

Your Hometown Newspapers Rural Pennsylvania



3 Daily Publications

The Daily Press • The Ridgway Record • The Kane Republican

Weekly Shopper

Shop Right the Ultimate Shopper

Put us to work for you!

We Value...

your business and want to get you the most for your advertising dollars. That is why we believe that you should choose our Hometown Newspapers as your source of local advertising.

This Advertising Guide will educate you on how to get the most impact by targeting the communities you want most. We have many programs that will certainly fit the needs of a large campaign all the way to a small event. Call one of our Advertising Experts.....we will be happy to help you out in any way we can.

We will help you build frequency...cost efficiently, Expose the products and services you offer, target your message to the desired audience

The Daily Press
St. Marys, Pennsylvania
www.smdailypress.com
 E-mail: sales@zitomedia.net

Phone: (814) 781-1596
 Fax: (814) 834-7473



245 Bruxelles Street
 St. Marys, PA 15857

The Ridgway Record
Ridgway, Pennsylvania
www.ridgwayrecord.com
 E-mail: sales@ridgwayrecord.com

Phone: (814) 773-3161
 Fax: (814) 776-1086



325 Main Street
 Ridgway, PA 15853

The Kane Republican
Kane, Pennsylvania
www.kanerepublican.com
 E-mail: kradvertising@verizon.net

Phone: (814) 837-6000
 Fax: (814) 837-2227



200 N. Fraley Street
 Kane, PA 16735

Shop Right the Ultimate Shopper
Reaching 5 counties in Pennsylvania
 Elk, Cameron, McKean, Clearfield & Jefferson
 E-mail: production@shop-right.com

Phone: (814) 776-2121
 Fax: (814) 776-1086



325 Main Street
 Ridgway, PA 15853

Advertising Policy

Credit: Cash payment required with ads until credit is established.

Acceptance: The publisher reserves the right to refuse, edit and/or cancel any advertising. Assigned ads are accepted in good faith and publisher assumes no liability for false or misleading claims.

Errors: The publisher assumes no liability for errors made in ads beyond the space occupied by the error. The paper must be notified within five days of publication. Credit will be issued only in the amount of advertising space of the error

Political Advertising: Cash required with all ads.

Cancellations: No cancellations accepted after deadline. Ads canceled may be charged for any production that had been completed.

Changes: No changes accepted after deadline.

Terms: A monthly charge of 1.5% will be applied to accounts over 30 days. Payment due by the 15th of the month. Rates are subject to change.

MECHANICAL SPECIFICATIONS

Broad Sheet	Classified Display
1 col.= 1.75"	1 col.= 1.365"
2 col.= 3.625"	2 col.= 2.823"
3 col.= 5.5"	3 col.= 4.29"
4 col.= 7.375"	4 col.= 5.757"
5 col.= 9.25"	5 col.= 7.244"
6 col.= 11.125"	6 col.= 8.691"
	7 col.= 10.158"
	8 col.= 11.625"

Shop Right the Ultimate Shopper

1 col.= 1.5"	4 col.= 6.75"
2 col.= 3.25"	5 col.= 8.5"
3 col.= 5"	6 col.= 10.25"

DID YOU KNOW?
 “ 90 % of Pennsylvanians read a newspaper at least once a week. ”

WE ACCEPT



March 1, 2013

■ Facts and Figures

Your Hometown Newspapers

Your Hometown Newspapers, located in rural western Pennsylvania, reach over 35,000 estimated readers each day. Our publications - The Daily Press, The Ridgway Record and The Kane Republican - offer a hometown connection to our readers Monday through Saturday. Your Hometown newspaper features paid carrier subscriber delivery to readers in Elk and McKean counties supplemented with free (TMC) distribution of our St. Marys newspaper.

• The Daily Press

- Our daily circulation Monday through Saturday is 5,000
- We offer a TMC product every Wednesday totaling 1,750 bringing our Wednesday total circulation to 6,750
- Our Publication reaches 72.9% of area adult readers
- Our website, www.smdailypress.com, averages over 2,000 visitors per day and received over 750,000 visitors in 2012
- Over 55% of our population makes \$35,000 or more

• The Ridgway Record

- Our daily circulation Monday through Saturday is 2,600
- Our publication reaches 70.4% of area adult readers
- Our website, www.ridgwayrecord.com, averages over 1000 visitors per day and received over 390,000 visitors in 2012
- Over 49% of our population makes \$35,000 or more

• The Kane Republican

- Our daily circulation Monday through Saturday is 1,750
- Our publication reaches 75.7% of area adult readers
- Our website, www.kanerepublican.com, averages over 670 visitors per day and received over 264,000 visitors in 2011
- Over 46% of our population makes \$35,000 or more



