

TIMES NEWS

EFFECTIVE JAN. 1

2017



Local Display & Classified ADVERTISING RATES

For Advertising Assistance or Additional Information:

TOLL FREE 1-800-443-0377 • FAX (610) 826-9607

LEHIGHTON (610) 377-2051

TAMAQUA (570) 668-1250

TIMES NEWS

Established 1883

594 BLAKESLEE BLVD. DRIVE WEST
LEHIGHTON, PA 18235

(610) 377-2051

1-800-443-0377

FAX (610) 826-9607

Web Site Address – www.tnonline.com

E-mail Address – khardy@tnonline.com
ads@tnonline.com

EVENINGMonday through Friday
MORNING EDITION..... Saturday
Members: Alliance for Audited Media, Pennsylvania
Newspaper Association, Interstate Advertising Managers
Association.

**LOCAL DISPLAY AND CLASSIFIED ADVERTISING
RATE CARD No. 1
EFFECTIVE Jan. 1, 2017**

A. TIMES NEWS DIGITAL GUIDELINES

Supported Applications

- Adobe Photoshop CC 2014
- Adobe Illustrator CC 2014
- Adobe InDesign CC 2014
- Adobe Acrobat XI
- Microsoft Publisher 2010

Supported Media

(Write on the media whether it is Mac or PC and what application was used)

- 650 MB CD
- 4.7 GB or 8.5 GB DVD

Supported Electronic Transfers:

(Please notify your account rep that an ad has been sent)

- E-mail (ads@tnonline.com)
- SFTP (please contact ads@tnonline.com to set up an SFTP site)

Recommended Procedures

*Since we print using stochastic screening, halftones should be scanned at a minimum of 250 dpi and saved in an EPS, TIFF, or JPEG format.

- Line art should be scanned at 1200 dpi
- Unless your ad is a PDF, please send all fonts including those embedded in any EPS files. Adobe Type 1 fonts are preferred. Please include both the printer (postscript) and screen (bitmap) files for each font used.
- In order to ensure accurate reproduction, please include a composite printout with your digital files.

1. PERSONNEL

Publisher..... Fred Masenheimer
 Vice-President of Operations..... Scott Masenheimer
 Regional Advertising Director..... Kevin Hardy
 Advertising Executives Jen Benninger, Darlene Hentosh,
 Jarrod Huffaker, Jennifer Rowden
 Inside Classified Executives Donna Hall, Kim Silliman

2. REPRESENTATIVES

NATIONAL & STATE

Mid-Atlantic Newspaper Services, 3899 North Front Street,
Harrisburg, PA 17110
Phone 717-703-3030 Fax 717-703-3033

National Advertising Rep.

TIMES NEWS – Donna Hall

594 Blakeslee Blvd. Drive West, Lehigh, PA 18235
Ph. 610-377-2051 Ext. 3109 Fax 610-826-9607

3. COMMISSION & PAYMENT TERMS

Retail Advertising Rates are non-commissionable. Terms of payment are:

- Monthly Billing
- Gross amount due before the end of the month.
- A 1 1/2% penalty will be applied for late payment after the 30th.
- We accept MasterCard, Visa, American Express & Discover.

