

2006 CLASSIFIED RATE GUIDE

The Patriot-News



Dealer Association Rate (full run)

Rates shown are per line or per inch based on a column SAU. Non-commissionable

Daily	Sunday
\$2.18/line	\$2.46/line
\$50.95 /inch	\$57.50/inch

Color Rates

Rates shown are per classified inch. Color rates do not require a contract.

	Daily	Sunday
3" - 49" ads	\$3.90	\$4.48
49.1" - 99" ads	\$3.33	\$3.72
99.1 - full page	\$2.91	\$3.36

Classified Display Rates

The following rates are based on annual contracts. Contracts are based on a period of twelve months beginning with the first day of the first month. The space can be used at will within that period of time.

Holiday Rates: Thanksgiving and Christmas Day papers are delivered to our Sunday subscriber base. Sunday rates will apply.

Discounts: The following discounts are available, depending on ad size, commitment or schedule. When ad schedules qualify for more than one established discount, the largest, single discount will apply. Ads may not receive multiple discounts.

General Policy for Classified Ads

Display Advertising: Minimum size for one, two or three columns is 42 lines (3 inches). In-Column (Agate): Minimum size is three lines, 22 to 25 characters - includes spaces. Reverse: Black background with white print may be used in one half of the overall space.

2006 Contract Classified Rates (full run)

All rates shown are per line. There are 14 lines in a classified inch. Contract agreements are based on three month or annual levels. Monthly minimums apply and daily performance of at least 3 agate lines.

Contract Level	Monthly Minimums	Daily	Sunday
3 month contract		\$2.86	\$3.43
Annual Levels		Daily	Sunday
1,080 lines	90 lines	\$2.26	\$2.55
12,000 lines	700 lines	\$2.19	\$2.47
36,000 lines	2,000 lines	\$2.15	\$2.43
72,000 lines	4,200 lines	\$2.06	\$2.32
120,000 lines	6,000 lines	\$1.98	\$2.24
180,000 lines	11,000 lines	\$1.91	\$2.15
240,000 lines	14,000 lines	\$1.86	\$2.12

Discounts

The following discounts are available, depending on ad size, commitment or schedule. When ad schedules qualify for more than one established discount, the largest, single discount will apply. Ads may not receive multiple discounts.

Frequency Discounts*

Advertisers can earn frequency discounts, depending on ad size, when the ad is repeated within a 7 day period. No frequency discounts apply to Sunday rates. The ad must stay the same without changes in size or copy.

First Insertion: Full Rate

Second Insertion: 30% off for ads under 100 inches (1400 lines). 40% off for ads that are a minimum of 105 inches (1470 lines). 50% off of full page ads.* Sunday ads do not qualify for frequency discounts.

Third Insertion: 50% off.*

Fourth Insertion: 65% off.*

Fifth & Sixth Insertion: 50% off.*

* As always, Sunday ads do not qualify for frequency discounts.

Full Page Camera Ready Discount:

Daily 10%. Sunday 12%. Ad must not require any additional work to qualify. As always, this is not in addition to any other discount.

Contract Advertising Discount (Quickpay):

5% discount may be taken for payments received by the 20th of the month following publication. Account must be in good standing and current to receive discount.

Commercial Non-Contract Classified Rates (full run):

All rates shown are per line.

Consecutive Run Days	Daily	Sunday
1 Day	\$5.82	\$6.81
4 Days	\$4.47	\$5.55
5 Days	\$4.01	\$4.66
6 Days	\$3.90	\$4.39
7 Days	\$3.48	\$4.02
8 Days	\$3.32	\$3.87
9 Days	\$3.10	\$3.61
10 Days	\$2.84	\$3.43

Value Package:

Add 2 additional insertions for only \$2.00 per line! Package rate includes 2 additional runs - one in Patriot Plus on Thursday and one in Inside Out on Fridays.