■ Advertising Rates

Your Hometown Newspapers

Publication	Open Rate	Over 25 inches	Over 50 inches	Over 100 inches	Over 300 inches
The Daily Press St. Marys, Pennsylvania	10.40	9.90	9.40	8.90	8.40
The Daily Press TMC- Wednesday	12.15	11.30	10.80	10.30	9.80
The Ridgway Record Ridgway, Pennsylvania	9.50	9.20	8.90	8.60	8.30
The Kane Republican Kane, Pennsylvania	8.65	8.35	8.05	7.75	7.45

Business Builder Program

Frequency advertising is the best tool for your business. Creating **top-of-mind awareness** keeps old customers coming back and encourages new customers to your door. Your Hometown Newspapers have developed a plan to aid area businesses in this important awareness. It is the Business Builder Program.

Here is how it works....

- Your advertisement will run for **24 consecutive days**.
- Your advertisement must be the **same ad all 24 days**.
- Your advertisement must be **10 column inches or less**.

For Example...I would like to run a 2 column by 2 inch ad in The Daily Press in the Business Builder Program.

4 column inches x \$3.75 per column inch

only \$15.00 a day

\$15.00 a day x 24 Consecutive days

Only \$360.⁰⁰ for one month

**SAVE
70%
OF OPEN RATE**

Business Builder Program Column Inch Rates

The Daily Press

only **\$3.75**
per column inch

The Ridgway Record

only **\$3.50**
per column inch

The Kane Republican

only **\$3.50**
per column inch

Rates Effective March 1, 2013

COLOR

Black Plus One

\$100.00

Process Color

\$200.00

Deadlines:

Regular Display:
4 pm two days prior to publication; 4 pm Thursday for Monday

25% Charge for Guaranteed Placement

Custom Logo Design
\$50/Hour

Weddings & Engagements
\$10 Processing Fee.

- All Rates Net
- AD proofs available on ads 20 column inches or larger
- **Tearsheets: up to 2 free – more than 2 - 50¢ ea.**
- If an advertisement is set but not published, the advertiser may be charged 50% of the rate
- Ads more than 19 inches deep will be charged full page depth

Classified Rates

Display Rates Per Column Inch

Your Hometown Newspapers

Publication	Open Rate	Over 25 inches	Over 50 inches	Over 100 inches	Over 300 inches
The Daily Press St. Marys, Pennsylvania	10.40	9.90	9.40	8.90	8.40
The Daily Press TMC- Wednesday	12.15	11.30	10.80	10.30	9.80
The Ridgway Record Ridgway, Pennsylvania	9.50	9.20	8.90	8.60	8.30
The Kane Republican Kane, Pennsylvania	8.65	8.35	8.05	7.75	7.45

GUARANTEED SALE
20 words 24 Days
Private Party

Subscriber Rate
Ridgway Record..\$35.00
Daily Press\$45.00
Kane Republican \$30.00

NON-Subscriber Rate
Ridgway Record..\$45.00
Daily Press\$55.00
Kane Republican \$40.00
20 Words or Less
No Refund if sold
No Business Ads

Line Ad Rates Per Line

Publication	1-2 Days	3 Days or more	6 Days or more	10 Days or more	30 Days or more
The Ridgway Record Ridgway, Pennsylvania	2.70	2.40	2.10	2.00	1.50
The Kane Republican Kane, Pennsylvania	2.55	2.25	1.95	1.65	1.35
The Daily Press St. Marys, Pennsylvania	2.85	2.55	2.25	2.00	1.65

CLASSIFIED
Photo w/ 15 words\$15.00
No Photo 30 words.....\$15.00
HAPPY ADS DISPLAY
1X5 BLOCK.....\$15.00

In Memoriam
Card of Thanks
First 15 Lines ... \$7.00
(25¢ per line over 15)
Classified Page

Obituaries
\$35.00 - Emailed
\$40.00 -Non-Email
Includes one photo or graphic, up to 15 column inches of content
Content above 15 inches ad \$1.50 per inch.
ADD second day for \$20.
Extra photos or graphics \$10 each.
All Obits are Paid

Blind Ads- \$5.00 (if picked up at the office) or \$10.00 (if mailed)

The Daily Press Who•What•When•Where-4W Ads Appears on the back page EVERYDAY 4.00 per line TMC Edition wednesdays 4.25 per line Caps or bold type charged double.	The Ridgway Record Laser Ads 3.75 per line Caps or bold type charged double.	The Kane Republican LINE-O-ADS 3.75 per line Caps or bold type charged double.
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Deadline 4pm day prior. A minimum of three lines per day on all insertions.

