

# 2006 RATE GUIDE

## The Patriot-News



### Retail Display Rates

The following rates are based on annual contracts. Contracts are based on a period of twelve months from the date of agreement. The space can be used at will within that period of time. For any ads run without an annual agreement, the open rates will apply.

**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.

**Frequency Discount\*:** 50% off any insertion repeated six days from the first insertion. No frequency discounts apply to Sunday rates. As always, must be the same ad without changes in size or copy.

**Full Page Camera Ready Discount:** 12-1/2% on space. Ad must not require any additional work to qualify. As always, this is not in addition to any other discount.

**Full Page Discount:** These discounts apply to full-page ads that publish full run under an annual display rate. (Space Only)

- Tab Page: 5%
- Daily Broadsheet: 10%
- Sunday Broadsheet: 12%

**ROP Support Discount:** 50% off of space on a maximum of two full pages. Discount can be earned during the 15 days prior to or 15 days after the preprint (FSI) insertion. FSI must be a minimum of full-run Daily or 128,000 Sunday in The Patriot News.

### 2006 Annual Display Rates (full run)

All rates shown are per column inch.

|                    | Daily   | Sunday  |
|--------------------|---------|---------|
| No Contract (Open) | \$56.53 | \$65.67 |
| 125 inches         | \$51.39 | \$59.70 |
| 250 inches         | \$51.17 | \$59.02 |
| 500 inches         | \$50.05 | \$58.45 |
| 700 inches         | \$49.83 | \$58.13 |
| 1,000 inches       | \$49.60 | \$57.70 |
| 1,200 inches       | \$48.69 | \$56.86 |
| 1,500 inches       | \$48.41 | \$56.55 |
| 2,000 inches       | \$47.55 | \$55.45 |
| 2,500 inches       | \$47.37 | \$55.29 |
| 3,000 inches       | \$46.99 | \$54.93 |
| 4,000 inches       | \$46.68 | \$54.44 |
| 6,000 inches       | \$46.13 | \$54.06 |
| 8,000 inches       | \$45.10 | \$52.95 |
| 10,000 inches      | \$44.57 | \$52.37 |
| 15,000 inches      | \$43.39 | \$51.04 |
| 20,000 inches      | \$42.93 | \$49.84 |
| 25,000 inches      | \$42.29 | \$49.84 |
| 30,000 inches      | \$41.72 | \$49.27 |

### Color Rates

Rates shown are per inch. Color rates do not require a contract. Minimum charge of \$79.50 applies.

|                     | Daily  | Sunday |
|---------------------|--------|--------|
| 1" - 30 inches      | \$6.50 | \$7.25 |
| 30.1" - 60 inches   | \$5.50 | \$6.25 |
| 60.1" to 126 inches | \$5.00 | \$5.75 |

## Monthly Rates

The following rates are based on meeting the minimum inch requirement monthly. A one-month grace period is allowed. The shortfall between inches published and inches required must be made up the following month. If they are not, the contract rate will be adjusted to the appropriate earned rate.

|            | Daily   | Sunday  |
|------------|---------|---------|
| 25 inches  | \$49.44 | \$57.02 |
| 50 inches  | \$48.59 | \$56.75 |
| 75 inches  | \$48.38 | \$56.44 |
| 100 inches | \$48.16 | \$56.02 |
| 125 inches | \$47.41 | \$55.37 |
| 150 inches | \$47.14 | \$55.06 |
| 170 inches | \$46.62 | \$54.36 |

## Specialty Rates

|                          | Daily                | Sunday  |
|--------------------------|----------------------|---------|
| Religious Services       | \$37.07              | \$42.20 |
| *Nonprofit Rate          | \$51.79              | \$60.71 |
| Political/Candidate Rate | \$41.72              | \$49.7  |
| Legal                    | See Classified Rates |         |

\*Promotional Tie-In Rate

## Zoned Rates

Your Patriot-News advertising can be targeted to East Shore or West Shore using the Tuesday Metro Tabs. Your ad in the East Tab will reach approximately 55,000 subscribers in Dauphin and Lebanon counties. Your ad in the West Tab will reach approximately 45,000 subscribers in Cumberland, Perry and Northern York counties. Contracts are required to earn the rates below. No additional discounts apply. Rates shown are per inch. And run in both zones pay contract full run rate.

| Annual Zoned Rates           | East or West Only    |
|------------------------------|----------------------|
| No Contract (Open)           | \$26.06              |
| 125 inches                   | \$18.59              |
| 250 inches                   | \$17.54              |
| 500 inches                   | \$16.68              |
| 700 inches                   | \$15.75              |
| 1,000 inches                 | \$15.15              |
| 1,200 inches                 | \$14.43              |
| 1,500 inches                 | \$13.60              |
| Religious Services           | \$13.60              |
| Nonprofit/Promotional Tie-In | \$18.80              |
| Merchant Rate                | \$15.27              |
| Legal                        | See Classified Rates |

## Zoned Color Rates

Rates shown are per inch for either zone. Color rates do not require a contract. Minimum charge of \$40.00 applies.

|                     | Daily  |
|---------------------|--------|
| 1" - 30 inches      | \$3.25 |
| 30.1" - 60 inches   | \$2.75 |
| 60.1" to 126 inches | \$2.50 |

## East or West Pick-Up Rates

Repeat your full-run ad from The Patriot-News in East or West within six days of the 1st insertion in The Patriot-News and receive the following rates for East or West. Ad copy and size must be the same as The Patriot-News. No additional discounts apply. Rates shown are per inch.

|                              | Daily   |
|------------------------------|---------|
| No Contract (Open)           | \$13.46 |
| 125 inches                   | \$6.72  |
| 250 inches                   | \$6.23  |
| 500 inches                   | \$5.71  |
| 700 inches                   | \$5.33  |
| 1,000 inches                 | \$4.85  |
| 1,200 inches                 | \$4.44  |
| 1,500 inches                 | \$4.11  |
| Religious Services           | \$5.95  |
| Nonprofit/Promotional Tie-In | \$7.92  |
| Merchant Rate                | \$30.55 |
| Legal                        | \$7.16  |

## 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 |
|------------------|--------------------|-------------------|-----------------------|
| <b>Monday</b>    | Thursday 4:00 PM   | Wednesday 4:30 PM | Friday 10:00 AM       |
| <b>Tuesday</b>   | 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       |
| <b>Wednesday</b> | 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      |
| <b>Thursday</b>  | 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       |
| <b>Friday</b>    | 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    |
| <b>Saturday</b>  | Thursday 4:00 PM   | Wednesday 4:00 PM | Thursday 10:00 AM     |
| <b>Sunday</b>    | Wednesday 12:00 PM | Wednesday 4:00 PM | Friday 10:00 AM       |

## CLASSIFIED ADVERTISING WEEKLY DEADLINES

|                  | Space Deadline    | Copy Deadline     | Camera Ready Deadline |
|------------------|-------------------|-------------------|-----------------------|
| <b>Monday</b>    | Thursday 4:00 PM  | Thursday 4:30 PM  | Friday 10:00 AM       |
| <b>Tuesday</b>   | Friday 12:00 PM   | Friday 4:30 PM    | Monday 10:00 AM       |
| <b>Wednesday</b> | Monday 4:00 PM    | Monday 4:30 PM    | Tuesday 10:00 AM      |
| <b>Thursday</b>  | Tuesday 4:00 PM   | Tuesday 4:30 PM   | Wednesday 10:00 AM    |
| <b>Friday</b>    | Wednesday 4:00 PM | Wednesday 4:30 PM | Wednesday 10:00 AM    |
| <b>Saturday</b>  | 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 ogate 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.