

SPECIAL SECTIONS

Most special sections are inserted in both the Spirit and County Neighbors. Advertising in our special sections is available in modular format and rates.

- Groundhog Day Map
- Senior Citizen Celebrations
- Spring Preview
- Home & Garden
- Summer Fun
- Menu Guides
- Graduation Tabs
- Laurel Festival Celebration
- Groundhog Festival
- Fall Sports Tab
- Fall Preview
- Hunting Editions
- Cookbook
- Pet Calendar
- Brookville Customer Appreciation Celebration
- Holiday Shopping
- Christmas Greetings
- New Year's Baby
- Seasonal "Community Advantage" (direct mail)



- 24-Hour Breaking News
- Interactive Features
- Extended Advertising Coverage

REACH THOUSANDS OF POTENTIAL CUSTOMERS!

75,000 Readers Per Month
2,400 People Per Day
900,000 Visitors Each Year

SPECIAL SERVICES

Commercial Printing
 A full range of commercial printing at competitive rates. Call 814-938-8740.
 Bridey Shawgo, Composing Manager
 composing@punxsutawneyspirit.com

- Business Cards • Preprints
- Tabloids • Stationery • Invoices
- Free Standing Publications
- School Publications
- Print & Deliver • Design, Print & Deliver
- Professional Graphic Services

WE CAN HANDLE ALL YOUR PRINTING NEEDS

- Marketing demographics and information
- Graphics department to assist and create advertising campaigns and ad design
- Ask us about Admall and creating designs for you with TheSpecDepartment
- Placemats and other printing needs
- Co-Op - Locating and using co-op funds takes time and effort. We can do this for you and help stretch your advertising dollar at no extra cost



TERMS

Payment must accompany classified copy when submitted for publication unless prior credit has been established.



GENERAL ADVERTISING POLICIES

The Spirit Publishing Company reserves the right to edit, reject or cancel any advertisement or editorial material at any time. The Publisher assumes no responsibility for the omission of any advertisement or for any typographical errors in the advertisement, but will reprint that part of an advertisement. Notice, by advertisers, of any error must be given to the newspaper within two (2) business days from the date of publication. Advertising copy is accepted for publication under the express condition that the advertiser will indemnify and hold harmless The Spirit Publishing Company and any of its publications from all claims and liabilities resulting therefrom. Advertisements submitted after the deadline for proof services (4 p.m. three business days prior to publication) are submitted at the advertiser's own risk and The Spirit Publishing Company shall assume no liability for errors or omissions in such advertisements. The Spirit Publishing Company makes every effort to provide desired placement of advertisements, but in no instance can this be guaranteed. Advertiser, by placing an advertisement in any publication of The Spirit Publishing Company, agrees to these conditions.

SUBSCRIPTION RATES

1 month	\$12.25
2 months.....	\$24.50
3 months.....	\$36.75
6 months.....	\$73.50
9 months.....	\$110.25
1 year	\$134.75 (One Month Free - Save \$12.25)

Early morning tube delivery available for additional \$1.50 per month over regular subscription rates (limited area, call for details). Rates subject to change.

OUT OF THE AREA HOME DELIVERY \$23.00
CALL CATHY IN THE CIRCULATION DEPARTMENT FOR DETAILS (814) 938-8740.



THE PUNXSUTAWNEY SPIRIT & JEFFERSON COUNTY NEIGHBORS
 SERVING THE COMMUNITY SINCE 1873

ADVERTISING RATES
 Effective December 1, 2012
WE REACH YOUR CUSTOMERS!

WWW.PUNXSUTAWNEYSPIRIT.COM

THE PUNXSUTAWNEY SPIRIT

Serving the community since 1873!
THE AREA'S ONLY LOCAL MORNING NEWSPAPER.

510 Pine Street
P.O. Box 444
Punxsutawney, PA 15767
www.punxsutawneyspirit.com

Phone: 814-938-8740
Fax: 814-938-3794

Tracy L. Smith Publisher
publisher@punxsutawneyspirit.com
Zak Lantz.....Editor
editor@punxsutawneyspirit.com
Bridey ShawgoComposing Supervisor
composing@punxsutawneyspirit.com

ADVERTISING STAFF

Tracy Smith..... Advertising Director
Lisa Ross..... Advertising Sales
Amanda Kurtz..... Advertising Sales
Erin Morrow Advertising Sales
Heather Kurtz Advertising Sales
Valerie Pasternak Advertising Assistant
Email: composing@punxsutawneyspirit.com
advertising@punxsutawneyspirit.com

CIRCULATION

Cathy Smith Circulation Manager
circulation@punxsutawneyspirit.com
The Spirit Mon-Fri.....4,917
The Spirit Saturday.....7,084
County Neighbors Saturday.....7,649
Unduplicated circulation of Saturday Spirit and County Neighbors is **12,001**

