

TIMES OBSERVER

Serving All Of Warren County

2011 - 2012 National Advertising Rate Card

Effective July 1, 2011

205 Pennsylvania Avenue West, Warren, PA 16365
(814) 723-8200

TIMES OBSERVER

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1. PERSONNEL

Robert Patchen, Publisher
Jack Albaugh, Advertising Director

2. TERMS OF PAYMENT

- A.** 15% agency commission on national advertising to all recognized agencies. No cash discounts
- B.** All advertising is cash with order unless credit has been established with the Times Observer. To establish credit, an advertiser must complete a credit application at least 10 days prior to the publication of their initial advertising. Should application for credit be delayed, prepayment for advertising will be required until application is processed and credit established.
- C.** All invoices are due in full by the tenth of the month following publication. Credit is not extended to any advertiser for more than 60 days in arrears
- D.** As a convenience to our customers, Master Card, Visa and Discover are accepted for payments.

3. GENERAL RATE POLICY

- A.** Space purchased through an agreement can be used only by the advertiser signing the agreement. It cannot be sold, given, transferred or assigned to any other person, firm or corporation.
- B.** Acceptance of advertising by an employee of the Times Observer is subject to approval and acceptance by management, which reserves the right to edit or reject any advertising which is submitted for publication.
- C.** Agreements cannot be backdated prior to the first day of the month in which they are issued.
- D.** In the absence of an agreement, all advertising will be billed at the open rate.

4. PUBLISHER'S LIABILITY FOR ERROR:

The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

5. INDEMNIFICATION:

The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copy rights, trade names, patents or proprietary right or violation of rights of privacy resulting from the publication of the advertiser's advertisement.

6. SEQUENTIAL LIABILITY

The Times Observer will not extend credit for advertising orders or space reservations that claim sequential liability.

7. R.O.P. RATES

Per Col. Inch

A. Display Rates.....\$22.94 Gross

8. COLOR RATES

Black and One Color.....\$145.00
Black and Two Color.....\$260.00
Black and Three Color.....\$364.00

Annual Quantity Discounts for Color
6-25 color ads per year.....5% off color charge
26-50 color ads per year.....10% off color charge
51 color ads per year.....15% off color charge

Rates are per page, broadsheet or tab. Tab double truck considered one page.

Color Deadline:
Advance regular copy deadlines by 24 hours.

9. PREPRINT RATES

Single Sheet.....\$705.07 gross (\$67.15 CPM/gross)
4-20 page tabloid.....\$845.63 gross (\$80.56 CPM/gross)
24 page tabloid or larger.....\$903.81 gross (\$86.01 CPM/gross)
Polybags.....\$97.85 CPM

Full run total prices are based on 10,000.

For complete circulation coverage 10,000 preprints are required. Zoned distribution available at premium charge of 10% per thousand.

Preprints should be delivered on skids, banded and turned in bundles a minimum of 4" high. They should be delivered to the Times Observer c/o: The Post Journal, 15 West First Street, Jamestown, NY 14701, between the hours of 9AM and 5PM Monday thru Friday at least five publishing days prior to insertion.

10. SPECIAL SERVICES

The Times Observer offers various advertising art services. Proofs are available for ads 20 inches and larger. Local advertising photography service available at no extra charge, advance regular deadlines by 48 hours.

11. SPECIAL DAYS/PAGES/FEATURES

A. Saturday-Best Food day. Local and national advertising, food features and ideas.

B. Thursday-Spotlite entertainment guide. Movies, theatre, music, outdoors, books and local calendar events. Regular advertising rates apply.

C. Friday-TV Times weekly television listings (book). Complete programming guide for over 40 Channels. Regular Advertising Rates Apply.

12. R.O.P. DEPTH REQUIREMENTS

Where depth of an advertisement is more than 19.5 inches, charge will be made for full depth (21.25 inches). In a tabloid, where depth is more than 9 inches, charges will be made for full depth (10 inches). In a book, where depth is more than 8 inches, charges will be made for full depth (9.5 inches).

13. AGREEMENT AND COPY REGULATIONS

A. Advertising simulating news must be slugged "Advertisement".

B. Special position requests will be honored to the best of our ability. Specific position guarantees can be made for an additional charge of 33 percent of the space cost. (Regular advertising pages only.)

C. In the event of an error by the Times Observer that materially affects the value of an advertisement, the newspaper will reprint that portion of the advertisement which was incorrect, when notified within 24 hours after publication. A letter of correction will be provided upon request. Credit will be allowed for first insertion only.

D. For the value received advertisers hereby assign the Times Observer all rights, title and interest including copyright interests, to all layouts of the advertisements placed in said newspaper which represent the creative effort of the newspaper and/or utilization of its own illustrations, labor, composition or material.

E. Inaccurate rates on insertion orders will be treated as clerical errors and advertisers will be charged at the applicable rate in effect at the time of publication.

F. Advertisers with signed agreements will be rebilled at higher rate if agreement is not fulfilled or credited if a lower rate is earned during agreement period. Credits will be applied toward future advertising.

G. If an advertisement is set but not published the advertiser may be charged at 50% of the ad's earned rate.

H. All agreements are conditional on strikes, fires, acts of God, or any cause not subject to the control of the publisher

14. CLOSING TIMES

Closing time is the deadline. Complete layout and copy shall be in the offices of the Times Observer.

A. Times Observer/Black & White Advertising
Monday Edition.....Thursday, 3 p.m.
Tuesday Edition.....Friday, 3 p.m.
Wednesday Edition.....Monday, 3 p.m.
Thursday Edition.....Tuesday, 3 p.m.
Friday Edition.....Wednesday, 3 p.m.
Saturday Edition.....Thursday, 1 p.m.

B. Select TV
Weekly Deadline.....Friday, 1p.m.

C. Color Advertising
Advance all deadlines by 24 hours.

D. Holidays
Holiday deadlines will vary from above deadlines.
Ask your Times Observer advertising consultant.

15. CLASSIFIED RATES

A. Classified Display Rate.....\$21.64 Gross
B. Classified Line Ad Rate.....\$3.77 Gross

C. Repeat Ad Discount
Run one time at regular rate, repeat same ad second or third time within six publishing days with no copy changes.
20" or more, 2nd time, 25% off, & 3rd time, 25% off

16. MECHANICAL MEASUREMENTS

Printing process: 85 line screen preferred for photographs or screened artwork

A. R.O.P.

Width of Column.....	1.583 inches
Depth of Column.....	21.250 inches
Columns Per Page.....	6
Column Inches Per Page.....	127.5

Column Widths:

1 Column.....	1.583 inches
2 Columns.....	3.267 inches
3 Columns.....	4.950 inches
4 Columns.....	6.633 inches
5 Columns.....	8.317 inches
6 Columns.....	10.000 inches
Double Truck.....	20.875 inches

B. CLASSIFIED

Width of Column.....	1.163 inches
Depth of Column.....	21.250 inches
Columns Per Page.....	8
Column Inches Per Page.....	170

Classified Column Widths:

1 Column.....	1.163 inches
2 Columns.....	2.425 inches
3 Columns.....	3.688 inches
4 Columns.....	4.950 inches
5 Columns.....	6.213 inches
6 Columns.....	7.475 inches
7 Columns.....	8.738 inches
8 Columns.....	10.000 inches

C. TABLOID

Width of Column.....	1.583 inches
Depth of Column.....	9.500 inches
Columns Per Page.....	6
Column Inches Per Page.....	57

11. CIRCULATION

A. Member Audit Bureau of Circulation

B. Yearly ABC reports on paid circulation available upon request.