4. GENERAL RATES AND POLICY

- Position is gladly given when possible. Guaranteed page position charge ADD 25% of total insertion cost. (Upon availability and subject to page design and format of paper).
- The publisher reserves the right to reject or edit all copy submitted. Advertising will be rejected if it appears to be false, misleading, fraudulent, libelous, defamatory, illegal, or in objectionable format, or for other good cause.
- All advertising is payable in advance unless a credit has first been established with the **TIMES NEWS**. Political advertising is strictly cash in advance.
- The **TIMES NEWS** assumes no financial responsibility for errors which may appear in advertisements published; but in cases where the paper is at fault will reprint without charge that portion of the advertisement in which the typographical mistake occurred.
- When a proof is furnished to the advertiser and approved by person or their agent, all responsibility for errors in copy is removed from the newspaper. For normal corrections, there will not be a charge. A charge of 25% of the non-contracted rate applicable will be made when an ad has been processed and is canceled or where major changes in copy are made. "Corrections" are defined as alterations in proofs necessary to eliminate errors in spelling, pricing, or typographical whether they appeared in the copy submitted by the advertiser or proofs furnished for approval and detected by either party prior to 3:30 p.m. the day before the newspaper is printed. (Corrections are not a major revision of design.)
- The **TIMES NEWS** is not responsible for illustrations or original materials left at the newspaper's office for more than 30 days after publication.
- Advertisers are urged to cooperate with their advertising sales representative in determining a convenient copy pick-up time. Normal deadlines are 2 days prior to publication at 12 noon (see rate card for exact deadlines.) Proofs require an additional day in advance at noon. (Special editions require special deadlines ... please check with advertising representative)
- Advertising will not be accepted for fortune telling, advertising requesting payment in advance for information, or any advertisement termed a "lottery" by the United States Postal Laws.
- Employment advertising must be for a bona fide job offering and must state the nature of the work offered. Sales help wanted advertising must not offer or appear to offer work on a salary basis when compensation is on a commission or bonus basis. When based on commission, no statement or implication of the amount that may be earned is acceptable unless it is guaranteed wage and is followed by the word "guaranteed." Sales help wanted ads must state the type of product to be sold. A company name which indicates the nature of the product is acceptable.
- Advertising will be rejected if it is known or determined to be discriminatory based on race, color, national origin, religion, sex or marital status except where legal restrictions prevail.
- Acceptance of advertising may be subject to business and/or Better Business reference checks.
- Ads are not accepted for – Work at Home, Overseas Jobs, Jobs in Your Area, Credit Repair, Unsecured Loans, Etc.
- Adoption ads are accepted when accompanied by a letter from an attorney.
- Advertisements which include 900 telephone numbers must indicate the cost per minute and minimum charges if applicable. Name of company must also appear.

5. ROP & LOCAL PRE-PRINT INSERT RATES

- ROP rates quoted by column inch.
 Open Rate (no contract required).....\$16.20
CONTRACT RATES
 100" per year\$14.60
 300" per year\$14.35
 500" per year\$14.20
 700" per year\$13.95
 1000" per year\$13.75

2000" per year	\$13.50
3000" per year	\$13.35
5000" per year	\$12.90
7000" per year	\$12.70
10,000" per year	\$12.50

PICKUP AND REPEAT ADVERTISING POLICY

Any advertisement of 8" or more run in either the **TIMES NEWS** or TV News 'n Views can be printed in either publication within 5 days (Sundays not included in count) as often as desired at 75% of original cost. NO COPY CHANGES PERMITTED. (Display adv. on classified pages 12" or more.)

On repeat advertising – a credit of 75% of the original space will be given towards contract lineage obligation.

On advertising contracts of 1,000" or more – repeat ads meeting above requirements will be charged at 50% of the original cost. A space credit of 50% is given on these repeat advertisements toward contract fulfillment. NO COPY CHANGES.

b. Local pre-printed inserted charges.

single sheet inserts	\$36 CPM
up to 16 tab pages or 8 broadsheet pages	\$46 CPM
20 to 24 tab pages or 10-12 broadsheet pages	\$51 CPM
28 to 32 tab pages or 14-16 broadsheet pages	\$56 CPM
36 to 40 tab pages or 18-20 broadsheet pages	\$61 CPM
48 tab pages or 24 broadsheet pages	\$66 CPM

Pre-prints may be zoned by towns – maximum size 10 1/2" x 11". Larger sizes must come quarterfold.

Preprint distribution figures Monday thru Friday 13,992 Saturday 14,925 (Based on Distribution 9/30/15 thru 10/1/16).

Miscellaneous Pre-Printed Supplements

multi-coupons, coupons in envelope, attached merchandise samples, odd-folds and split runs accepted subject to approval of submitted samples.

Special rates may be required.