Legal Rates (6 column SAU format):

	Daily	Sunday
National		
Commissionable	\$5.89/line \$70.67/inch	\$6.80/line \$81.64/inch
Local	\$4.31/line	\$5.02/line
Non-commissionable	\$51.73/inch	\$60.18/inch
Zoned	\$2.17 / line	
East or West (Tuesdays)	\$26.09 / inch	

National Employment Rates (Rates shown per line):

Days Run*	Daily	Sunday
1 Day	\$9.00	\$11.00
2 Days	\$6.00	\$7.00

*within a 5 day period

Specialty Rates

Welcome Home: Attention Agents! Published every Saturday, Welcome Home is the perfect way to promote your listings to the Greater Harrisburg Market and reach over 102,000 Patriot News subscribers. Prices shown are per ad / per edition.

	Color	Black & White
Block Rate (Block Size - 3.18 x 1.55 inches)	\$41.00	\$30.00
Premium/Anchored Positions - all include full color		
Feature Home	\$660.00	
Center Spread	\$1,984.50	
Back Page	\$1,025.00	

New 2 U: This is the place to showcase your pre-owned inventory to the largest audience in Central Pennsylvania. Prices shown are per ad / per edition.

	Color	Black & White
Full Page	\$785.00	\$585.00
Half Page	\$420.00	\$320.00

	Color	Black & White
Premium/Anchored Positions - all include full color		
Feature Vehicle	\$940.00	
Center Spread	\$1,500.00	
Back Page	\$875.00	

Directory Rates:

Service Directory - 3 line ad

14 Day Ad-\$47.90
Additional Lines \$15.75

30 Day Ad-\$75.90
Additional Lines \$24.94

Bridal Directory - 3 line ad

3 Line Ad: \$29.00
Additional Lines \$7.50

60 Plus Directory- 6 line minimum

6 Lines: \$10.50
Additional Lines \$2.00

Mechanical Specifications

6 Column — Standard Page (Billed 126 inches)

1 Col.	1.81	inches
2 Col.	3.75	inches
3 Col.	5.68	inches
4 Col.	7.62	inches
5 Col.	9.62	inches
6 Col.	11.62	inches

Page depth — 21 inches • Double Truck — 24" x 21"

5 Column — Tabloid Page (Billed 57.5 inches)

1 Col.	1.81	inches
2 Col.	3.75	inches
3 Col.	5.68	inches
4 Col.	7.62	inches
5 Col.	9.62	inches

Page depth — 11.5 inches • Double Truck — 22"x11.5"

10 Column — Classified Page (Billed 126 inches)

1 Col.	1.13	inches
2 Col.	2.29	inches
3 Col.	3.46	inches
4 Col.	4.63	inches
5 Col.	5.79	inches
6 Col.	6.96	inches
7 Col.	8.13	inches
8 Col.	9.29	inches
9 Col.	10.46	inches
10 Col.	11.63	inches

Page depth — 21 inches • Double Truck — 24" x 21"

RETAIL ADVERTISING WEEKLY DEADLINES

	Space Deadline	Copy Deadline	Camera Ready Deadline
Monday	Thursday 4:00 PM	Wednesday 4:30 PM	Friday 10:00 AM
Tuesday	Friday 12:00 PM	Thursday 4:30 PM	Monday 10:00 AM
East/West	Wednesday 4:00 PM	Thursday 12:00 PM	Monday 10:00 AM
Healthy Living	Thursday 4:00 PM	Thursday 12:00 PM	Monday 10:00 AM
Wednesday	Monday 4:00 PM	Friday 4:30 PM	Tuesday 10:00 AM
Food	Friday 4:00 PM	Friday 4:30 PM	Tuesday 10:00 AM
Thursday	Tuesday 4:00 PM	Monday 4:30 PM	Wednesday 10:00 AM
Home & Garden	Monday 4:00 PM	Monday 4:30 PM	Wednesday 10:00 AM
Go!	Monday 12:00 PM	Tuesday 12:00 PM	Tuesday 4:30 PM
Friday	Wednesday 4:00 PM	Tuesday 4:30 PM	Wednesday 10:00 AM
Reel Life	Tuesday 12:00 PM	Tuesday 12:00 PM	Wednesday 10:00 AM
Faith	Tuesday 4:00 PM	Tuesday 12:00 PM	Wednesday 10:00 AM
Saturday	Thursday 4:00 PM	Wednesday 4:00 PM	Thursday 10:00 AM
Sunday	Wednesday 12:00 PM	Wednesday 4:00 PM	Friday 10:00 AM