National Rates

Mon.-Fri.....\$12.50
Saturday\$18.50

Color Rates

Black and 1 Color.....\$75
Black and 2 Colors\$150
4 Color Process.....\$200

2012-2013 ADVERTISING RATES

Retail Rates (non-contract)

For non-contract advertisers • Retail • 6-column format
Pricing is per column inch

One-Time Insertion (per-week)

Spirit Mon.-Fri.....\$10.60
Sat. Spirit **OR** Neighbors\$11.60
Sat. Spirit **AND** Neighbors\$16.95

Two-Day Special (per-week)

Any 2 Spirit Weekdays\$15.35
Weekday Spirit **AND** Sat. Spirit or Neighbors\$16.40

We Direct-Mail in Punxsutawney, DuBois, Brookville, Clarion and Indiana

7-Day Special

Minimum 4" ad runs 6 consecutive days in the Spirit and 1 day in Jefferson County Neighbors for **\$7.25** per column inch per day. Maximum size of 32 inches. Same ad copy each day.

Ask about our placemats distributed throughout the surrounding area!

Display Deadlines

Wednesday - Saturday 12:00 pm 2 days prior
Monday Deadline..... 12:00 pm Thursday
Tuesday Deadline 12:00 pm Friday



NEIGHBORS DISPLAY RATES

Neighbors.....\$11.60
Combination Rates Neighbors AND Spirit (M-F)\$16.40
Neighbors AND Saturday Spirit\$16.95

4" minimum on all display ads.

Deadline every Wednesday, 12:00 PM

Pricing is per column inch.

Jefferson County Neighbors is direct mailed weekly on Saturdays to 100% of homes!

CLASSIFIED RATES

Classified pages are 9-column format
Classified Manager.....Pam Passmore
email: classified@punxsutawneyspirit.com

Classified Line Rates

(Prepaid. Add 10 percent if billing is required. Billing subject to credit approval.) When your ad runs on a Saturday an additional \$1.00 will be added. \$1.00 will be added for bold print.

Lines	1-2 Days	3-6 Days	7-13 Days	14+ Days
3-27	\$1.80	\$1.70	\$1.60	\$1.50
28-83	\$1.70	\$1.60	\$1.50	\$1.40
84-335	\$1.60	\$1.50	\$1.40	\$1.30
336+	\$1.50	\$1.40	\$1.30	\$1.20

Minimum 3-line ad per day. Rates are for consecutive days and are per line per day. Classified line rate deadlines are 1 day prior at 12:00 PM. REUNIONS AND REUNION INFORMATION WILL BE CHARGED CLASSIFIED RATES.

Public Notices

\$3.50 per line per day • Affidavits \$10.00

Classified Attention Getters

Add a Classified Attention Getter for only \$5.00
No Color

Box Rates

For Mailed Responses\$10.00
Customer will Pick Up.....\$5.00

Monthly Classified Rates

1-inch daily in The Spirit, no copy changes
\$115.00 per month (pre-paid)

Classified Display Rates

Monday - Friday\$8.00
Saturday Weekend Edition\$9.00

Pricing is per column inch

MULTIMEDIA ADVERTISING

Blue Packages \$920/month
100 Inches in Print & 20,000 Online Impressions
Red Packages \$750/month
80 Inches in Print & 15,000 Online Impressions
Green Packages \$530/month
50 Inches in Print & 15,000 Online Impressions
Orange Packages \$340/month
30 Inches in Print & 15,000 Online Impressions

Online ad spots (big box, top banner, skyscraper) based on availability.
Interested in online only rates? Space available starting at 20,000 impressions per month.

www.punxsutawneyspirit.com



"FIRST WITH THE NEWS EACH MORNING!"
Serving the residents of the Jefferson and Indiana County area since 1873. Published each morning except Sundays and New Year's Day, Memorial Day, Labor Day, 4th of July, and Christmas Day.

PREPRINT INSERT RATES

Inserts are delivered 6 days a week,
full run distribution
Number of insertions/prices per 1,000

Size	Cost per 1,000
Single Sheet	\$60.00
4 Tab Pages	\$63.00
8 Tab Pages	\$70.00
12 Tab Pages	\$74.00

Insert Guidelines:

- Please order inserts 10 days prior to publication
- All inserts must be shipped to: 510 Pine St., Punxsutawney, PA 15767
 - Inserts can appear any day of the week
 - Size specification cannot exceed 10.75" x 12"
 - Ask for our circulation breakdown by zip codes
 - Over 12 page rate determined by weight

Mechanical Information

Columns	Retail	Classified
Width of Column	1 11/16"	1 1/8"
Depth of Column	21 1/2"	21 1/2"
Columns Per Page	6	9
Inches Per Page	129"	193 1/2"
Width Per Page	11 1/16"	11 1/16"

Halftones should be 85-100 line screen. Screen tints should be 10% to 20% for best reproduction. Tab-sized pages are based on 5 column x 11" with 1 column being 11 1/16" wide

Deadlines

Retail..... 12:00 pm 2 days prior
Classified 12:00 pm 1 day prior