

RATE CARD 2012

TIMES BULLETIN
media

Effective Date 1-1-12

700 FOX ROAD ▼ VAN WERT, OHIO
419.238.2285 ▼ TIMESBULLETIN.COM
FAX: 419.238.0447 ▼ TF: 800.727.2036

ADVERTISING RATE & SCHEDULE INFO

1- PERSONNEL

Kirk Dougal, Publisher
Tina Byrd, Market Development Director
Kevin Wannemacher, Business Manager
Ed Gebert, Editor
Marabeth Null, Creative Director

2 - REPRESENTATIVES - NATIONAL ADVERTISING

Ohio Newspaper Services - Ad Ohio

3 - TERMS AND CONDITIONS

- All balances not paid in 30 days are subject to a service charge of 1.5% per month added to the outstanding balance.
- All local retail rates are non-commissionable.
- For billing inquiries: Please contact Kevin Wannemacher at 419.238.2285 extension 228
- Van Wert Publishing Company issues credit only to customers who have a completed and approved credit application on file.
- Balances over 60 days result in the freezing of account.

4 - GENERAL RATE POLICY

- Advertising simulating news can be set in body type, but must carry the word "advertisement".
- The publisher reserves the right to reject or revise any advertising copy.
- Close out advertising, political, going out of business and bankrupt or similar advertising must be paid by cash in advance.

5 - RETAIL DISPLAY ADVERTISING RATES:

a. Retail Rates:

Open Rate.....\$13.50 per column inch

b. Yearly Bulk Contracts (pci)

These are yearly, bulk linage contracts, priced per column inch.

Inches:	Rates:
200-349	\$10.49
350-499	\$8.56
500-749	\$7.76
750-999	\$7.49
1000-1499	\$7.22
1500-1999	\$6.83
2000-2999	\$6.46
3000-3999	\$6.04
4000-4999	\$5.51
5000 or more	\$4.99

c. Dollar Volume Contracts - Negotiated.

Dollar volume contracts are available for clients wanting to manage a total advertising program using multiple strategies. Annual expenditures of \$25,000 or more.

d. Business Builder Rates - 6-15" ad once a week program for businesses who know that frequency in advertising is the key to being successful. Copy changes are permitted. Requires a contract.

13 week program	\$7.85 pci
26 week program	\$7.25 pci

e. Awareness Package - Must schedule the same ad (no changes) the required number of times for these two rate categories within a 4-week billing period.

Ten insertions or more	\$5.50 pci
Twenty insertions or more	\$3.75 pci

f. Non-Profit Enterprises \$8.75 pci
Churches & School Districts \$6.50 pci

g. Political Rates - All retail rates apply. Cash in advance is required for all political advertising. Political ads must carry the name of the persons or organizations responsible for the advertisement.

h. Entertainment Rate \$7.00 pci
Applies to dining, entertainment, movie theaters and events.

i. Franchise Positions:

Front page 2x3	\$90.00 Color Included.
Section Fronts	\$75.00 Color Included when available. 6x1 banner advertisement.

j. Sponsorship Rates

\$7.00 per day - \$35.00 per week.
1x2 with 13-week commitment. Sponsor tag for standing features such as stocks, weather, etc. .
No changes to advertisement weekly.

k. Pick-up Rates -

Retail ads may be picked up at 50% within 5 publishing days after publication for categories 5a, 5b, 5f, 5h, 6a and 6c. No changes to ad.

l. Four-step Plan -

Pay full price for first ad and publish 3 more ads within 5 publishing days at 25% off, 50% off, and free. Applies to paragraphs 5a, 5f, 5g, 5m and 6b.

m. Combination Rates -

Available for ads scheduled in other area newspapers. Consult your advertising representative for options and information.

SPECIAL DAYS ▼ PAGES & FEATURES:

Monday	Van Wert Country (Rural & Ag)
Wednesday	Arts & Entertainment, Health, Food
Thursday	New Generation, Score
Friday	Opinion, TV Times
Saturday	Church Services Directory Building Your Dreams
Monthly	Chamber of Commerce Viewpoint, Homeplace Real Estate Magazine
Periodicals	Wedding Bells, The Locker Room, Enterprise, Contractors Guide and Much More.

6- CLASSIFIED DISPLAY ADVERTISING RATES

- a. Open Rate Non-Commissionable** - \$13.25 pci
- b. Employment Rate** - \$10.00 pci
- c. Yearly Bulk Contracts** -

Inches:	Rates:
200-449	\$7.86
500-749	\$7.38
750-999	\$6.96
1000-1249	\$6.58
1250-1499	\$6.26
1500+up	\$5.99
- d. Legal Notices** - \$12.25 pci
- e. Picture It Sold** - \$30.00/2 wks
- f. Service Directory** - See Representative for Rate Options

7- PREPRINT RATES

- a. Rates per 1,000 inserts** (Minimum zone:1000)

