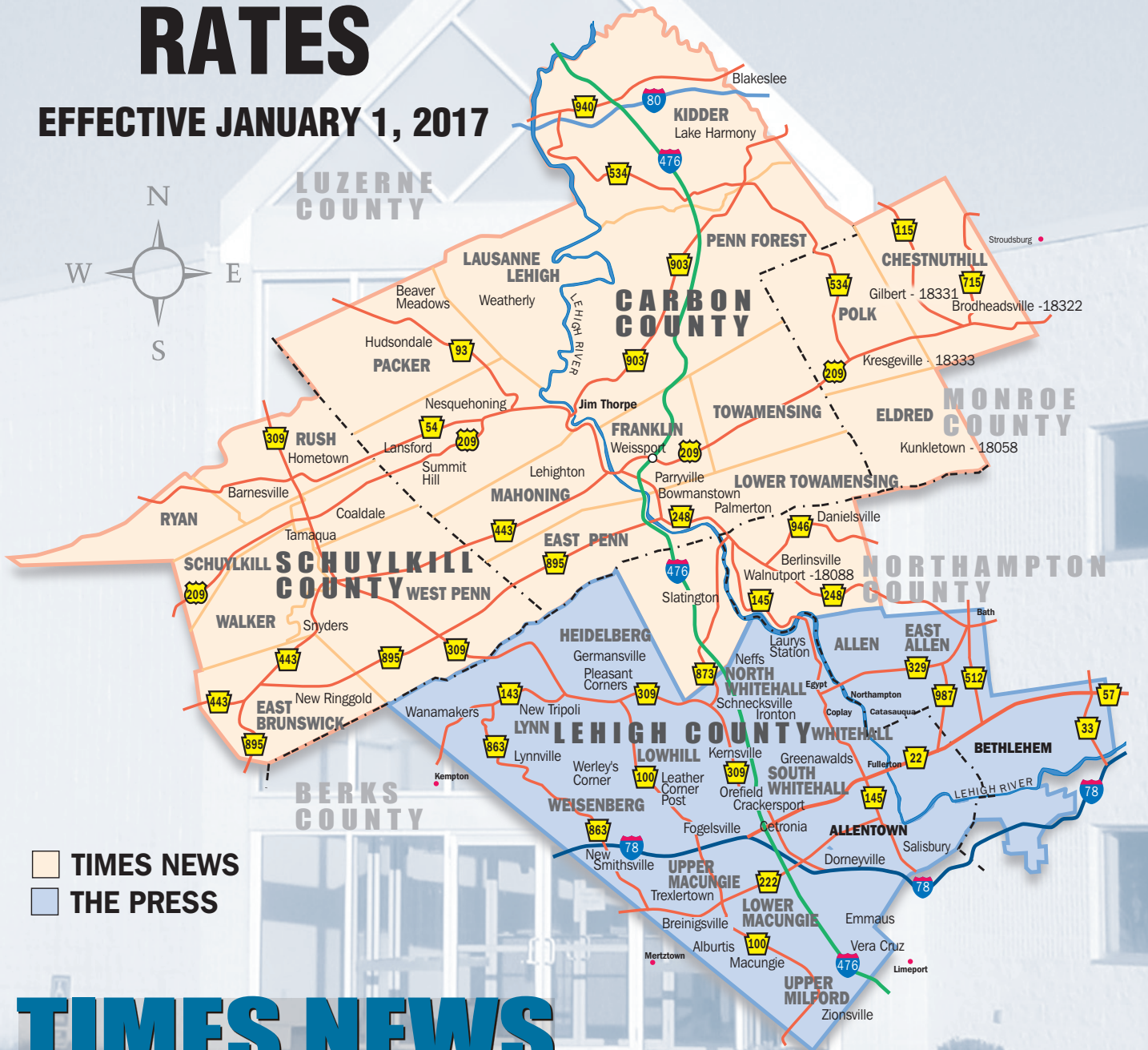


# NATIONAL ADVERTISING RATES

EFFECTIVE JANUARY 1, 2017

For Your Convenience  
 1-800-443-0377 (PA ONLY)  
 Lehighton (610) 377-2051  
 FAX (610) 826-9607



- TIMES NEWS**
- THE PRESS**

## TIMES NEWS

DAILY NEWSPAPER – PUBLISHED MONDAY THRU SATURDAY

# THE PRESS **LVP**

[lehighvalleypress.com](http://lehighvalleypress.com)

