

The News-Herald

IT'S ALL YOU REALLY NEED

2009 RETAIL AND PREPRINT RATES EFFECTIVE DECEMBER 29, 2008

MEMBER

Audit Bureau of Circulation (ABC)
Newspaper Association of America (NAA)
Ohio Newspaper Association (ONA)
Suburban Newspaper Association (SNA)

PUBLISHED

Mornings Monday through Sunday, seven days a week

PERSONNEL

Publisher ... **STEVEN ROSZCZYK**
Advertising Director ... **JEFF SCHELL**
Advertising Manager ... **TRICIA JOHNSTON**
Advertising Call Center Manager ... **ROBIN LUTHANEN**
National Advertising ... **JEFF SCHELL**
Online Advertising Manager ... **DAPHNE MILLER**

MECHANICAL MEASUREMENTS

Mechanical measurements and requirements available online at www.news-herald.com and by contacting your advertising representative from The News-Herald.

SPECIAL DAYS-FEATURES:

Tuesday Juiced (Technology-Video Games-
New Products)
Wednesday Food
Friday TGIF (Entertainment)
Saturday Religion
Sunday TV Channels, Community and Comment,
Real Estate, Travel and USA Weekend magazine

HOLIDAY EDITIONS:

Billed at Sunday rates-distributed at Sunday circulation numbers: **Memorial Day, Independence Day, Thanksgiving Day, Christmas Day, New Year's Day.**

TOTAL MARKET COVERAGE (TMC)

CHATTER -Lake and Geauga Editions

PER COLUMN INCH RATES

Open	\$25.30
Contract Customer Rate	\$8.30
Front Page Box Ads	\$179.00 per box

Chatter mailed weekly to non-subscribers. Available in Lake and Geauga Counties. Preprint inserts available.

COLOR RATES

One color and black	\$550
Full color	\$705

ADVERTISING PREMIUM RATES

Guaranteed Page Position	+20% when available
Guaranteed Section Position	+10% when available

DISPLAY ADVERTISING DEADLINES:

Date and space reservation and product publication:

DAY/PRODUCT	PROOF AD	NON-PROOF AD	PROOF RETURN
Monday	Wednesday 4:00 PM	Friday 3:00 PM	Friday 4:00 PM
Chatter-Monday (Chatter-one week before publication date)	Tuesday 4:00 PM	Thursday 4:00 PM	Thursday 4:00 PM
Tuesday	Thursday 4:00 PM	Friday 4:00 PM	Monday 4:00 PM
Wednesday	Friday 4:00 PM	Monday 4:00 PM	Monday 4:00 PM
Thursday	Friday 4:00 PM	Tuesday 4:00 PM	Tuesday 4:00 PM
Friday	Monday 4:00 PM	Wednesday 4:00 PM	Wednesday 4:00 PM
TGIF-Friday	Monday 4:00 PM	Wednesday 4:00 PM	Wednesday 4:00 PM
Saturday	Tuesday 4:00 PM	Thursday 3:00 PM	Thursday 4:00 PM
Sunday-Main News-Sports Classified-Real Estate	Tuesday 4:00 PM	Thursday 4:00 PM	Wednesday 4:00 PM
Sunday-Community-Comment	Monday 4:00 PM	Monday 4:00 PM	Wednesday 4:00 PM
Sunday-TV Channels Book (One week before publication date)	Friday 4:00 PM	Friday 4:00 PM	Tuesday 4:00 PM

RETAIL ADVERTISING RATES

LOCAL			SUBURBAN		
ADVERTISING INCH LEVEL	PER COLUMN INCH RATES		WEEK FREQUENCY LEVEL	PER COLUMN INCH RATES	
	DAILY	SUNDAY		DAILY	SUNDAY
Open	\$48.05	\$55.30	Open	\$25.70	\$32.20
100 - inch	\$38.15	\$44.55	12X	\$23.60	\$29.55
350	\$37.65	\$43.85	24X	\$22.70	\$28.45
700	\$37.05	\$43.10	36X	\$22.15	\$27.75
1000	\$36.35	\$42.35	48X	\$21.10	\$26.40
1500	\$36.10	\$42.15			
2500	\$36.00	\$42.10			
3500	\$35.80	\$42.05			
5000	\$35.65	\$42.00			
7500	\$35.55	\$41.85			

All local retail rates are net non-commissionable. Commissionable rates are available on request to recognized agencies.

