

2006 NATIONAL RATE GUIDE

The Patriot-News



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.

Frequency Discount*: 50% off any insertion repeated 6 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.

2006 Annual Display Rates (full run)

All rates shown are per column inch.

	Daily	Sunday
No contract	\$82.69	\$93.71
125 inches	\$60.46	\$70.24
250 inches	\$60.20	\$69.44
500 inches	\$58.88	\$68.77
700 inches	\$58.62	\$68.39
1,000 inches	\$58.35	\$67.88
1,200 inches	\$57.28	\$66.90
1,500 inches	\$56.95	\$66.53
2,000 inches	\$55.94	\$65.24
2,500 inches	\$55.73	\$65.05
3,000 inches	\$55.28	\$64.63
4,000 inches	\$54.92	\$64.05
6,000 inches	\$54.27	\$63.60
8,000 inches	\$53.06	\$62.30
15,000 inches	\$51.05	\$60.05
20,000 inches	\$50.51	\$59.37
Zoned Rate	\$30.66	

Color Rates

Rates shown are per insertion and are in addition to space rates. Color rates do not require a contract..

	Daily	Sunday
One Color (plus Black)	\$630.00	\$698.25
Two Color	\$782.25	\$903.00
Full Color	\$966.00	\$1113.00

Specialty Rates

Rates shown are per inch and are commissionable to agencies.

	Daily	Sunday
Political/Candidate Rate	\$49.56	\$58.52
Promotional/Coop	\$60.93	\$71.43
Legal	\$77.99	\$90.66
Dealer Association	\$60.29	\$67.78

Travel And Resort Rates

Rates shown are per inch and are commissionable to agencies. Contracts are required to receive rates shown.

Sunday Travel Section		Inns / Travel Directory	
49 inches	\$91.50	1 insertion	\$91.50
84 inches	\$73.50	6 insertions	\$76.50
85+ inches	\$71.95	13 insertions	\$68.50
		24 insertions	\$62.50
		36 Insertions	\$57.50
		48 Insertions	\$52.50

Patriot Plus Total Market Coverage Display Rates

Daily	\$30.00	Pickup-Rate	\$15.00
-------	---------	-------------	---------

Free Standing Insert Rates

The Patriot-News offers the distribution of a single advertiser's insert through delivery in our newspaper from a single zip code to our full circulation throughout Central Pennsylvania. Rates are based on cost-per-thousand (cpm) and are commissionable.

Insert Rates

The rates below apply to both The Patriot-News and The Patriot Plus (non-subscriber) editions.

Full Run

Daily: 103,000
 Sunday: 161,000
 Patriot Plus: 96,000

Prime Coverage

Daily: 85,000
 Sunday: 128,000
 Patriot Plus: 85,000

Custom Zones

Daily: less than 85,000
 Sunday: less than 128,000
 Patriot Plus: Daily: less than 85,000
 Lebanon, York and out lying areas.

The Patriot-News distribution area covers the Capital Region, including Dauphin, Cumberland and Perry counties. We offer zip code pure distribution, both daily and Sunday. The Patriot Plus (non-subscriber) is carrier delivered Thursday/Friday to non-subscribers.