CLASSIFIED ADVERTISING WEEKLY DEADLINES

	Space Deadline	Copy Deadline	Camera Ready Deadline
Monday	Thursday 4:00 PM	Thursday 4:30 PM	Friday 10:00 AM
Tuesday	Friday 12:00 PM	Friday 4:30 PM	Monday 10:00 AM
Wednesday	Monday 4:00 PM	Monday 4:30 PM	Tuesday 10:00 AM
Thursday	Tuesday 4:00 PM	Tuesday 4:30 PM	Wednesday 10:00 AM
Friday	Wednesday 4:00 PM	Wednesday 4:30 PM	Wednesday 10:00 AM
Saturday	Thursday 4:00 PM	Thursday 4:30 PM	Thursday 10:00 AM
Real Estate	Thursday 12:00 PM	Thursday 12:00 PM	Thursday 4:30 PM
Employment	Friday 4:00 PM	Thursday 4:30 PM	Friday 10:00 AM
Automotive	Friday 4:00 PM	Thursday 4:30 PM	Friday 10:00 AM

IN-COLUMN ADVERTISING WEEKLY DEADLINES

Daily	Space Deadline
Monday	Friday 4:00 PM
Tuesday-Saturday	Day Before 2:00 PM
Sunday	Space Deadline
Employment	Friday 12:00 Noon
Real Estate	Thursday 12:00 Noon
Auto/Merchandise	Friday 12:00 Noon

WELCOME HOME

Publishes every Saturday

Space Deadline - Friday at 4:30 PM - 8 days prior to deadline

Copy Deadline - Monday at 4:30 PM

NEW 2 U

Publishes every Friday

Space Deadline - Friday at 4:30 PM - 8 days prior to deadline

Copy Deadline - Monday at 4:30 PM

ADVERTISING POLICY

GENERAL

A) The publisher reserves the right at its absolute discretion, at any time, to cancel any advertising order or reject any advertising copy, whether or not the same has been already acknowledged and/or previously published.

B) The advertiser agrees to provide advertising copy for space herein reserved for publication according to the deadlines established by the publisher. All copy submitted, whether or not previously published, shall be subject to the approval of publisher and the rejection of copy, for any reason whatsoever, shall not be a breach of this agreement but shall require advertiser to supply new copy satisfactory to publisher. Advertiser represents and warrants that it is authorized to publish the entire contents and subject matter of the advertisements, and that publication by publisher will not violate the personal or proprietary rights of any third party or any law or regulation. Advertiser shall indemnify and hold publisher harmless from any loss or expense, including reasonable attorney's fees, resulting from claims or suits based on the contents of the copy submitted to publisher and published. It is agreed that illustrations provided with advertising copy will be returned to the advertiser only upon request made at the time of submitting such materials. The advertiser agrees not to permit reproduction in other media of the illustrations from the copyrighted advertising services subscribed to by The Patriot-News, as well as advertising copy, layouts and artwork originated and created by The Patriot-News.

C) All restrictions, including without limitation, positioning, separations, facings, editorial adjacencies or other stipulations are at the sole discretion of the publisher. In no event will any adjustment be made because of ad position or section. Instructions for "special position, section or omit" will not be accepted.

D) Reader type advertising will be bordered and plainly marked "Advertisement" or "Paid Announcement."

