

Since 1844

Van Wert, Ohio

# TimesBulletin

The Times Bulletin is published Monday - Saturday mornings, in Van Wert County and four surrounding counties. timesbulletin.com is our Weekend, "Total Market Coverage" product.

## Advertising Rate And Schedule Information

### 1. Personnel

Robb Krecklow, Publisher  
Tina Byrd, Marketing Services Director  
Kevin Wannemacher, Business Manager  
Kirk Dougal, Editor

### 2. Representatives - National Advertising

Ohio Newspaper Services-AdOhio

### 3. Terms And Conditions

- a. All balances not paid in 30 days are subject to a service charge of 2% per month added to the outstanding balance.
- b. All local retail rates are non-commissionable.
- c. For billing inquiries:  
(937) 294-7000 or 800-273-8830
- d. Brown Publishing company issues credit only to customers who have a completed and approved credit application on file.
- e. Balances over 60 days result in the freezing of credit.

### 4. General Rate Policy

- a. Advertising simulating news can be set in body type, but must carry the word "advertisement".
- b. The publisher reserves the right to reject or revise any advertising copy.
- c. Close out advertising, 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.....\$12.50 per column inch

**b. Yearly Bulk Contracts (pci)** These are yearly, bulk lineage contracts, priced per column inch.

Inches	Rate
200-349	\$9.80
350-499	\$8.00
500-749	\$7.25
750-999	\$7.00
1000-1499	\$6.75
1500-1999	\$6.50
2000-2999	\$6.15
3000-3999	\$5.75
4000-4999	\$5.30
5000 or more	\$4.80

**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 inch ad once a week program for businesses who know that frequency in advertising is the key to being successful. Copy changes are permitted. Requires contract.

13 week program	\$6.85 pci
26 week program	\$6.25 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, rate is \$4.50 pci.

Twenty insertions or more, rate is \$2.75 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. All rates are available.

**h. Entertainment Rate** - \$6.00 pci. Applies to dining, entertainment, movie theatres and TV section.

#### i. Franchise Positions

Front Page.....\$90.00 (vertical 1 column x 6") Color included.

Section Fronts.....\$75.00 (6 columns x 1" high) Color included.

#### j. Sponsorship Rates

\$6.00 per day - \$30.00 per week.

1x2 with 13-week commitment. Sponsor tag for standing features such as stocks, weather, etc. Separate rate card. No changes.

**k. Pick-up rates**- Retail ads may be picked up at 50% within 6 publishing days for categories 5a, 5b, 5f, 5h, 6a, 6b and 6c.

**l. Four-step Plan**- Pay full price for the first ad and publish 3 more ads within the week at 25% off, 50% off, and free. This plan applies to paragraphs 5a, 5f and 5h.

**m. Combination Rates**- Available for ads scheduled in other Brown Publishing Co. publications. Consult your advertising representative.

**700 Fox Rd., P.O. Box 271, Van Wert, Ohio 45891**  
**Phone (419) 238-2285 or 1-800-727-2036 Fax (419) 238-0447**

**6. Classified Display Advertising Rates:**

- a. Open Rate Non-Commissionable: \$11.25 pci
- b. Employment Rate: \$10.00 pci
Online employment rates begin at \$25.00

**c. Yearly Bulk Contracts**

Table with 2 columns: Inches, Rate. Rows include 250-499 (\$7.35), 500-749 (\$6.90), 750-999 (\$6.50), 1000-1249 (\$6.15), 1250-1499 (\$5.85), 1500 +up (\$5.60)

**d. Legal Notices - \$12.00 pci**

**7. Preprint Rates:**

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

- Non-Commissionable Rates
Single Sheet..... \$60.00 cpm
Tab Pages.....\$65.00 cpm
Flexies..... \$65.00 cpm

**Preprint Contract Rates (Six times or more annually)**

- Single Sheet.....\$40.00 cpm- Non commissionable
4-12 Pages.....\$46.50 cpm
All Others.....\$52.00 cpm annually
Reservations: 7 days prior to day of publication.
Delivery: 5 days prior to day of publication.
Skids, bundles or boxes are acceptable.
Receiving hours are 8a.m. - 5p.m. Monday through Friday only.
Ship to: Piqua Daily Call • 310 Spring St. • Piqua, Oh 45356

**8. timesbulletin.com is our Total Market Coverage edition**

timesbulletin.com 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 5:00 p.m.**

**c. Classified Display Rates**

8 column broadsheet format.....\$3.00 pci.

**9. Color Rates**

- a. One color .....\$45.00
b. Two color .....\$75.00
c. Process color.....\$135.00

**10. Internet**

**a. Display**

Internet Display advertising is available in the following sizes: Leaderboard, Full Banner, Square Buttons (Tiles), Large Rectangle, Wide Skyscraper and Skyscraper.

**b. Rates**

Please contact the advertising director for current rate card. Contract advertising rates begin at \$65.00 per month.

**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. 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 manufactures 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**

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. Send To: graphics@timesbulletin.com Our output resolution is 1270 with 100 dpi line screen. Ads may be received via ADSEND (if you are an ADSEND subscriber) routed to us through Associated 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: graphics@timesbulletin.com or 419-238-2285.