ADVERTISING REPEAT DISCOUNT PROGRAMS

Ads repeated without changes within 6 days of the original insertion

Retail 25% Discount

Suburban 15%

Retail 4 Ad Program 25% 1st repeat, 25% 2nd repeat, FREE 3rd repeat without changes within 6 days of original insertion-10 inch minimum

Suburban 4 Ad Program 15% 1st repeat, 15% 2nd repeat, FREE 3rd repeat without changes within 6 days of original insertion- 10 inch minimum

All print advertising will appear online in the Marketplace section of www.news-herald.com



A Journal Register Company newspaper
7085 Mentor Avenue, Willoughby Ohio, 44094
(440) 951-0000 Toll Free In Ohio (800) 947-2737
www.news-herald.com

Email for ad transmission:
advertising@news-herald.com

■ SUPPLEMENTAL RATES

PER COLUMN INCH RATES

SPECIAL SECTION RATES	DAILY	SUNDAY
Local	\$26.90	\$31.30
Suburban	\$22.25	\$25.80

NON-PROFIT/CHARITABLE RATES

Local	\$35.55	\$41.85
Suburban	\$21.10	\$26.40

Rate plus Online Marketplace charge

POLITICAL RATES

Local	\$38.15	\$44.55
Suburban	\$23.60	\$29.55

SUNDAY COLOR COMICS (All display ads 6 col. x 4 inches)

Front Page	\$610
Back Page	\$550
Inside Page	\$490

Sunday comics deadlines two weeks prior to publication

POWER AD PROGRAMS-LOCAL

Power Ad Weekly \$20 per inch
Available for 4, 6 or 8 inch ads.
1 ad per week. Available Tue., Wed. and TGIF
• 4-week commitment

Power Ad \$20 per inch
Available for 4, 6 or 8 inch ads.
2 ads per week. Available Mon., Tue. and Sat.
• 4-week commitment

Power Ad Plus \$20 per inch
Available for 4, 6 or 8 inch ads.
3 ads per week. Available Mon., Tue. and Sat.
• 4-week commitment

POWER AD PROGRAMS-SUBURBAN

Power Ad Weekly \$17.50 per inch
Available for 4, 6 or 8 inch ads.
1 ad per week. Available Tue., Wed. and TGIF
• 4-week commitment

Power Ad \$17.50 per inch
Available for 4, 6 or 8 inch ads.
2 ads per week. Available Mon., Tue. and Sat.
• 4-week commitment

Power Ad Plus \$17.50 per inch
Available for 4, 6 or 8 inch ads.
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MOVIE THEATER RATES

\$6.75 Daily and Sunday

MOVIE THEATER TGIF TABLOID

\$25.40 per inch

SUNDAY ANNOUNCEMENTS

\$170	2 col x 3 inch	\$250	3 col x 3 inch
\$455	6 col x 3 inch	\$1075	full page

SUNDAY TV CHANNELS BOOK

SIZE	1x	4x	13x
Full Page	\$425	\$375	\$300
Half Page	\$250	\$200	\$165
Quarter Page	\$150	\$125	\$90
Eighth Page	\$90	\$75	\$50
Front Page Block	\$150	\$125	\$90

Includes free color.

HOBBY, CRAFT, SPORT SHOW RATES

\$26.50 Daily \$30.85 Sunday

CHURCH RATE

\$25.45 Daily \$31.65 Sunday

TUESDAY LEGAL FORUM

\$160 per ad

SUNDAY HEALTH TALK

\$160 per ad

MONDAY HEALTH TALK

\$150 per ad

THURSDAY HEALTH PAGE

\$535 per ad

DAILY/SUNDAY SECTION SKY- BOX

\$150 per box

WEATHER PAGE STRIP

\$200 per strip

TGIF-FRONT PAGE STRIP

\$590 per strip/full-color

CO-OP-DEALER LIST

\$37.60 Daily \$43.45 Sunday

SUNDAY TRAVEL-AGENTS ONLY

\$31.60 per inch

THURSDAY HEALTH PAGE SKY BOX

\$150 per box

ONLINE

Various packages available.
Contact The News-Herald for details.

■ PREPRINTS

COST PER THOUSAND RATES

FREQUENCY PER YEAR	FULL RUN	ZONE DELIVERY
1-11	\$58	\$61
12-23	\$48	\$50
24-35	\$45	\$47
36-47	\$44	\$46
48-71	\$42	\$44
72-95	\$41	\$43
96-119	\$40	\$42
120-143	\$39	\$41
144+	\$38	\$40
(8 1/2" x 11")	\$36	\$38

Inserts over 48 pages +10% premium

Inserts over 71 pages +25% premium

PRINT AND DELIVER

4 color, 2 sided glossy inserts are an affordable way to target specific demographics. Quantities start as few as 5,000. See your News-Herald representative for details.

Due to variances in newspaper circulation draws on a day-to-day basis the quantity you send us may be over or under what we need to fulfill your distribution instructions on a given day. To assure efficient coverage we will, depending on whether your supplied quantity is over or under our need for that day, add distribution closest to each store or subtract furthest away based on your buy in home-delivery. In addition we will subtract from or add to single copy distribution based on variances in draws. In both cases, we understand that home delivery is most valuable and will act accordingly.

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advertising@news-herald.com

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