

Venango Newspapers

P.O. Box 928 Oil City, PA 16301

THE DERRICK

THE NEWS-HERALD

Mon. - Sat. A.M.

Mon. - Sat. A.M.

Distributing Daily Papers In Nine Northwestern PA Counties

Main Office: 814-677-8315 or Toll Free 1-800-352-1002

FAX 814-677-8351 Clarion 814-226-7510 E-mail: info.thederrick@gmail.com

LOCAL RETAIL/CLASSIFIED

ADVERTISING RATE CARD

EFFECTIVE NOVEMBER 1, 2013

1. PERSONNEL

- (a) Publisher: Edward B. Cowart
- (b) Adv. Manager: Paul J. Hess
- (c) Classified Manager: Carla Sheatz

2. REPRESENTATIVE

- (a) Venango Newspapers
1510 West First Street
P.O. Box 928
Oil City, Pennsylvania 16301
Mail insertion orders and printing material to above address

3. DISCOUNT TERMS OF PAYMENT

- (a) R.O.P. rates quoted gross and subject at 10% discount upon payment of billing by the 15th of the month. This discount applies to contract advertisers only.
- (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) Preprint rates are quoted net.

4. GENERAL RATE POLICY

- (a) Published rates subject to change with thirty days notice.
- (b) Venango Newspapers reserves the right to cancel or reject any advertisement at any time.
- (c) Advertising which resembles editorial content must be captioned "Advertisement"
- (d) The liability of Venango Newspapers 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. LOCAL R.O.P. & PREPRINT RATE

R.O.P.	DERRICK	NEWS-HERALD	COMBO
DAILY RATES			
13"	13.25	11.91	19.14
5.5"	13.65	12.49	19.21
2.5"	14.14	13.31	19.98
YEARLY CONTRACT			
INCHES			
135"-264"	25.84	22.55	31.15
265"-459"	25.63	22.42	30.71
460"-659"	25.57	22.32	30.38
660"-1,329"	24.53	22.19	30.25
1,330-2,649"	23.94	21.85	30.18
2,650"-3,999"	23.44	21.52	30.02
4,000"-5,999"	22.50	20.28	29.00
6,000"-8,999"	21.83	19.74	28.69
9,000"-12,999"	21.36	19.16	28.38
13,000"+	20.73	18.76	27.94
OPEN RATE	29.85	28.00	41.55

PRE-PRINT RATES

Rates Shown Below Are NET

Rate Breaks	Open	6-11	12-23	24-29	50+	99+	
Single Sheet	\$69	\$48	\$47	\$42	\$40	\$39	
Broad Sheet							
4	8	\$86	\$58	\$57	\$52	\$49	\$47
6	12	\$87	\$59	\$58	\$53	\$50	\$48
8	16	\$88	\$60	\$59	\$54	\$51	\$49
10	20	\$89	\$61	\$60	\$55	\$52	\$50
12	24	\$90	\$62	\$61	\$56	\$53	\$51
14	28	\$91	\$63	\$62	\$57	\$54	\$52
16	32	\$93	\$64	\$63	\$59	\$56	\$54
26+	52+	\$94	\$65	\$64	\$60	\$58	\$56

- Add \$6 per M for zoned distribution
- Add \$6 per M for hand insertion
- For complete daily distribution 28,000 pieces are required

Total Distribution	28,000
Derrick Distribution	19,000
News-Herald Distribution	9,000
Minimum Distribution	8,000 Copies
Limited Zoning Available	w/surcharge

Preprint reservation deadline is seven (7) working days in advance of requested publication day. Preprint reservation inside 7 days of requested publication add 9% to applicable CPM rate. Preprint deliveries to our loading dock, at 1510 West 1st Street, Oil City, are accepted between 8 a.m. and 4 p.m. Monday-Friday except holidays.

Delivery deadline is seven (7) days in advance of publication day. Inserts requiring special handling or custom distribution will be quoted on an individual basis.