E) Whenever copy is submitted and accepted the day before publication, the advertiser agrees not to hold publisher responsible for errors. No copy accepted on day of publication.

F) publisher, at its option, may terminate its relationship with advertiser for the breach of any of the terms hereof, it being specifically understood without limitation that failure on the part of advertiser to pay each bill on or before its due date shall constitute a breach. Should publisher terminate its relationship with advertiser, all charges incurred together with short-rate charges (as defined below) shall be immediately due and payable.

G) Advertiser recognizes that the copyright in any advertisements created by publisher is owned by publisher. As to all other advertisements, advertiser agrees that publisher has the non-exclusive right, for the full term of copyright, by itself or through third parties, to republish and reuse any advertisement submitted hereunder in any form in which the advertisements may be published or used (in any media now in existence or hereafter developed) in whole or in any part, whether or not combined with material of others.

CREDIT

A) All advertisements are sold on a cash in advance basis unless credit approval has been granted by the Credit Manager. All political and going-out-of-business advertising must be paid in advance. Visa, Mastercard, Discover or American Express accepted.

B) It shall be the responsibility of the advertiser to notify publisher of any errors or omission. publisher will not be liable for any errors beyond the cost of the space actually occupied by the item in which the error is made. On successive run advertisements, no adjustments will be made by the publisher for errors not corrected after the first day advertisement appears.

C) Advertisers with balances in dispute for any reason should make every effort to resolve these disputes within 30 days to avoid discontinuation of advertising privileges.

D) Advertisers with balances that extend beyond 90 days will not be permitted to run additional advertising until the balance is paid in full.

CONTRACTS & RATES

A) It is agreed that the space reserved hereunder may be used only by or on behalf of the advertiser herein named, and the Advertiser's privileges hereunder shall not be used directly or indirectly for the promotion of any business, person or organization other than the advertiser.

B) The Patriot-News reserves the right to revise advertiser rates upon 30 days notice. All contracts are accepted subject to this reservation.

C) All contracts submitted by Advertising Agencies must be co-signed by the advertiser.

(1) Advertising contracts are based on a period of twelve months beginning with the first day of the first month. Retail contracts will advance to the next contract level as of the date following the achievement of that new level and will continue from that date for the balance of the contract.

(2) The advertiser agrees that the rate of charge for advertising space reserved has been made by The Patriot-News upon the consideration that the advertiser shall use and pay for all space reserved during the period stated, and upon the terms of payment specified. The advertiser shall not be relieved from such payment by failure to use such reserved space for any cause whatsoever.

(3) If, at the expiration or prior termination of this contract, advertiser has not met the minimum contract expectations provided in the contract, the advertiser shall pay publisher a short rate. The "short rate" shall be the difference between the contract rate and the rate earned based on total linage and any indicated frequency from the start of the contract term. In the case of a rate increase, if no linage is used after the effective date of increase, no short rate will be charged.

(4) Preprint revenue is converted to ROP inches and counts toward ROP contract fulfillment.

(5) Advertising space is not subject to rebate.

(6) Orders which contain rates which vary from the rates listed herein shall not be binding on publisher, and may be inserted and charged for at the actual schedule of rates.

(7) Retail advertisements are not subject to multiple discounts. When advertisements qualify for more than one, only the largest single discount will apply.

(8) Rates may be discounted to local Advertising Agencies.

(9) Classified abbreviations are used solely at the discretion of the newspaper.

(10) All Classified rates are based on a 10 column format. Minimum size is three lines — count five average words per line. Advertising is charged per line, per day on the agate rule measure, 14 lines to the column inch.

(11) Classified minimum size is 42 lines (3") for one, two and three columns. Use of borders and illustrations is permitted. Ads are placed as close to in-column classification as page make-up permits. Position of advertisement is not guaranteed.

(12) All set solid, in-column Classified ads will have keyword indexing with indented copy. All in-column ads with a typeface of 10-40 points will have a keyword set flush left with a line of white space between keyword and headlines.