	Annual Frequency 1 to 5 x	Annual Frequency 6 to 10 x	Annual Frequency 11 to 20 x	Annual Frequency 21 to 35 x	Annual Frequency 36 to 44x	Annual Frequency 45 to 56x
2 Page Card						
Full Run	\$47.91	\$39.59	\$54.95	\$29.54	\$27.11	\$26.45
Prime Coverage	\$50.58	\$44.31	\$38.32	\$32.33	\$29.62	\$28.41
Custom Zones	\$53.74	\$46.44	\$40.74	\$34.87	\$32.08	\$30.33
4 Page Tab						
Full Run	\$55.86	\$48.27	\$44.81	\$39.75	\$35.71	\$35.37
Prime Coverage	\$58.95	\$54.06	\$49.04	\$43.51	\$39.01	\$37.88
Custom Zones	\$62.60	\$56.41	\$52.07	\$46.31	\$41.79	\$40.22
8 Page Tab • 4 Page Standard						
Full Run	\$82.71	\$71.03	\$66.21	\$62.91	\$60.61	\$56.40
Prime Coverage	\$86.08	\$76.77	\$70.53	\$66.97	\$64.47	\$59.97
Custom Zones	\$90.92	\$80.41	\$74.70	\$70.97	\$68.44	\$62.80
12 Page Tab • 6 Page Standard • 16/24 Mini Tabs						
Full Run	\$87.60	\$75.92	\$70.77	\$67.34	\$64.65	\$60.27
Prime Coverage	\$93.51	\$83.10	\$76.30	\$72.52	\$69.32	\$64.58
Custom Zones	\$97.87	\$86.61	\$79.97	\$76.20	\$72.92	\$67.04
16 Page Tab • 8 Page Standard • 32 Mini Tabs						
Full Run	\$90.92	\$78.59	\$73.34	\$69.72	\$67.01	\$62.43
Prime Coverage	\$97.00	\$88.97	\$80.61	\$76.58	\$73.28	\$66.85
Custom Zones	\$101.45	\$91.24	\$84.13	\$80.00	\$76.58	\$70.47
20 Page Tab • 10 Page Standard • 40 Mini Tabs						
Full Run	\$93.91	\$81.13	\$75.91	\$72.07	\$69.18	\$64.52
Prime Coverage	\$100.04	\$91.96	\$83.30	\$79.19	\$75.58	\$69.25
Custom Zones	\$104.56	\$94.25	\$87.03	\$82.56	\$79.06	\$72.70
24 Page Tab • 12 Page Standard • 48 Mini Tabs						
Full Run	\$96.94	\$83.99	\$78.41	\$74.45	\$71.60	\$66.73
Prime Coverage	\$103.43	\$95.03	\$86.13	\$81.83	\$78.38	\$71.52
Custom Zones	\$107.92	\$97.51	\$89.73	\$85.25	\$81.66	\$75.10
28 Page Tab • 14 Page Standard • 56 Mini Tabs						
Full Run	\$100.25	\$86.74	\$81.00	\$76.77	\$73.85	\$68.83
Prime Coverage	\$106.93	\$98.16	\$89.10	\$84.06	\$80.61	\$73.74
Custom Zones	\$111.57	\$100.63	\$92.83	\$88.00	\$84.28	\$77.55
32 Page Tab • 16 Page Standard • 64 Mini Tabs						
Full Run	\$103.30	\$89.41	\$83.45	\$79.26	\$76.13	\$71.03
Prime Coverage	\$110.24	\$101.16	\$91.66	\$87.06	\$83.23	\$76.20
Custom Zones	\$115.01	\$103.64	\$95.45	\$90.74	\$86.77	\$79.83
36 Page Tab • 18 Page Standard • 72 Mini Tabs						
Full Run	\$106.47	\$92.10	\$86.01	\$81.51	\$78.55	\$73.13
Prime Coverage	\$113.49	\$104.23	\$94.50	\$89.56	\$85.96	\$78.28
Custom Zones	\$118.38	\$106.63	\$98.27	\$93.18	\$89.50	\$82.17

Quantities are subject to revision. In-between and other preprint sizes are available upon request. Higher frequency levels are available. Minimum quantity billed is \$650. On Thanksgiving and Christmas Day, use Sunday quantities.

Reservation Deadlines:

Daily: 7 days prior to insertion

Sunday: 14 days prior to insertion

Delivery Deadlines:

Daily: 3 days prior to insertion

Sunday: 9 days prior to insertion

For emergencies, delays or questions, call (717) 728-2710 or (717) 257-4742 between 8 am and 4:30 pm. After hours, please call (717) 215-2098 or (717) 979-4317.

Shipping Address: Patriot-News Warehouse

1900 Patriot Drive

Mechanicsburg PA 17050

(717) 728-2710

Receiving hours: 8 am to 4:30 pm

No deliveries Saturday, Sunday or Holidays

Frequency Contracts

Contract must be signed for frequency rate billing. Non-contract inserts are billed at the 1 to 5 time rate. Any page size falling between the page sizes listed below will be billed at the next highest page rate.

Inserts count toward ROP contract fulfillment. To determine the number of inches applied to ROP contracts, divide the cost of the insert by the applicable daily or Sunday rate.

Size of inserts (Production)

Minimum size - 6"x5"

(6 inches across the folded edge, 5 inches front to back)

Maximum size - 12.5"x10.5"

(12.5" across the folded edge, 10.5" front to back)

Thickness: must be .005 or greater, measured by a micrometer

Frequency contract rebate / short rate

Advertisers who have a frequency contract and achieve a higher level during the contract period may upgrade their contract at the higher level for the remainder of the contract term. Advertisers who do not achieve contract frequency levels during the contract period will be re-billed for the difference at the appropriate level performed.

Sizes (Billing)

Broadsheet: More than 190 square inches overall - size per page.

Tabloid: 95 square inches up to 190 square inches in overall size per page.

Mini-Tab: Less than 95 square inches in overall size per page.

Mini-tab will be billed a minimum of 12 pages. If the page count falls below 12 pages, it will be billed at the actual number of pages. If the page count is above 12 pages, it will be billed at 1/2 the actual number of pages.

2006 Bonus Day Schedule - Sunday Quantities

Monday, January 17th - Martin Luther King Day

Monday, February 21st - President's Day

Saturday, March 12th

Saturday, April 16th

Saturday, May 7th - Mother's Day

Monday, May 30th - Memorial Day

Saturday, June 18th - Father's Day

Monday, July 4th - Fourth of July

Saturday, August 20th

Monday, September 5th - Labor Day

Monday, October 10th - Columbus Day

Monday, November 14th - Veteran's Day

Thursday, November 24th - Thanksgiving Day

Monday, December 26th - Christmas

2nd Insert Discount: 35% discount is available for the second FSI scheduled on the same day on the smaller of the two pieces. The second piece must be zoned for the same distribution as the first to qualify.

