

DISPLAY RATES

Deadlines: Black & White, Full Page, Double Truck or Color - 12 Noon, 3 days prior

- **Local Open Rate** \$9.15 per column inch
(Non-Commissionable)
- **National Rate** \$11.95 per column inch
(Commissionable)
- **Public Sale Rates - Auctions**
1st Run \$9.15 per column inch
2nd Run Discount 10% Off
3rd Run Discount 20% Off

Display Sizes

COLUMN WIDTH	RETAIL DISPLAY
1 Column	1.75" 10.6 picas
2 Column	3.60" 21.7 picas
3 Column	5.45" 32.8 picas
4 Column	7.30" 43.9 picas
5 Column	9.15" 54.10 picas
6 Column	11" 66 picas

All local advertising is charged at the open rate. However, for those advertisers who maintain a current status on their accounts by paying their bills by the end of the month, the monthly earned discount rate listed below will apply.

MONTHLY EARNED DISPLAY RATES

Column Inches Per Month	Column Inch Rate
1-100	\$9.15
101-300	\$8.60
301-500	\$8.25
501 or more	\$8.10

ADVERTISERS USING AT LEAST 4" PER WEEK

** For a minimum of four consecutive weeks*

Column Inches Per Month	Column Inch Rate
1-100	\$8.10
101-300	\$8.00
301-500	\$7.50
501-700	\$7.35
701-900	\$6.85

www.marysvillejt.com

ONLINE ADVERTISING - TILE AD

• \$300/month - Front Page,
6 Month Commitment

**Prices subject to change*

OBITUARIES

Up to 10", \$68.50
\$8.10 for every col. in. over 10"

\$10 additional for photo
\$5 additional for funeral home logo

COLOR RATES

\$110 per fountain, per page
\$225, full process color

CHURCH PAGE RATE

\$15.00 per week

EMAIL YOUR AD - jtads@marysvillejt.com

INFORMATION FOR ADVERTISERS

- **Complete ad service and graphic design is available, free to advertisers.**
- All political advertising must be paid in advance.
- Page position is not guaranteed.
- All advertising copy subject to publisher's approval
- Major changes in copy after ad has been composed will be made at extra cost to the advertiser
- Color and photo work may necessitate additional charges.
- Advertising copy set but not run will be charged at one-half the regular rate.
- Tear sheets: Up to 5 at no charge.
- Ad proofs available upon request
- In case of error, notify us at once so that corrections can be made for subsequent insertions.

Credit Terms

All advertisements must be paid in advance unless credit has been established with our company. Any account 30 days or more in arrears will be charged a 1.5% service charge. Any account 60 days in arrears will then also be on a cash basis.

Marysville
Journal-Tribune
Union County's Only Daily Newspaper

ADVERTISING RATES

January 1, 2009

Published Monday through Friday Afternoons,
and Saturday Mornings
6,374 (as of Oct. 1, 2008)

ADVERTISING: 937.642.5656

Business Office: 937.644.9111 • Fax: 937.644.9211

mariew@marysvillejt.com

www.marysvillejt.com

207 North Main Street • PO Box 226
Marysville, Ohio 43040

Member of The Ohio Newspaper Association
and The Inland Press Association,
represented by Landon Ohio Newspaper Services, Inc.
U.S. Suburban Press, Inc.
Subscribers to the Associated Press Wire Service

Publisher

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Classified Advertising Manager

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Advertising Accountant

Cheryl Welty cw@marysvillejt.com

Quality Commercial Printing

Commercial Printing

Tom Eirich printshop@marysvillejt.com

Letterhead • Envelopes • Business Cards
Brochures • Postcards • Flyers

CLASSIFIED RATES

Classified advertising must be paid in advance. Visa, MasterCard accepted.

