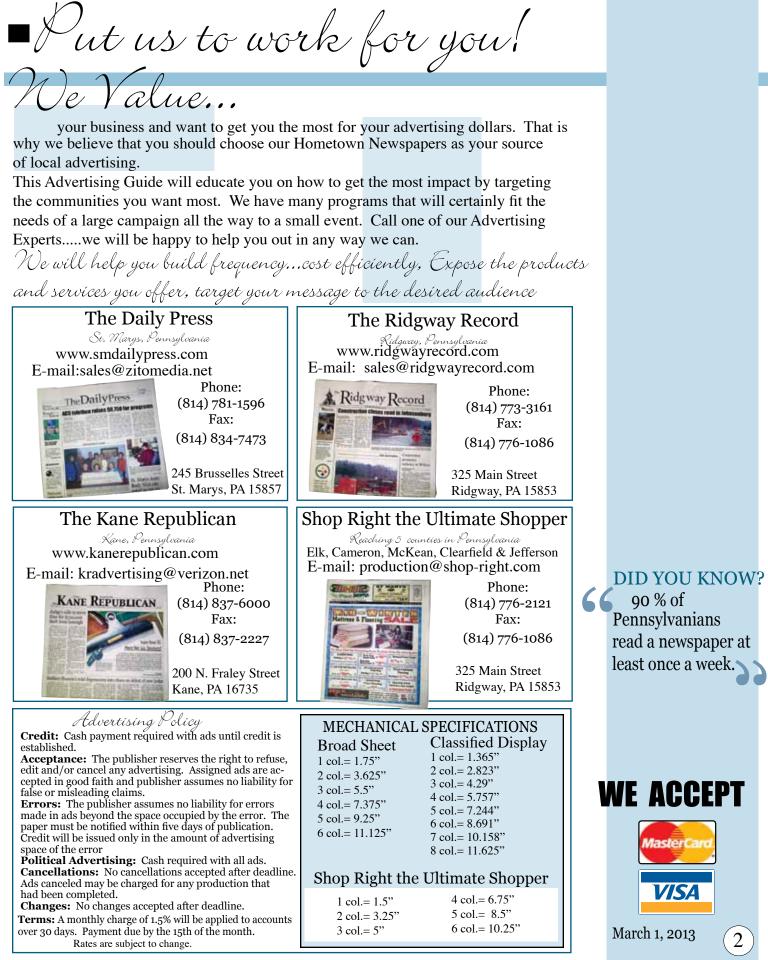


The Daily Press • The Ridgway Record • The Kane Republican

Weekly Shopper

Effective March 1, 2013

Shop Right the Ultimate Shopper



Facts and Figures
Your Hometown Mewspapers

our 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

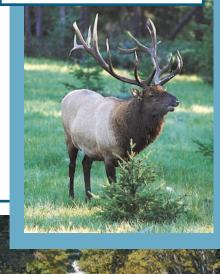
The Kane Republican

- 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

All statistics on this page provided by Inland Research study performed in Dec. 2011. March 1, 2013







Advertising Kates 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

Susiness 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.

tere is how it works....

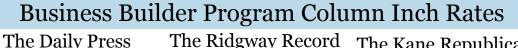
- Your advertisement will run for 24 consectutive days.
- Your advertisement must be the same ad all 24 days.
- Your advertisement must be 10 column inches or less.

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



The Daily Press

only \$3.75 per column inch





\$100.00 **Process Color** \$200.00 **Deadlines: Regular Display:** 4 pm two days prior to publication; 4 pm Thursday for Monday