Shipping Instructions

Shipments must arrive prepaid 6 days prior to publication date to: the **TIMES NEWS** receiving dock, 594 Blakeslee Blvd. Drive West, Lehighton, PA 18235.

DOCK HOURS: MONDAY THROUGH THURSDAY 6 A.M. TO 6 P.M.; FRIDAY 6 A.M. TO 2 P.M.

6. COLOR RATES

- a. One, Two, or Full Color available.
- b. Color Rates

	Display Adv. (33" & Under)	Display Adv. (Over 33")
Black and 1 Color	\$3.09 per inch*	Total Color Charge: \$101.97
Black and 2 Colors	\$5.67 per inch*	Total Color Charge: \$187.11
Black and 3 Colors (Full Process color)	\$7.98 per inch*	Total Color Charge: \$263.34

*Minimum color charge equal to an 8" advertisement – no minimum size advertisement required for color use.

	Classified Adv. (49.5" & Under)	Classified Adv. (Over 49.5")
Black and 1 Color	\$2.06 per inch*	Total Color Charge: \$101.97
Black and 2 Colors	\$3.81 per inch*	Total Color Charge: \$188.59
Black and 3 Colors (Full Process color)	\$5.36 per inch*	Total Color Charge: \$265.32

*Minimum color charge equal to a 12" advertisement – no minimum size advertisement required for color use.

25% color discount on repeated color advertising within 5 publishing days (as often as desired) absolutely no copy changes or color placement changes.

7. SPECIAL ADVERTISING OFFERS

- a. **1st Thought Advertising:** (Special Frequency Advertising Program) Available for ROP and Classified display advertising. Runs for 26 consecutive publication dates. See your advertising executive for pricing.
- b. **Noteables:** front page attached notes (upon availability)
- c. **Premium Front Page Advertising:** 6 col. x 2" Full Color Advertisement positioned at bottom of Front Page.
- d. **Premium Front Page of 2nd Section (Sports Section):** 6 col. x 2" Full Color Advertisement positioned at bottom of Front

Page, 2nd section.

- e. **Print & Insert Program:** Ask Sales Rep about special deadlines for this product.

Please ask our advertising representatives for details and more information on above programs as well as additional adv. programs available.

8. SPLIT RUN - ZONE ADVERTISING

Zoned Regional Advertising: \$9.00 col. inch

Please ask advertising representative for further information as to towns in Zone 1 & Zone 2. Zoned Advertising is placed on a specific local page and not throughout newspaper.

9. SPECIAL SERVICES

- a. Quality reproduction in full process and spot color
- b. Commercial Printing
- c. Art Services
- d. Creative copy and layouts

10. ROP DEPTH REQUIREMENTS

- a. 1" minimum depth
- b. 20.5" maximum depth
- c. Any advertisement over 18.5" billed at full length cost of 20.5" for a broadsheet, over 8" billed 10" depth for a tabloid and over 7.5" billed at 9.5" for a mini tab.

11. CONTRACT & COPY REGULATIONS

- a. Advertising of alcoholic beverages accepted daily.
- b. The advertiser and/or agency shall designate the width in columns and exact depth in inches or 1/2 inches, in which case the newspaper agrees to publish and bill the advertisement in exact space ordered.
- c. The advertiser assumes sole responsibility for all statements contained in all copy and will protect and indemnify the **TIMES NEWS**, Pencor Services Inc., their owners and employees, against any and all liability, loss or expense arising out of claims for libel, unfair trade practices, unfair competition, infringement of trademarks, trade names, patents, copyrights and proprietary rights, and all violations of the right of privacy or other violations resulting from the publication by this newspaper of the copy.
- d. We will not be responsible for errors in copy accepted after regular deadline. We will not be responsible or liable for errors or omissions in, or failure to insert, any advertisement for which we may be responsible, beyond the cost of actual space occupied or to have been occupied by item in which error or omission or failure to insert occurred.
- e. Publisher is not bound by any terms or conditions, printed or otherwise, appearing on order blanks, advertiser's forms or copy instructions when in conflict with terms and conditions on published rate card or policies.
- f. Pre-printed supplements.
 - 1. Pre-Printed supplements are included in determining contract rates or contract lineage fulfillment; however, not included in calculation of any display contract rebates.
 - 2. In the event content does not meet our standards of acceptance, the **TIMES NEWS** may reject supplement.
 - 3. Any delay or added expense incurred in unloading caused by improper packing or shipping will be charged to the advertiser.