Non-Commissionable Rates	
Single Sheet -	\$62.00 cpm
Tab Pages -	\$67.00 cpm
Flexies -	\$67.00 cpm
- b. Preprint Contract Rates**
(Six times or more annually)

Single Sheet -	\$42.00 cpm (Non-Commissionable)
4-12 pages -	\$48.50 cpm
All Others -	\$54.00 cpm annually

Reservations: 7 days prior to day of publication.
 Delivery: 5 days prior to publication.
 Skids, bundles or boxes are acceptable.
 Receiving hours are 8 a.m. to 5 p.m. Monday through Friday only.
 Ship To: Eagle Print 111 E. 4th Street
 Delphos, OH 45833

8- SIGN OF THE TIMES TMC

The Sign of the Times is delivered every Saturday, reaching homes in all of Van Wert County, and in parts of Paulding and Mercer County. It features news and advertising. You don't have to settle for partial coverage of your market, nor do you have to settle for duplication of your market.

- a. Retail Display Rates**
6 column broadsheet format - \$3.00 pci
- b. Publication Deadline**
Tuesday at 3:00 p.m.
- c. Classified Display Rates**
8 column broadsheet format - \$3.00 pci

9- COLOR RATE

Full Process Color - \$150.00

10- CIRCULATION

The Times Bulletin was established in 1844. Paid circulation is 4,650 households. The newspaper reaches 11,550 adult readers. It is published mornings, Monday, Wednesday through Saturday. The Sign of the Times is our complimentary weekend shopper. The product circulation is 8,100 and reaches 17,000 adult readers in Van Wert, Paulding and Mercer counties.

11- SPECIAL SERVICES

- a. Proofs** - Proofs may be provided to the advertiser if all copy has been submitted one day prior to regular deadline. Proofing may be done at The Times Bulletin. The publisher assumes no responsibility for typographical errors when proof has been submitted in advance of publication to advertiser, his agent or representative.
- b. Tearsheets** - Electronic tearsheets are available to all advertisers. Physical tearsheets should be requested at time of insertion order and will cost \$2.50 per sheet. Proof of publication or affidavits are available through our business office.
- c. Co-Op Billing** - We can research your co-op accrual and make certain your co-op ads meet all manufacturers requirements. If you are interested in finding out how much co-op advertising dollars you have to spend through your suppliers and manufacturers, see your Times Bulletin sales consultant.
- d. Commercial printing and direct mail**
Prices upon request.
- e. Photographs**
Photograph taking will need to be scheduled through our office 10 days prior to insertion.
- f. Digital Ads** - Ads may be sent as an attachment via e-mail. Preferred format is Acrobat PDF. We also accept TIFF or JPEG files. Our output resolution is 1270 with 100 dpi line screen. Ads may be received via ADSEND (if you're an ADSEND subscriber) routed to us through Associate Press. You may also provide the newspaper with a CD or DVD.
 Note: Process Color ads/photos must be saved in CMYK format. 200 dpi/resolution or higher is preferred. If you have questions, please contact the Times Bulletin graphics department via email timesbulletingraphics@gmail.com or telephone 419.238.2285 - option 5.

MECHANICAL REQUIREMENTS:

Standard Page Dimensions

6 columns x 21.5" = 129 column inches per page
 Ads measuring over 19.5" must go full depth.

Columns:

Widths:

	Retail :	Classified:	Tab:
1	1.64"	1.208"	1.64"
2	3.39"	2.528"	3.36"
3	5.14"	3.847"	5.08"
4	6.89"	5.167"	6.80"
5	8.64"	6.486"	8.53"
6	10.39"	7.806"	10.25"
7		9.125"	
8		10.39"	

INTERNET RATE CARD 2012

WWW.TIMESBULLETIN.COM

ONLINE ADVERTISING POSITIONS

OPEN RATES (Per Month)

CONTRACT RATES (Per Month)

AD SIZES (Pixels)

Standard Website Placement:

Home Page Leaderboard (Rotation 3x)	\$250	\$175	728x90
Home Page Large Rectangle (3x)	\$200	\$150	336x280
Home Page Wide Skyscraper (3x)	\$200	\$150	160x600
Home Page Tile (Limit 5 @ Bottom)	\$195	\$125	120x180
Weather Sponsor (1 Major/4 Small)	\$195/\$75	\$125/\$50	Size Varies
Section Banner (Non-rotating)	\$150	\$110	728x90
In-Story Large Rectangle All stories on specific section	\$150	\$110	336x280
Mobile Site Sponsor (Limit 1)	\$100	\$75	300x50

Webcast - Multimedia Rates

Open Rate	\$65
Package A	\$50
Package B	\$40
Package C	\$30
Package D	\$20
Reader	\$10/day
Daily Grind Banner	\$95/month

**MORE THAN
11,300 PAGE
VIEWS PER
DAY**

*ALL have
file size
limit of
60 kb*

**4.1 MILLION
PAGE VIEWS
IN 2011**

Production Charges:

Web production fee (per page)	\$50
Web production fee (per hour)	\$100
Web production fee (Simple Video Commercial)	\$100
Web production fee (Fully-edited video comm.)	\$300
Simple Animation Fee	\$50
Flash Animation Fee	\$95

Times Bulletin *media*

Kirk Dougal

Publisher
Publisher - The Locker Room Magazine

419.238.2285 x202

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Toll Free: 800-727-2036

timesbulletin.com

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700 Fox Road, PO Box 271 • Van Wert, Ohio 45891

IMPACT PROGRAM

IMPACT PLANS	IMPACT FEATURES	FULL PAGE 129 INCHES	HALF PAGE 63 INCHES	1/4 PAGE 31.5 INCHES
Contract Rate 10x Annually	Process Color	\$575.00	\$325.00	\$200.00
	Black & White	\$410.00	\$255.00	\$155.00
Open Rate	Process Color	\$800.00	\$450.00	\$275.00
	Black & White	\$650.00	\$375.00	\$200.00

COMBINATION RATES

PRINT COMBINATION ROP RATES

Market Information	Van Wert The Times Bulletin	Van Wert Sign of the Times	Ottawa Putnam Co. Sentinel	Ottawa Weekender	Col. Grove Putnam Co. Vidette	Ada The Ada Herald	All Paid	All Titles
Households	4,650	8,100	6,000	6,000	1,000	2,200	13,850	27,950
Adult readers	11,550	17,010	13,650	15,750	2,310	4,620	32,130	64,890
Published	M,W-Sat.	Saturday	Wednesday	Saturday	Thursday	Thursday		

	RETAIL DISPLAY	CLASSIFIED DISPLAY	PREPRINT RATES
Any 2 publications	\$11.00 pci	\$9.00 pci	\$42.00 cpm
Any 3 publications	\$13.00 pci	\$11.00 pci	\$39.00 cpm
Any 4 publications	\$15.00 pci	\$13.00 pci	\$36.00 cpm
Any 5 publications	\$17.00 pci	\$15.00 pci	\$33.00 cpm
Any 6 publications	\$19.00 pci	\$17.00 pci	\$30.00 cpm

Notes: All rates are based on Standard Advertising Unit - Per Column Inch
 Ads may be picked up within 5 publication days at 50% repeat discount (with absolutely no changes made to ad).
 Color Rates: \$150.00 full color per newspaper.

ONLINE PUBLICATIONS

Monthly Usage	Van Wert timesbulletin.com	Ottawa putnamsentinel.com	Ada adaherald.com
Visitors & Page Views - Up-To-Date Numbers available upon request			

Available Inventory	Two Websites	Three Websites
	Leaderboard or Large Rectangle Homepage Tiles (Bottom) Section Banners (Top) Inside Tiles (Side) Skyscraper Video Ads	30 PERCENT DISCOUNT

Homeplace

REAL ESTATE MAGAZINE

Van Wert
County &
Surrounding
Areas

A monthly guide to Van Wert Area Real Estate Opportunities

This monthly promotion features all things real estate in Van Wert County and the surrounding areas, including residential property listings, commercial property listings, land and real property services such as mortgage lending, home equity banking, insurance, redecorating and remodeling (and more!).

Features:

Full color, 70# glossy cover with 50# text inside

Distribution:

6,500 copies total. Distributed in the Times Bulletin and multiple public racks. Additional copies available to advertisers as requested (limitations apply). Homeplace is actively promoted in all Times Bulletin Media products including the daily newspaper, weekly TMC (Total Market Coverage) product and www.timesbulletin.com. The full PDF version is also available online.

Distribution Date:

Last day of each month with new dateline (30-day shelf life). The Times Bulletin will distribute editions of the magazine in its paid product within four publishing week days following demand distribution in racks.

Deadlines: Twelve (12) days prior to distribution. Proof changes 8 days prior. Check with your sales representative for a detailed deadline schedule.

Eligibility:

Licensed real estate professionals, agencies, auctioneers and bona fide retail, service, and financial service providers and remodeling contractors with established, area addresses. No "For Sale by Owner" permitted. Advertisers are not required to be members of the National Association of Realtors.

COMMITMENT:	3-MONTH INVESTMENT:	6-MONTH INVESTMENT:	OPEN:
Half Page	\$105.00	\$75.00	\$135.00
Full Page	\$165.00	\$135.00	\$195.00
3-7 Pages	\$150.00	\$120.00	\$180.00
8 Pages or More	\$135.00	\$105.00	\$165.00

Price listings are all per page, per month. Ask about our premium page placement rates.

Agreement:

Times Bulletin Media (Publisher) agrees to charge _____ (Advertising Partner) \$_____ for _____ pages per month for a term of _____ as part of its monthly real estate publication Homeplace. This agreement shall run from _____ to _____ and the advertiser shall be billed in equal monthly installments during the term of the arrangement.

For The Advertiser:

Name: _____

Date: _____

For The Publisher:

Name: _____

Date: _____