A DIVISION OF TIMES NEWS, L.L.C. - A PENCOR COMPANY

WEEKLY PUBLICATIONS; EMMAS, SALISBURY, PARKLAND, WHITEHALL-COPLAY, CATASAUQUA, NORTHWESTERN, NORTHAMPTON & BETHLEHEM

# TIMES NEWS

594 Blakeslee Blvd. Dr. W.  
Lehighton, PA 18235

(In PA) 1-800-443-0377  
610-377-2051

FAX 610-826-9607

Web Site Address – www.tnonline.com

E-mail Address – tnonline@postoffice.ptd.net  
ads@tnonline.com

EVENING ..... Monday through Friday

MORNING EDITION..... Saturday

Members: Audit Bureau of Circulation, Pennsylvania  
Newspapers Association, Interstate Advertising Managers  
Association.

## NATIONAL RATE CARD

### RATE CARD No. 1

EFFECTIVE January 1, 2017

## A. 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](mailto:ads@tnonline.com))
- SFTP (please contact [ads@tnonline.com](mailto: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  
National Advertising Representative.....Donna Hall  
Please send National Advertising – ATTENTION: Donna Hall

## 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** & The PRESS – Donna Hall

P.O. Box 239, 594 Blakeslee Blvd. Dr. West

Lehighton, PA 18235

Ph. 610-377-2051 Ext. 3109

Fax 610-826-9607

Email – [dhall@tnonline.com](mailto:dhall@tnonline.com)

## 3. PAYMENT TERMS

We accept MasterCard, Visa, American Express & Discover.

## 4. GENERAL RATES AND POLICY

- The publisher reserves the right to revise advertising rates at anytime, upon 30 days notice.
- All advertising is subject to approval.
- Publisher reserves the right on all reader type ads to identify by positioning word “advertisement” in caps over top of advertisement.
- Alcoholic beverage advertising accepted.
- Acceptance of payment in advance for ad space does not constitute a contract to publish until such approval has been received.
- The **TIMES NEWS** & The Press will not knowingly accept or publish material that is in violation of the law.
- The **TIMES NEWS** & The Press will not be liable by reason of any error, for which it may be responsible, beyond liability for cost of actual space occupied by the item in which error occurred. Credits will be allowed on first insertion only.

## 5. NATIONAL DISPLAY ADVERTISING RATES

### SEPARATE PUBLICATIONS

**TIMES NEWS** ..... \$20.60 PER COL. INCH

The PRESS Newspaper Group

All Publications (8 Papers in 4 Zones)

of The Press ..... \$33.80 PER COL. INCH

COMBINATION BUY ..... \$46.00 PER COL. INCH

### ALL PUBLICATIONS\*

\*Includes **TIMES NEWS** & The PRESS Newspaper Group

## 6. NATIONAL PRE-PRINTED INSERT RATES

single sheet .....	\$49.00 CPM
up to 16 tab pages or 8 broadsheet pages.....	\$62.00 CPM
20 to 24 tab pages or 10-12 broadsheet pages .....	\$69.00 CPM
28 to 32 tab pages or 14-16 broadsheet pages .....	\$76.00 CPM
36 to 40 tab pages or 18-20 broadsheet pages .....	\$82.00 CPM
48 tab pages or 24 broadsheet pages.....	\$89.00 CPM

### Pre-Print Distribution

**TIMES NEWS: Mon. thru Friday 13,992; Saturday 14,925**

**The Press Newspaper Group: 28,039**

**Total Combined Circulation 42,031**

**with Sat. TN Distribution 42,964**

**TIMES NEWS** – Based on Distribution 4/1-9/30/2016

The Press Newspapers – Based on current circulation numbers as of 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.

Maximum size 10 1/2" x 11" – larger sizes must come quarterfolded

Shipping Instructions

(Any publication – **TIMES NEWS** or The Press newspapers)

Shipments must arrive pre-paid 6 days prior to insertion date to:

**TIMES NEWS RECEIVING DOCK**

**594 BLAKESLEE BLVD. DRIVE WEST**

**LEHIGHTON, PA 18235**

**DOCK HOURS: MONDAY THROUGH THURSDAY 6 A.M.-6 P.M.**

**FRIDAY 6 A.M.-2 P.M.**

## 7. COLOR RATES

- 1, 2 or Full Color available 6 days, leeway requested
- Number of Colors

	Cost
<b>TIMES NEWS</b> Only-one color.....	\$136.00
<b>TIMES NEWS</b> Only-two colors .....	\$247.00
<b>TIMES NEWS</b> Only-three colors.....	\$350.00 (full process color)
The PRESS Newspaper Group Only – One Color	\$227.00
The PRESS Newspaper Group Only – Two Colors	\$340.00
The PRESS Newspaper Group Only – Three Colors	\$453.00
(Full Process Color)	