Daily Paper Preprint Rates

Single Sheet6 ¢ Each
Up to 8 Broadsheet.....7¢ Each
10 to 16 Broadsheet7½¢ Each
18 to 24 Broadsheet8¢ Each

Rates over 24 broadsheet pages on request

Deadlines:
Straight Line Classified: 4 pm two days prior to publication; 4 pm Thursday for Monday

Classified Display: 4 pm two days prior to publication; 4 pm Thursday for Monday

Regular Display: 4 pm two days prior to publication; 4 pm Thursday for Monday

Administrator, Executor Notices
\$55.00
Affidavits ... \$5.00

Legal Rate:
Daily Press: \$10.80
Ridgway Record: \$10.20
Kane Republican: \$9.90

The Publisher reserves the right to revise or reject at her discretion any advertising deemed objectionable either in subject matter, phraseology, illustrations, or for any other reason not in keeping with the policy of the newspaper. All invoices net, payable on or before the 15th of the month.

A monthly service charge of 1.5% will be applied to all accounts over 30 days. Rates Effective March 1, 2013.

The Daily Press The Ridgway Record The Kane Republican

Multimedia Advertising

The Daily Press
(814) 781-1596
www.smdailypress.com

The Ridgway Record
(814) 773-3161
www.ridgwayrecord.com

The Kane Republican
(814) 837-6000
www.kanerepublican.com



Blue Packages \$1,300/month
132 inches in print & 20,000 online impressions

Red Packages \$725/month
64 inches in print & 20,000 online impressions

Green Packages \$500/month
41 inches in print & 15,000 online impressions

Orange Packages \$350/month
25 inches in print & 15,000 online impressions

Blue Packages \$1,200/month
141 inches in print & 20,000 online impressions

Red Packages \$500/month
51 inches in print & 15,000 online impressions

Green Packages \$250/month
22 inches in print & 10,000 online impressions

Orange Packages \$125/month
10 inches in print & 5,000 online impressions

Blue Packages \$1,250/month
108 inches in print & 20,000 online impressions

Red Packages \$625/month
46 inches in print & 15,000 online impressions

Green Packages \$399/month
29 inches in print & 10,000 online impressions

Orange Packages \$225/month
12 inches in print & 10,000 online impressions

**Online ad spots (top banner, big box, skyscraper) are based on availability.

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Interested in online only rates? Space available starting at 20,000 impressions per month.

Interested in online only rates? Space available starting at 15,000 impressions per month.

Interested in online only rates? Space available starting at 15,000 impressions per month.

Advertising Rates

Shop Right the Ultimate Shopper

FULL PAGE
66 Column Inches
 \$858.00 - 13 Week Contract
 \$841.50 - 26 Week Contract
 \$729.00 - 52 Week Contract
 SR 1 & 2 per week

DOUBLE TRUCK
132 Column Inches
 \$1495.00 - 52 Week Contract

1/2 PAGE
33 Column Inches
 \$429.00 - 13 Week Contract
 \$420.75 - 26 Week Contract
 \$396.00 - 52 Week Contract
 SR 1 & 2 per week

1/4 PAGE
16.5 Column Inches
 \$218.62 - 13 Week Contract
 \$214.50 - 26 Week Contract
 \$210.37 - 52 Week Contract
 SR 1 & 2 per week

SPONSOR*
2x2 COLOR
 \$58.00 - 13 Week Contract
 \$53.00 - 26 Week Contract
 \$48.00 - 52 Week Contract
 SR 1 & 2 per week

SPONSOR*
2x2 Black & White
 \$50.00 - 13 Week Contract
 \$45.00 - 26 Week Contract
 \$40.00 - 52 Week Contract
 SR 1 & 2 per week

FULL PAGE
66 Column Inches
 \$580.00 - 13 Week Contract
 \$557.70 - 26 Week Contract
 \$528.00 - 52 Week Contract
 SR 1 or 2 per week

1/2 PAGE
33 Column Inches
 \$290.40 - 13 Week Contract
 \$278.85 - 26 Week Contract
 \$264.00 - 52 Week Contract
 SR 1 or 2 per week

1/4 PAGE
16.5 Column Inches
 \$150.97 - 13 Week Contract
 \$145.20 - 26 Week Contract
 \$139.42 - 52 Week Contract
 SR 1 or 2 per week

SPONSOR*
2x2 COLOR
 \$38.00 - 13 Week Contract
 \$34.00 - 26 Week Contract
 \$30.00 - 52 Week Contract
 SR 1 or 2 per week

