, per line	.66	.64	.62
16 lines each issue, per line	.64	.62	.60