**11. Special Days/Pages/Features**

Table with 2 columns: Day, Feature. Rows include Monday (Van Wert Country), Tuesday (Business Update, Food), Wednesday (Arts & Entertainment, Good Health Guide), Thursday (New Generation (youth)), Friday (Opinion, TV Times), Saturday (Church Service Directory, Home Improvement), Monthly (Chamber of Commerce VieWpoint, PrimeTime, Wedding Bells)

**12. Mechanical Requirements as of June 9th, 2008**

Standard Page Dimensions
6 Columns x 21 1/2" = 129 column inches per page
Printed page size = 11.120" x 21 1/2" (Ads measuring over 19 1/2" must go full depth)

Table with 3 columns: Columns, Retail Width, Classified Width. Rows 1-8 showing dimensions for different column counts.

Double Truck Pages are 13 columns wide. Gutter charged as full column width (22.740"). Minimum double truck width is 9 columns, includes gutter. Minimum double truck depth is 10 inches.

**13. Circulation**

The Times Bulletin was established in 1844. Paid circulation is 5,500 households. The newspaper reaches 11,550 adult readers. It is published mornings, Monday through Saturday.

timesbulletin.com is a weekend, non-duplicating product. Distribution is 8,100 households on Saturday's. The product reaches 17,000 adult readers in Van Wert, Paulding and Mercer counties.

# Internet Rate Chart

*Van Wert - 0880*

# Times Bulletin

[www.timesbulletin.com](http://www.timesbulletin.com)

<b>Description</b> <i>Note: All rates are monthly or period charges.</i>	<b>Annual Contract Rates</b>			<b>Semi-Annual Contract Rates</b>			<b>Open Rate</b>		<b>Other Rate</b>
	Annual Rates	Bundled Rates	Renewal Rates	6-Months Rates	Bundled Rates	Renewal Rates	One Month	Bundled Rates	
Weather Sponsor	\$175	\$160	N/A	\$200	\$185	N/A	\$225	\$210	
Search Sponsor	\$150	\$135	N/A	\$175	\$160	N/A	\$200	\$185	
Home page Leaderboard	\$200	\$185	N/A	\$250	\$235	N/A	\$300	\$285	
Large Rectangle	\$200	\$185	N/A	\$250	\$235	N/A	\$300	\$285	
Wide Skyscraper	\$175	\$160	N/A	\$200	\$185	N/A	\$250	\$235	
Narrow Skyscraper	\$150	\$135	N/A	\$175	\$160	N/A	\$200	\$185	
Section Banner	\$125	\$110	\$155	\$150	\$135	N/A	\$200	\$185	
Home Page tile	\$125	\$110	\$110	\$175	\$160	N/A	\$200	\$185	
Section Tile	\$65	\$50	\$65	\$100	\$85	N/A	\$125	\$110	
Event Sponsor Tile							\$250	\$235	
Webcast - Open									\$40
Webcast - Package A									\$30
Webcast - Package B									\$20
Webcast - Reader									\$10
Upcharge - Signature									\$2
Upcharge - Sponsor									\$10
Upcharge - Open									\$15
Web Hosting Fee									\$25
Web Production Fee - By Page									\$150
Web Production Fee - By Hour									\$30
Web Production Fee - Video									
Simple Animatin Fee									\$35
Flash Animation Fee									\$75

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*June 2008*





# Print Combination Rate Card

*Brown Publishing Company - Northwest Group*

## Combination ROP Rates

Market Information	Van Wert The Times Bulletin	Van Wert TimesBulletin .com	Ottawa Putnam Co. Sentinel	Ottawa Putnam Sentinel.com	Col. Grove Putnam Co. Vidette	Ada The Ada Herald	All Paid	All Titles
Households	5,500	8,100	6,500	8,000	1,000	2,200	15,3000	30,900
Adult Readers	11,550	17,010	13,650	15,750	2,310	4,620	32,130	64,890
Published	M-Sat, AM	Saturday	Wednesday	Fri.-Sat.	Wednesday	Thursday		

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

**Notes:** All rates are based on Standard Advertising Unit - Per Column Inch  
 Ads may be picked up within 7 days at 50 percent pick-up discount - Absolutely no changes  
 Color Rates: Process color is \$135 One color is \$45 Per newspaper

### COMPETITIVE MATCHING PRICE

Tues. - Thurs. Van Wert will match the price of the "Van Wert Voice"  
 Fri. PutnamSentinel.com will match the price of "Putnam Voice"



**Brown Publishing Company**  
 Commitment to the Community Since 1920

June 2008



# Impact Program

*Auto & Retail*

**Times Bulletin**  
[www.timesbulletin.com](http://www.timesbulletin.com)

Impact Plans	Impact Features	Full Page 129 Inches	Half-Page 63 Inches	Quarter-Page 31.5 Inches
<b>Contract Rate</b> <i>10x Annually</i>	Process Color	\$500	\$295	\$170
	1 Spot Color	\$410	\$205	
	Black & White	\$365		
<b>Open Rate</b>	Process Color	\$600	\$345	\$199
	1 Spot Color	\$510	\$255	
	Black & White	\$465		

*Color Rates:*

**Process \$135**  
**2 Spot \$75**  
**1 Spot \$45**

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*June 2008*