SPONSOR*
2x2 Black & White
 \$30.00 - 13 Week Contract
 \$28.00 - 26 Week Contract
 \$26.00 - 52 Week Contract
 SR 1 or 2 per week

ALL PRICES INCLUDE PLACEMENT ON WWW.RIDGWAYRECORD.COM

Publication	Open Rate	Over 25 inches	Over 50 inches	Over 100 inches	Over 300 inches
Shop Right One	10.25	9.75	9.40	9.05	8.70
Shop Right Two	10.25	9.75	9.40	9.05	8.70
Shop Right One & Two	14.25	13.75	13.50	13.25	13.00

Front Page:
 57 col. inches
 Shop-Right One:
 \$627 + \$100 color
 Shop-Right Two:
 \$627 + \$100 color

Back Page:
 6x11
 Shop-Right One:
 \$874 - Color - \$100
 Shop-Right Two:
 \$874 - Color - \$100

Paid Classified Ad:
 20 Words or Less
 \$8.50/Week
 (25¢ each additional word)
 Must Be Paid In Advance

Deadline:
 10am Wednesday
 Prior to Monday
 Publication

Shop Right the Ultimate Shopper is a 100% direct mail circulated publication reaching over 30,000 homes by direct mail every Monday...52 weeks a year.

CASH FOR GOLD
 PA'S LARGEST GOLD BUYER - NOW WITH 12 LOCATIONS

The Cash for Gold Store
 "We Buy Your Money"
 "Pay Your Money"
 Sandy Plaza
 724-686-7877

ITEMS WE PURCHASE:
 Gold and silver jewelry
 Gold coins
 Gold bars
 Gold bullion
 Gold dental
 Gold watch movements
 Gold jewelry components
 Gold jewelry repair parts
 Gold jewelry tools
 Gold jewelry equipment
 Gold jewelry supplies

PRICE MATCH GUARANTEE!
 GOLD IS AT AN ALL TIME HIGH!

WE ARE NOT A TRAVELING GOLD BUYER.
 Visit our store in The Sandy Plaza, DuBois (Close to Knart)

Shop Right the Ultimate Shopper

- Shop Right the Ultimate Shopper is a 100% direct mail circulated publication reaching over 30,000 homes by direct mail every Monday...52 weeks a year.
- The publication provides a convenient marketplace delivered right to our readers' doors! Shop Right the Ultimate Shopper is the only area publication to cover 5 counties by direct mail.
- We offer special sections including Real Estate, Employment Dining & Entertainment and Auctions & Antiques.
- Pre-Print rates based on weight. Single sheet \$70 cpm

Rates Effective March 1, 2013

Color Charge \$100 per ad.

Looking for a SMART BUSINESS MOVE?

PROFESSIONAL CUSTOM PRINTING

Services Include:

- **Free Ad Design**
Our professional design staff will ensure that you are putting out a quality product that delivers your desired message.
- **Free Photography**
Pictures tell 1000 words. Our print products include photography at no charge.
- **Proofs**
Be certain your ad is exactly what you want. No ad is published without an approved proof.

"Your Business Deserves a Professional Look"

Introducing
POSTERS

FREE Ad DESIGN • FREE PHOTOGRAPHS • FREE PROOFS

12" X 18" FULL COLOR, 2 SIDED, GLOSSY

ask about our other print specials... brochures, business cards, menu's, rack cards, yard signs and much more

ONLY \$10.00

Prices subject to change without notice.

The Ridgway Record (814)773-3161
The Daily Press (814)781-1596
The Kane Republican (814)837-6000

Minimum \$30 order.

Stick To Your Budget With ADNOTES!

PRINTING RATE

Only \$69 PER THOUSAND

Minimum order of 10,000
Allow 2 weeks from final order date to application

25% OFF Front-Page Advertising that's Really Sticky!

Special charge for shipped. Prices subject to change without notice.

THE RIDGWAY RECORD - 814-773-3161
www.ridgwayrecord.com

Printed **FULL COLOR** on **BOTH SIDES**

Post Cards 1,000 ONLY \$150.00 plus tax

Full Color Gloss 2 Sided

FULL COLOR MAGNETIC POST CARDS

Quantity	3.5" x 4"	3.5" x 6"
100	\$135	\$195
250	\$170	\$220
500	\$290	\$380
1000	\$380	\$635

plus tax

Also Available: 3.5 x 8.5, 5x7, 8.5x5.5, 6x9, and many more custom sizes

Gift Certificates

Custom Magazines

Pricing available to fit your needs.

