

THE HARTVILLE NEWS

Weekly newspaper for over 81 years

Serving 3,000 families of Hartville, Uniontown, Suffield, Marlboro and the surrounding areas

Advertising Rates

Effective: January 1, 2012

THE KNOWLES PRESS, INC.

316 East Maple Street • P.O. Box 428 • Hartville, Ohio 44632 330-877-9345 • Fax: 330-877-1364

E-mail Zoe: knowlespress_comp@sbcglobal.net • E-mail Rosalee: knowlespress_rh@sbcglobal.net

GENERAL PROVISIONS

All advertising is subject to approval or rejection by the publisher. The advertiser shall designate the width in columns and depth in lines or inches. The Hartville News bills in lines or inches as ordered. **All out of local area ads, classified or display, must be paid in advance.**

POLITICAL ADVERTISING

All political advertising must be prepaid and must include the candidate's or committee treasurer's name and address.

ADVERTISEMENT SIZE

Minimum ad size is 1 column x 1 inch deep with a minimum charge of \$6.75. Ads must be in half inch or one inch increments; i.e., 2 x 2, 2-1/2 x 2 and will be charged accordingly.

LETTER OF CORRECTION

In case The Hartville News is responsible for an error in an advertisement, we will furnish the advertiser a letter so worded as to relieve the advertiser from responsibility for the error. Any reduction in cost of the advertisement will be limited to only the actual space wherein the error occurred. The Hartville News shall have no further responsibility for liability thereafter.

TECHNICAL INFORMATION

The Hartville News is a tabloid size weekly newspaper with Wednesday mailing/delivery with 76 column inches per page. One column width is 1-13/16" wide (11 picas); two columns 3-13/16" (23 picas); three columns 5-13/16" (35 picas); four columns 7-13/16" (47 picas); five columns 9-13/16" (59 picas); Full page is 15-1/4" deep by 9-13/16" (5 columns or 59 picas) wide. Spot color rate is \$85.00 per page, per color – (non-commissionable). E-mail for ads: knowlespress_rh@sbcglobal.net. We accept Mac Quark files, PDF, TIFF, JPEG, InDesign, Illustrator, Photoshop CS3 files.

DISPLAY ADVERTISING RATES (per column inch)

Open and Political	\$ 6.75	Colored Ink Charge, per spot color	\$ 85.00
Full page (76 col. inches)	\$470.00	Full Color Ink Charge	\$225.00
Half page (38 col. inches)	\$235.00		
Fourth page (19 col. inches)	\$118.00		

Photographs used in advertising will be charged at \$3.00 ea. (one time charge per photograph - does not apply to clip art or logos). If our photographer is required to take a picture for an advertisement, the fee for the photograph in the ad will be \$10.00.

NATIONAL COMMISSIONABLE RATE

Per column inch	\$ 7.98	Per line	\$.57
SAU pci rate & equivalent	\$ 9.10	Per line	\$.65

CLASSIFIED ADVERTISING RATES:

3 Lines (approximately 12 words) - \$4.00 minimum; \$.50 per line over three.
No discounts. \$1.00 billing charge.
All classifieds outside the Hartville/ Uniontown area **must be paid in advance**, plus tearsheets requested are charged as a billing.

INSERT RATES:

\$55.00 per thousand (up through 4 pgs. 8-1/2 x 11); \$65.00 per thousand (5 to 8 pg tab); \$80.00 per thousand (12 to 16 page tab)

DEADLINES:

Deadline for all **display advertisements** is **Thursday at 5:00 p.m.** for the following week's publication.
Classified advertising will be accepted until **12:00 noon on Tuesday** for that week's issue.
All **news articles, etc.** must be submitted to our office by **12:00 noon on Monday** for that week's issue.