

6. GROUP COMBINATION RATES

- (a) R.O.P. Advertising - The Advertiser
The Advertiser is published each Saturday and distributed to non-subscribers in Venango County as well as parts of Forest & Crawford Counties offering advertiser's total market coverage to 10,500 non subscribers. **GROSS**
- (b) OPEN RATE:.....\$6.65 per inch
In Combination with dailies.....2.66 per inch
Camera ready copy, 13 consecutive weeks.....2.52 per inch
Front Page (Camera ready).....\$189.00
Back Page (Camera ready).....\$189.00
- CLASSIFIED 9 COLUMN FORMAT**
OPEN RATE.....\$5.00 per inch
In Combination with dailies.....\$2.04 per inch
Camera ready copy, 13 consecutive weeks.....\$1.93 per inch

7. COLOR RATES

- Colors
- Black Plus One Color.....\$305.00
Black Plus Two Colors.....\$325.00
Black Plus Three Colors.....\$375.00
(Charges above do not include space charge.)
Color Advertising Accepted on Basis of Press Capacity for All Editions.

8. FEATURE EDITIONS: CLASSIFIED

- January.....New Year, New Career
March.....Manufactured Housing
March.....Just For Women
April.....Save, Serve & Protect
May.....Pet Tab
May.....Racing Tab
June.....Boating & Leisure
June.....Education & Employment
July.....Just For Men
July.....Little League
August.....Hobbies & Leisure
August.....Marcellus Shale
September.....Family Focus
October.....Halloween
December.....Swimming
December.....Wrestling
December.....Coloring Book

9. FEATURE EDITIONS: RETAIL

- February.....Business Review & Forecast
March.....Today's Bride
March.....Insurance Guide
April.....Home & Garden
April.....Spring Car Care Guide
April.....Estate Planning
May.....Outdoor Living
July.....Seniors
August.....Back To School
September.....Fall Car Guide
September.....Football
September.....Critical Care
October.....Cook Book
November.....Hunting
November.....Basketball

10. R.O.P. DEPTH REQUIREMENTS

- (a) Where depth of an ad is more than 19 1/2 inches, charge will be made for full 21 inch depth. The depth of any advertisement must be equal to or greater than the number of columns in width.

11. CONTRACT COPY REGULATIONS

- (a) Contracts not completed will be short rated.
(b) Contracts must be completed within the time period specified.
(c) Thirty days' notice given to advertisers on any rate revision which might occur.

12. CLOSING TIMES

- (a) Ad copy deadlines must be adhered to and if copy is received after deadline, the publisher is not held responsible for errors.
(b) Monday Copy: Thursday, 3 p.m.
Tuesday Copy: Friday 12 noon
Wednesday Copy: Monday, 12 noon
Thursday Copy: Tuesday, 12 noon
Friday Copy: Wednesday, 12 noon
Saturday Copy: Thursday, 12 noon
Holiday Intervening: Noon, 3 days before publication

13. MECHANICAL MEASUREMENTS

- (a) Six-column format, 126 inches per page.
(b) Column sizes: 21.25" deep
- | 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" | |
- (c) CLASSIFIED: NINE-COLUMNS PER PAGE
Each Column 1.206" Wide.....189 col. inches
(d) LEGAL: NINE-COLUMN PER PAGE.....189 col. inches

14. SPECIAL CLASSIFICATION RATES

- Legal, per line, per paper.....\$5.84
Legal, National Commissionable per line per paper.....\$6.81
Over Your Coffee/Tea Table Combo per line.....\$8.99
Legal Display, per inch rate per paper.....\$42.99
Legal Advertising Deadline: 2 Days in Advance of Requested Publication

15. CLASSIFIED DISPLAY ADVERTISING RATES

| Inches | Display Rates-9 Column ANNUAL CONTRACT RATE | | |
|---|--|-------------|----------|
| | DERRICK | NEWS-HERALD | COMBO |
| 200" | \$18.09 | \$17.38 | \$23.06 |
| 400" | \$17.69 | \$16.54 | \$22.18 |
| 700" | \$17.64 | \$16.44 | \$21.56 |
| 900" | \$17.11 | \$15.74 | \$21.29 |
| 1,200" | \$16.62 | \$15.30 | \$20.69 |
| 2,000" | \$16.51 | \$15.24 | \$20.54 |
| 3,000" | \$15.86 | \$15.06 | \$20.04 |
| 6,000" | \$14.77 | \$14.18 | \$19.42 |
| 9,000" | \$14.36 | \$13.86 | \$18.50 |
| OPEN RATES | \$22.12 | \$20.45 | \$30.44 |
| CLASSIFIED LINE CONTRACTS (All Ads Appear In Both Papers) | | | |
| | 13 Weeks | 26 Weeks | 52 Weeks |
| 4 lines daily, per line | \$.84 | \$.83 | \$.81 |
| 6 lines daily, per line | \$.83 | \$.81 | \$.79 |
| 8 lines daily, per line | \$.81 | \$.80 | \$.78 |
| 10 lines daily, per line | \$.80 | \$.79 | \$.77 |
| 14 lines daily, per line | \$.79 | \$.78 | \$.75 |

16. DISTRIBUTION

- Publisher's Sworn Statement Available Upon Request
Derrick.....19,000
News-Herald.....9,000
The Advertiser TMC.....10,500
Price Per Copy.....\$1.00

All contract advertisers must sign separate agreement form to earn rate agreed upon.