4" X 8.5" RACK CARDS

4" x 8.5" 100lb Glossy COMMERCIAL PRINTING

1,000	\$340.00 plus
2,000	\$380.00 plus
3,000	\$410.00 plus
4,000	\$460.00 plus
5,000	\$560.00 plus
10,000	\$910.00 plus
20,000	\$1,750.00 plus
30,000	\$2,180.00 plus

Read \$0.00 CPM for listed.

1-80 Placement available for an additional fee

SHOP-RIGHT THE ULTIMATE SHOPPER - 814-776-2121
THE RIDGWAY RECORD - 814-773-3161
THE KANE REPUBLICAN - 814-837-6000
THE DAILY PRESS - 814-781-1596

8.5" X 11" FLYERS

8.5" x 11" 70lb glossy or 80lb Coated COMMERCIAL PRINTING

1,000	\$340.00 plus
2,000	\$396.00 plus
3,000	\$430.00 plus
4,000	\$470.00 plus
5,000 - 9,000	\$104.00 plus CPM
10,000 - 19,000	\$64.00 plus CPM
20,000 - 29,000	\$56.00 plus CPM
30,000 - 49,000	\$52.00 plus CPM
50,000 - 99,000	\$40.00 plus CPM
100,000 - 149,000	\$34.00 plus CPM

Add \$0.00 CPM for listing. Add \$0.00 CPM for listed.

PRINT YOUR FLYER WITH US AND RECEIVE A DISCOUNT ON INSERTING COSTS IN OUR PUBLICATIONS

SHOP-RIGHT THE ULTIMATE SHOPPER - 814-776-2121
THE RIDGWAY RECORD - 814-773-3161
THE KANE REPUBLICAN - 814-837-6000
THE DAILY PRESS - 814-781-1596

BUSINESS CARDS

Process 4 Color, 2 Sided Business Cards

500 Business Cards **ONLY \$80.00**

1,000 Business Cards **ONLY \$95.00**

Magnetic Business Cards

Process 4 Color

100 Magnetic Business Cards **ONLY \$85.00**

250 Magnetic Business Cards **ONLY \$120.00**

500 Magnetic Business Cards **ONLY \$160.00**

1000 Magnetic Business Cards **ONLY \$185.00**

The Ridgway Record
814-773-3161

The Daily Press
814-781-1596

The Kane Republican
814-837-6000

Shop-Right The Ultimate Shopper
814-776-2121

■ Get Connected!

Websites that have

YOU covered!

Our websites are strides ahead in proving that our websites attract traffic from qualified readers and buyers. Shouldn't you invest now in the media that people trust...your hometown newspapers and their online resources?



Website Statistics

The Daily Press

- In 2012 our website averaged 2,000 visitors per day
- Over 750,000 visitors in 2012
- Over 60,000 hits per month

www.smdailypress.com

The Ridgway Record

- In 2012 our website averaged 1,000 visitors per day
- Over 390,000 visitors in 2012
- Over 30,000 hits per month

www.ridgwayrecord.com

The Kane Republican

- In 2012 our website averaged 670 visitors per day
- Over 246,000 visitors in 2012
- Over 20,000 hits per month

www.kanerepublican.com

* total number of hits to all 3 daily publications: The Daily Press, The Ridgway Record and The Kane Republican.

With over **110,000 visits** per month and over **1 million visits** in 2012 it is certainly worth the investment.*

What you will receive....

- An **EXCLUSIVE** color ad which links directly to your website...or link to an ad showcasing your business.
- Your Business will appear in promotional ads in Your Hometown Newspaper each week...as a continuing online promotion in print.
- We will change your ad monthly at no additional charge...to always keep your ad looking fresh and new.

* CPM rates available upon request

Invest

in ALL 3 papers

& Save

Put that **READERSHIP** to work for your business with an online advertising package from your hometown newspapers. Rates Effective March 1, 2013

Commercial Printing

Here is a new innovative way to **stand out** above the competition!

Your product can be delivered in as little as 6 days!

Shop-Right The Ultimate Shopper now can supply you with professional printing products. We provide custom designs of quality printed products to enhance your business' success. Our sales team will guide you through every step of the production. We know how important your business is to you and our staff wants to make the investment as pleasant as possible. Our graphic arts department is able to create quality designs to turn our customers marketing ideas into reality.

Call a Sales Representative to view samples.

773-3161
781-1596
837-6000

- Business Cards**
- Flyers**
- Brochures**
- Stationery**
- Newspapers**
- Booklets**
- Newsletters**
- Postcards**
- Menus**
- VINYL BANNERS**
and so much more!



“Your goal as a business owner is to stand out in a competitive market. **Now is your chance to shine.**”