Black Plus One

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

Rates Effective March 1, 2013

Classified Kates

Your Hometown Newspapers Display Rates Per Column Inch GUARANTEED SALE Over 25 Over 50 Over 100 Over 300 ublication Open 20 words 24 Days inches inches inches inches Rate **Private Partv** Subscriber Rate The Daily Press 8.40 10.40 9.90 8.90 Ridgway Record .. \$35.00 9.40 St. Marys, Pennsylvania Daily Press\$45.00 Kane Republican \$30.00 The Daily Press 12.1510.80 10.30 9.80 NON-Subscriber Rate 11.30 TMC- Wednesday Ridgway Record .. \$45.00 Daily Press\$55.00 The Ridgway Record Kane Republican \$40.00 8.90 8.60 9.50 9.20 8.30 Ridgway, Pennsylvania 20 Words or Less No Refund if sold No Business Ads The Kane Republican 8.05 8.35 8.65 7.75 7.45 Kane, Pennsylvania CLASSIFIED Photo w/ 15 words \$15.00 Line Ad Rates Per Line No Photo 30 words \$15.00 HAPPY ADS DISPLAY 3 Days ublication 1-2 6 Days 10 Days 30 Days 1X5 BLOCK\$15.00 or more or more or more Days or more In Memoriam The Ridgway Record 2.702.002.102.401.50 Card of Thanks Ridgway, Pennsylvania First 15 Lines ... \$7.00 (25¢ per line over 15) The Kane Republican 2.552.251.95 1.65 1.35 **Classified Page** Kane, Pennsylvania **Obituaries** The Daily Press 2.85 2.252.001.65 2.55St. Marys, Pennsylvania \$35.00 - Emailed \$40.00 -Non-Email Blind Ads- \$5.00 (if picked up at the office) or \$10.00 (if mailed) Includes one photo or The Kane Republican graphic, up to 15 column The Ridgway Record The Daily Press inches of content LINE-O-ADS Who•What•When•Where-4W Ads Laser Ads Content above 15 inches Appears on the back page ad \$1.50 per inch. **EVERYDAY** 3.75 per line 3.75 per line 4.00 per line ADD second day for \$20. TMC Edition wednesdays 4.25 per line Caps or bold type charged double. Extra photos or graphics \$10 each. Caps or bold type charged double. Caps or bold type charged double. All Obits are Paid Deadline 4pm day prior. A minimum of three lines per day on all insertions. Deadlines: Administrator. Daily Paper rint Y ates Straight Line Classified: 4 pm two **Executor Notices** days prior to publication; 4 pm Thursday \$55.00 for Monday Affidavits ... \$5.00 Classified Display: 4 pm two days prior to publication; 4 pm Thursday for Up to 8 Broadsheet.....7¢ Each **Legal Rate:** Monday 10 to 16 Broadsheet $7\frac{1}{2}$ ¢ Each Daily Press: \$10.80 18 to 24 Broadsheet8¢ Each Regular Display: 4 pm two days Ridgway Record: \$10.20 prior to publication; 4 pm Thursday for Kane Republican: \$9.90 Rates over 24 broadsheet pages on request Monday

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.

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The Daily Press The Ridgway Record The Kane Republican



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

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

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

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



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

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

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

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



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.

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

Advertising Kates Shop Right the Ultimate Shopper SPONSOR*

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	Column Inches 858.00 - 13 Week Contract33 Column Inches \$429.00 - 13 Week Contract841.50 - 26 Week Contract\$429.00 - 13 Week Contract729.00 - 52 Week Contract\$420.75 - 26 Week Contract1 & 2 per weekContract0UBLE TRUCK 2 Column Inches\$396.00 - 52 Week Contract		SPONSOR* 2x2 COLOR \$58.00 - 13 Week Contract \$53.00 - 26 Week Contract \$48.00 - 52 Week Contract	SPONSOR* 2x2 Black & White \$50.00 - 13 Week Contract \$45.00 - 26 Week Contract \$40.00 - 52 Week Contract	
\$1495.00 - 52 Week Contract	SR 1 & 2 per week	SR 1 & 2 per week	SR 1 & 2 per week	SR 1 & 2 per week	
FULL PAGE	1/2 PAGE	1/4 PAGE	SPONSOR*	SPONSOR*	
66 Column Inches	33 Column Inches	16.5 Column Inches	2x2 COLOR	2x2 Black & White	
\$580.00 - 13 Week	\$290.40 - 13 Week	\$150.97 - 13 Week	\$38.00 - 13 Week	\$30.00 - 13 Week	
Contract	Contract	Contract	Contract	Contract	
\$557.70 - 26 Week	\$278.85 - 26 Week	\$145.20 - 26 Week	\$34.00 - 26 Week	\$28.00 - 26 Week	
Contract	Contract	Contract	Contract	Contract	
\$528.00 - 52 Week	\$264.00 - 52 Week	\$139.42 - 52 Week	\$30.00 - 52 Week	\$26.00 - 52 Week	
Contract	Contract	Contract	Contract	Contract	
SR 1 or 2 per week	SR 1 or 2 per week	SR 1 or 2 per week	SR 1 or 2 per week	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



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.

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

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Free Ad Design

Services Include:

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"

8



Get Connected!

Websites that have YOU covered!

ur 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



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 Your product <u>above the competition!</u>

hop-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.

delivered in as little as 6 days!

Call a Sales Representative to view samples. 773-3161 781-1596 837-6000

Business Cards Flyers Brochures Stationerv Newspapers Booklets Newsletters Postcards Menus VINYL BANNERS

and so much more!



March 1, 2013