• **National Classified Rate**
\$10.10 per column inch
(Commissionable)

• **Open Display Rate**
\$7.00 per column inch
(Non-Commissionable)

COLOR RATES
\$110 per fountain, per page
\$225, full process color

WORD ADS
One Day..... 44¢ per word
Two Days..... 52¢ per word
Three Days..... 60¢ per word
Four Days..... 69¢ per word
Five Days..... 79¢ per word
Six Days..... 89¢ per word
Monthly Rate 16¢ per word
12 word min. based on 2-4 days

LEGALS
\$7.00 per column inch

Classified Sizes

COLUMN WIDTH	CLASSIFIED DISPLAY
1 Column	1.49" 8.11 picas
2 Column	3.07" 18.5 picas
3 Column	4.66" 27.11 picas
4 Column	6.24" 37.5 picas
5 Column	7.83" 47 picas
6 Column	9.42" 55.6 picas
7 Column	11" 66 picas

All classified advertising is charged at the open rate. However, for those advertisers who maintain a current status on their accounts by paying their bills by the end of the month, the monthly earned discount rate listed below will apply.

MONTHLY EARNED DISPLAY RATES

Column Inches Per Month	Column Inch Rate
1-100	\$7.00
101-300	\$6.90
301-500	\$6.60
501 or more	\$6.50

ADVERTISERS USING AT LEAST 4" PER WEEK

* For a minimum of four consecutive weeks

Column Inches Per Month	Column Inch Rate
1-100	\$6.50
101-300	\$6.20
301-500	\$5.80
501 or more	\$5.50

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CLASSIFIED DEADLINES

Classified Display Ads: Monday - Friday run, deadline is 12 Noon, 2 working days prior. For a Saturday run, deadline is 9 am, Thursday prior.

Classified Word Ads: Monday - Friday run, deadline is 11 am 1 working day prior. For a Saturday run, deadline is 3 pm, Thursday prior.

Special Section Sizes

COLUMN WIDTH	TAB DISPLAY SIZE	COLUMN WIDTH	TAB DISPLAY SIZE
1 Column	1.58" 9.6 picas	4 Column	6.63" 39.9 picas
2 Column	3.26" 19.7 picas	5 Column	8.32" 49.11 picas
3 Column	4.94" 29.8 picas	6 Column	10" 60 picas

All classified word ads will automatically appear on marysvillejt.com - additional \$2.00

FINAL ADS CAN BE EMAILED TO OTHER PUBLICATIONS, AT A RATE OF \$50., ALL TRANSMISSIONS.

EMAIL YOUR AD - jtads@marysvillejt.com

PRE-PRINTED RATES

Journal-Tribune (6,600 required, includes overruns)

Open Rate.....	\$60 Per Thousand	Direct Mail.....	24,000 Copies
12x.....	\$55 Per Thousand	<i>Call for Details</i>	
26x.....	\$50 Per Thousand	National.....	\$65 Per Thousand
52x.....	\$44 Per Thousand	<i>(Commissionable)</i>	
<i>Inserts over 12 pages add \$2.00 per 1,000</i>			

PRINT/INSERT RATES

Journal-Tribune (6,600 required)

Paper Description	Print	Insert	Less 10%
1 Side, 8.5 x 11, White Paper..... 20# Stock	\$190	\$406	\$536.40
1 Side, 8.5 x 11, White Paper..... 24# Stock	\$230	\$406	\$572.40
2 Sides, 8.5x11, White Paper..... 24# Stock	\$330	\$406	\$662.40

INSERT ADVERTISING REQUIREMENTS

1. All pre-prints must conform to the U.S. Postal Service regulations governing second class mail, as stated in part 132 of the Postal Manual.
2. **SIZE REQUIREMENTS:** Inserts cannot exceed 10.5" x 10.5". (All inserts apply.) Inserts exceeding this size must be folded. There will be an extra charge for insert folding. Different sizes may require additional charges.
3. **DELIVERY REQUIREMENTS:** Pre-prints must be delivered to The Marysville Journal-Tribune c/o Brown Publishing at 16710 Square Drive, Marysville Ohio 43040. Must be delivered at least seven business days prior to insertion. Delivery Hours: 8 am - 4 pm, Monday - Friday.