12. CLOSING TIMES

Display and Classified Display	copy deadline
DAY OF PUBLICATION	
Monday.....	Thursday 2 P.M.
Tuesday.....	Friday Noon
Wednesday.....	Monday Noon
Thursday.....	Tuesday Noon
Friday.....	Wednesday Noon
Saturday Morning Edition.....	Thursday 9 A.M.
Friday TV News 'n Views.....	Wednesday 2 P.M.-One Week In Advance

***PROOFS REQUIRE AN ADDITIONAL DAY IN ADVANCE AT NOON. ALL ADVERTISING COPY MUST BE GIVEN TO SALES REPRESENTATIVE BY COPY DEADLINE TO ENSURE PUBLICATION DATE!**

13. SPECIAL CLASSIFICATION RATES

- a. **Guaranteed Break Page Or Guaranteed Page Position Charge:**
Add 25% of total insertion cost. (Upon availability and subject to page design and format of paper)
- b. **Political Advertising** (payable in advance) \$16.20 col. inch
(Contract rates are available)
- c. **Death Notice Insertions:**
1st Insertion - \$18.90
2nd Insertion - \$24.45
3rd Insertion - \$30.95
- d. **Obituary Insertions:**
First 25 lines\$61.80
Additional lines over 25 and less than 40 \$2.05/counted line
First 40 lines\$92.70
Additional lines over 40 \$2.30/counted line
- e. **Card of Thanks** (up to 20 lines)\$18.70
Beyond 20 lines \$1.55/counted line
- f. **In Memoriam** 1 col. \$1.40 per line
2 col. \$2.30/counted line as displayed on rate card
- g. **Around Town & Sports Around Town Column:** Advertise your organization's upcoming events
Around Town - 1st Insertion \$2.15/counted line
Around Town - 2nd-nth Insertion \$1.70/counted line
Sports Around Town - 1st Insertion \$2.15/counted line
Sports Around Town - 2nd-nth Insertion \$1.70/counted line

14. CLASSIFIED RATES

- a. Classified Display
Open Rate 10.80 per col. inch
Contract Rates
- | | |
|-----------------------------|------------------------------|
| 100" 9.70 col. inch | 2,000" 9.00 col. inch |
| 300" 9.60 col. inch | 3,000" 8.85 col. inch |
| 500" 9.50 col. inch | 5,000" 8.60 col. inch |
| 700" 9.30 col. inch | 7,000" 8.50 col. inch |
| 1,000" 9.20 col. inch | 10,000" 8.35 col. inch |
- b. Classified Line Advertising Rates
Number of Consecutive Insertions
- | | 1 | 2 | 3 | 4 | 5 | 6 | Per Day
Additional |
|----|-------|-------|-------|-------|-------|-------|-----------------------|
| 3 | 10.55 | 12.75 | 14.95 | 17.15 | 19.35 | 21.55 | 2.20 |
| 4 | 12.50 | 14.85 | 17.20 | 19.55 | 21.90 | 24.25 | 2.35 |
| 5 | 14.45 | 16.95 | 19.45 | 21.95 | 24.45 | 26.95 | 2.50 |
| 6 | 16.40 | 19.05 | 21.70 | 24.35 | 27.00 | 29.65 | 2.65 |
| 7 | 18.35 | 21.15 | 23.95 | 26.75 | 29.55 | 32.35 | 2.80 |
| 8 | 20.30 | 23.25 | 26.20 | 29.15 | 32.10 | 35.05 | 2.95 |
| 9 | 22.25 | 25.35 | 28.45 | 31.55 | 34.65 | 37.75 | 3.10 |
| 10 | 24.20 | 27.45 | 30.70 | 33.95 | 37.20 | 40.45 | 3.25 |
| 11 | 26.15 | 29.55 | 32.95 | 36.35 | 39.75 | 43.15 | 3.40 |
| 12 | 28.10 | 31.65 | 35.20 | 38.75 | 42.30 | 45.85 | 3.55 |
- Lines beyond 12 charged at the rate of \$1.95 per line additional to establish 1st day rate. First day rate is re-established after 30 calendar days.
 - The above chart indicates cash rates which apply to all classified lined advertising placed by non-businesses. All lined classified ads placed by approved businesses paid within 10 days of date billed.

