

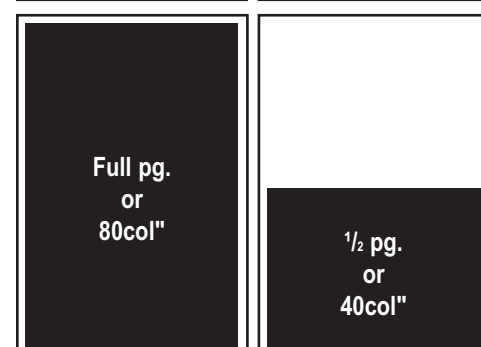
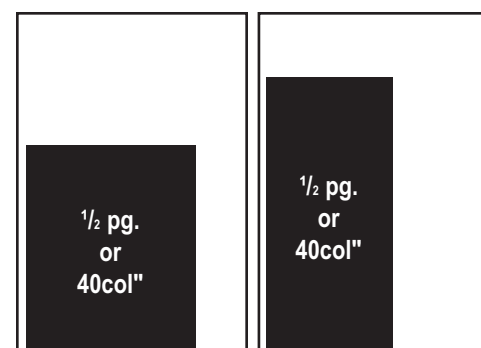
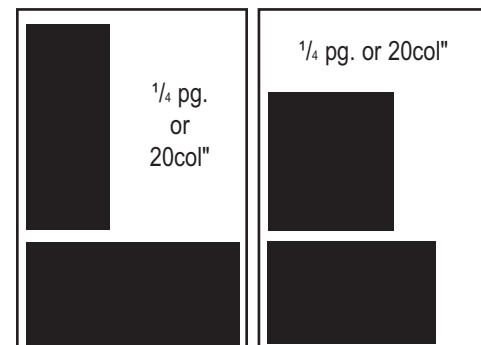
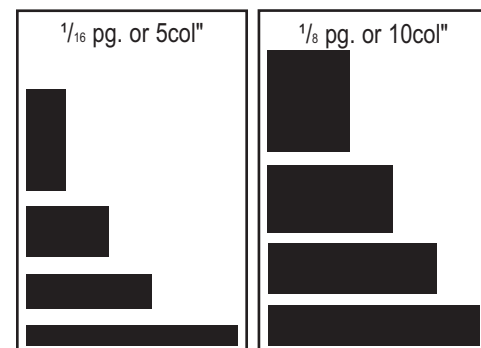
# NORTH EAST News-Journal RATE CARD

A Division of Sample News Group

39 South Lake Street, North East, PA 16428 • 814.725.4831 • Fax 814.725.4837 • nenewsjournal.com

## Ad Size Examples:

Below you will find examples of common sizes. As you can see the same number of column inches can be displayed in various dimensions.



## AD RATES: \$8.00 per column inch

SIZE	OPEN RATE	8(x's)	13(x's)	26(x's)	52(x's)
Full page 80"	\$640	\$621	\$603	\$585	\$567
1/2 page 40"	\$320	\$311	\$302	\$293	\$284
1/4 page 20"	\$160	\$156	\$151	\$147	\$142
1/8 page 10"	\$80	\$78	\$76	\$74	\$72
1/16 page 5"	\$40	\$39	\$38	\$37	\$36

- \* Ads do not need to run consecutively.
- \* Color is available for premium ad placement on back cover, inside front & inside back pages for an additional \$1 per column inch fee.
- \* Placement requests may also result in an additional \$1 per column inch fee.

### HOW TO CALCULATE COLUMN INCHES:

One column (col.) inch (in.) is equal to 1 column wide x 1 inch tall.  
Example: 1/8 page - 10 col. in. = 2 col x 5 in.

North East Advertisers Contact Chris Skrekla for details at (814) 725-4831 or email: neadsales@neohio.twcbc.com

### INSERTS

Insertion of pre-printed material is acceptable & negotiable. Average circular of up to 16 tabloid pages, quarter-folded to insertion size. Price negotiable on a per thousand basis. Selected circulation is available at a reasonable rate. Call & compare our prices.

### BILLING

Is on a monthly basis unless otherwise specified. Accounts must be kept current or further advertising will be refused. Accounts carried over 30 days will have a finance charge. All new accounts must pre-pay in the first 90 days of advertising.

### STICKY NOTE

The only advertising sold on our front page is our "sticky note," a 2"x2" full color square appearing at the top of the page. The ad is placed to look like a "sticky note" & it grabs readers' attention to an ad inside the newspaper or announce your sale or special event.

### DISTRIBUTION

Over 6,500 delivered in the U.S. Mail every Friday to residents of North East with a 16428 zip code and Harborcreek with a 16421 zip code.

### COMPOSITION

The North East News-Journal designs & builds ads in QuarkXPress & InDesign. We use Adobe Photoshop for all photos. Ads are accepted via CD, e-mail, camera ready on high gloss paper or ftp with prior notice. We accept ads as a pdf, tif, or jpg. Please notify us if you plan to use a different format so that we can better accommodate you.

### DEADLINE

For all advertising is Tuesday at 3 p.m. prior to publication date for copy to be in our office.

### CLASSIFIED RATES

15 Words ..... \$6.50  
Additional words (10¢ ea.)  
No refunds - in some cases credits may be issued

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Research shows that frequency in advertising pays!

## Advertising that works!

10 reasons why you should advertise frequently...

1. People have new wants and needs every day.
2. Frequent advertising reaches your customers regardless of reading habits.
3. Frequency offers you the best rates.
4. Today's ad may influence - but tomorrow's ad may close the deal for a lukewarm prospect.
5. Frequent advertising helps you beat your competition.
6. Advertising is one of your smallest expenses.
7. Advertising frequently equals higher than average results.
8. Frequent advertising helps you spread your sales evenly throughout the year.
9. Frequency helps advertising cut through the clutter.
10. **PEOPLE FORGET.**

The North East News-Journal is your local source for news in North East.

- \* Borough and township news
- \* Local high school sports
- \* Stories about your neighbors
- \* Community events
- \* School district news
- \* Chamber news
- \* Obituaries
- \* Mercyhurst campus news

We cover the news like no other medium and distribute to every home with the 16428 zip code as well as 16421. If you have an event that needs coverage or a tip on a story, give us a call. The North East News-Journal is dedicated in providing the area with fair and balanced coverage.

We are your hometown source for news!

### Staff

Bob Williams ..... Publisher  
Tracy Jones ..... Editor/Sales  
Chris Skrekla ..... Sales  
Beverly Myers ..... Graphic Design

North East News-Journal is a division of Sample News Group L.L.C, Publishers of the Corry Journal, The Guide, and the West County News-Journal.

### Hours

Monday through Thursday 8:30 a.m. to 4:30 p.m.  
Friday by appointment or chance.