## 8. SPECIAL ROP UNITS

Does not apply

## 9. SPLIT RUN

Does not apply

## 10. SPECIAL SERVICES

- Quality reproduction in full process and spot color
- Commercial Printing
- Art Services
- Creative copy and layouts

## 11. SPECIAL DAYS

- Best Food Day (**TIMES NEWS**) ..... Saturday & Monday
- Entertainment (**TIMES NEWS**) ..... Friday, Saturday & Tuesday

## 12. ROP DEPTH REQUIREMENTS

- 1" minimum depth
- 20.5" maximum depth
- Any advertisement over 18 1/2" billed at full depth cost

## 13. CONTRACT & COPY REGULATIONS

- Advertising of alcoholic beverages accepted daily.
- 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.
- The advertiser assumes sole responsibility for all statements contained in the 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.
- 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.
- 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.
- Pre-printed supplements.
  - In the event content does not meet our standards of acceptance, The **TIMES NEWS** & The Press may reject supplement.
  - Any delay or added expense incurred in unloading caused by improper packing or shipping will be charged to the advertiser.

## 14. CLOSING TIMES

DAY OF PUBLICATION ( <b>TIMES NEWS</b> )	copy deadline
Monday.....	Thursday 2 P.M.
Tuesday.....	Friday Noon
Wednesday.....	Monday Noon
Thursday.....	Tuesday Noon
Friday.....	Wednesday Noon
<b>Saturday</b> .....	<b>Thursday 9 A.M.</b>
Friday TV News & Views – 9 Days Prior to Publication	

The PRESS Newspaper Group (WEEKLIES)

DAY OF PUBLICATION	COPY DEADLINE
Wednesday-Thursday	<b>Friday Prior</b>

## 15. SPECIAL CLASSIFICATION RATES

Position is gladly given when possible GUARANTEED PAGE POSITION CHARGE ADD \$3.60 per col. inch per insertion **TIMES NEWS** and/or The PRESS Newspapers. (Subject to availability, page design and format of newspaper)

## 16. CLASSIFIED DISPLAY RATES

TIMES NEWS ..... \$13.80 PER COL. INCH

### The PRESS Newspaper Group

All Publications (8 PAPERS) ..... \$22.80 PER COL. INCH  
(4 ZONES)

COMBINATION BUY ..... \$31.20 PER COL. INCH

All publications including **TIMES NEWS** &

The PRESS Newspaper Group

b. Classified (undisplayed)

3 Lines Minimum.....\$24.65

Each Additional Line.....\$5.10

(UNDISPLAYED – LINE CLASSIFIED APPEARS IN ALL PUBLICATIONS ONLY)

c. Public Notice – 1st Insertion Per Line.....\$5.40

2nd & 3rd Insertion Per Line.....\$4.85

d. All lined classified advertising – cash with order only

## 17. READERS

Established April 1883 75¢ per copy

TOTAL READERS-COMBINATION: The PRESS & **TIMES NEWS**

(With **TIMES NEWS** Mon.-Fri.)..... 138,702

(With **TIMES NEWS** Sat.)..... 141,780

TOTAL DAILY READERS-**TIMES NEWS** ONLY

(Mon. through Fri.)..... 46,173

(Sat.)..... 49,252

TOTAL READERS-The PRESS Newspaper Group ONLY..... 92,528

The Press Newspapers – Based on a 12 month average as of 10/1/14

**TIMES NEWS** – Based on Alliance for Audited Media Released

4/16/10 National Average of Readers per copy of a Daily 3.3

## 18. tnonline.com ONLINE ADVERTISING

CPM-Cost per Thousand: ROS-Run of Site

**National On-Line \$8.90 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
Wide Skyscraper	160 x 600	Right Sidebar Of Page
Bottom Leaderboard	728 x 90	Bottom of Page

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:

216,580 Unique Visitors/Month 1,446,058 Page Views/Month

Source: Google Analytics Based On (Jan. thru Aug.) 2015

**Commission & Payment Terms:** See Section 3

**General Rates & Policy:** See Section 4

## 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