

# RATE CARD 2012

TIMES BULLETIN  
*media*

Effective Date 1-1-12

700 FOX ROAD ▼ VAN WERT, OHIO  
419.238.2285 ▼ [TIMESBULLETIN.COM](http://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<br>Building Your Dreams                                  |
| Monthly     | Chamber of Commerce Viewpoint,<br>Homeplace Real Estate Magazine                   |
| Periodicals | Wedding Bells, The Locker Room,<br>Enterprise, Contractors Guide and<br>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](mailto: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<br>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*

### 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  |

**4.1 MILLION  
PAGE VIEWS  
IN 2011**



# 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<br>The Times<br>Bulletin | Van Wert<br>Sign of the<br>Times | Ottawa<br>Putnam Co.<br>Sentinel | Ottawa<br>Weekender | Col. Grove<br>Putnam Co.<br>Vidette | Ada<br>The Ada<br>Herald | All<br>Paid | All<br>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 | \$ 9.00 pci | \$ 8.00 pci | \$42.00 cpm |
| Any 3 publications | \$ 8.50 pci | \$ 7.50 pci | \$39.00 cpm |
| Any 4 publications | \$ 8.00 pci | \$ 7.00 pci | \$36.00 cpm |
| Any 5 publications | \$ 7.50 pci | \$ 6.50 pci | \$33.00 cpm |
| Any 6 publications | \$ 7.00 pci | \$ 6.00 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

Leaderboard or Large Rectangle  
 Homepage Tiles (Bottom)  
 Section Banners (Top)  
 Inside Tiles (Side)  
 Skyscraper  
 Video Ads

### Two Websites

### Three Websites

30 PERCENT  
DISCOUNT

50 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: \_\_\_\_\_