Additional Classified Charges:

Classified Tearsheet	\$1.95
Affidavit Charge	\$3.30
Border Charge	\$2.35
Screening Charge	\$2.35
Bold Text Per Word	\$0.19

Blind or box number ads: Add \$5.90 to cover extra handling
Classified Line Ad Deadline – 4:00 p.m. for next day publication.
Saturday deadline is 2:00 p.m. Friday. Monday deadline is 4:00 p.m. Friday.

Legals and Public Notices:

1st insertion \$2.05 per line – 2nd & 3rd insertions \$1.90 per line.
(per line per col.)

15. TV MAGAZINE – NEWS 'N VIEWS

TV MAGAZINE, published each Friday, is a tabloid supplement containing weekly cable and broadcast listings and news. 6 col. x 10" page 9.888" width.
Ask advertising sales representative about availability.

16. READERSHIP

Established April 1883 75¢ per copy
Average Daily Readers (Alliance for Audited Media 9/30/16)
National Average of Readers per Copy of a Daily 3.3

Mon. through Sat. 46,173
The **TIMES NEWS** is delivered by carrier, motor route and periodical mailing to subscribers, with single copy sales in stores and vending machines.

17. tnonline.com ONLINE ADVERTISING

CPM-Cost per Thousand: ROS-Run of Site
Open Rate \$7 CPM*TIMES NEWS **Contract Advertiser \$5 CPM***
*20K Minimum Number Of Views Per Online Advertising Campaign in a maximum window of 28 consecutive day period from starting date. Additional Views sold in 5K intervals.

Ad Units Sold On A CPM Basis

Ad Unit	Pixels	Placement Location
Top Leaderboard	728 x 90	Top of Page
Bottom Leaderboard	728 x 90	Bottom of Page
Skyscraper	160 x 600	Right Hand Rail

tnonline.com Advertising Deadline: Ad copy must be received by sales rep 4 days prior to Start Up Date (by noon). Final Proof Approval from advertiser must be received before start of run.

Site Statistics Averages

258,113 Unique Visitors/Month 1,622,009 Page Views/Month
Source: Google Analytics Based on (Jan. thru Sept. 2016)

Commission & Payment Terms: See section 3 for policy.

General Rates & Policy: See section 4 for policy.

MECHANICAL REQUIREMENTS

DISPLAY ADVERTISING (ROP)

Col	Inches	Picas/pts
1	1.555	9p4
2	3.222	19p4
3	4.888	29p4
4	6.555	39p4
5	8.222	49p4
6	9.888	59p4

Double Truck 20.888 125p4

Depth of Broadsheet Page 20.5"

Points Between Columns – 8

Ads more than 18.5 inches deep will be charged full columns

TABLOID

Size: 6 Col. x 10 Inches Deep

Ads more than 8 inches deep will be charged full columns

CLASSIFIED DISPLAY

Col	Inches	Picas/pts
1	1.0	6p
2	2.111	12p8
3	3.222	19p4
4	4.333	26p
5	5.444	32p8
6	6.555	39p4
7	7.666	46p
8	8.777	52p8
9	9.888	59p4

Depth of Broadsheet Page 20.5"

MINI TAB

Size: 4 Col. x 9.5 Inches Deep

Ads more than 7.5 inches deep will be charged full columns