We do not accept multi-advertiser inserts from unauthorized outside agents.

The Patriot-News Company will not be responsible for an incomplete production run or inserts arriving without a bill of lading/delivery receipt. Any insert whose size, weight or overall condition interferes with the timely delivery of our newspaper will not be inserted. Any costs incurred by The Patriot-News related to jogging, straightening or other preparations for insertion into the newspaper will be passed along to the advertiser. For additional information on shipping and preparation of inserts, please see the Packaging and Shipping Guide. Call Chris Arnold, FSI Coordinator at (717) 255-4742 or your Patriot-News representative.

ROP Deadlines

Monday	Prior Thursday at noon
Tuesday - Saturday	48 hours prior
Daily Living	72 hours prior
InsideOut (Friday)	72 hours prior
Sunday	Prior Wednesday at noon
TV Week	10 days prior
Patriot Plus - TMC	Friday Prior

Please note: New accounts need to add 24 hours to the above deadlines.

RETAIL ADVERTISING WEEKLY DEADLINES

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

CLASSIFIED ADVERTISING WEEKLY DEADLINES

	Space Deadline	Copy Deadline	Camera Ready Deadline
Monday	Thursday 4:00 PM	Thursday 4:30 PM	Friday 4:00 PM
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	Thursday 10:00 AM
Saturday	Thursday 4:00 PM	Thursday 4:30 PM	Friday 10:00 AM
Real Estate	Thursday 12:00 PM	Thursday 12:00 PM	Thursday 4:00 PM
Employment	Friday 4:00 PM	Thursday 4:30 PM	Friday 12:00 PM
Automotive	Friday 4:00 PM	Thursday 4:30 PM	Friday 3:00 PM

The Patriot-News 812 Market Street Harrisburg, PA 17101

Personnel

National Advertising Sales

Jill Klingman
Phone: (717) 255-8203
E-mail: jklingman@pnco.com

Shannon Garman
Phone: (717) 255-8205
E-mail: sgarman@pnco.com

Advertising Director

Deanna Alexander
Phone: 717-255-8201
E-mail: dalexander@pnco.com

President/Publisher/Editor

John A. Kirkpatrick
Phone: 717-255-8178
E-mail: jkirkpatrick@pnco.com

Metro Suburbia, Inc.

New York City

711 3rd Avenue, 15th Floor
New York, NY 10017
(212) 697-8020
Fax: (212) 972-3146

Los Angeles

6300 Wilshire Blvd
Los Angeles, CA 90048
(323) 965-3677
Fax: (323) 965 4962

Chicago

211 E. Ontario St. Suite 1700
Chicago, IL 60611
(312) 337-6242
Fax: (312) 337-7129

Florida

925 South Federal Highway, Suite 450
Boca Raton, FL 33432
(561) 750-1700
Fax: (561) 750-5522

Atlanta

30000 Mill Creek Avenue
Suite 225
Alpharetta, GA 30022
(770) 777-4910
Fax: (770) 777-4902

Detroit

37000 Grand River Ave., Suite 330
Farmington Hills, MI 48335-2882
(248) 433-2441
Fax: (248) 433-2447

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 acknowledge 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 arising out of the publication or distribution of the advertising. 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 Advertisement."
- 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 copy right 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.
- H) Advertiser and Agency shall be jointly and severally liable for the payment of all bills and charges incurred. Advertiser authorizes Publisher, at its election, to tender any bill to Agency, and such tender shall constitute notice to Advertiser of the bill and such manner of billing shall in no way impair the joint and several liability of Advertiser and Agency. Payment by Advertiser to Agency shall not discharge Advertiser's liability to Publisher. The rights of Publisher shall in no way be affected by any dispute or claim as between Advertiser and Agency.
- I) If Advertiser utilizes an Agency, Advertiser confirms that it has appointed Agency to be its authorized representative with the understanding that, in accordance with trade usage, Agency may be paid a commission. Advertiser shall have the right to revoke its agent at any time effective upon receipt by Publisher of notice in writing.
- J) Publisher does not guarantee any given level of circulation or readership.
- K) Advertising placed by Advertiser may include online advertising to appear on Publisher's affiliated Web site. The terms and conditions of the Web site's rate card apply to such online advertising.
- L) Publisher is not responsible for any inadvertent or legally compelled disclosure of advertising information.

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.
- E) Payment for advertising shall be made on or before the _____ day of the month following that in which advertising is published. Publisher may at its option require cash with order. [If payment is made by an Agency, allowable commissions may be deducted. If any bill is not paid by its due date, commissions shall be deemed not earned and the gross amount of the bill shall be 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) In the event a) Advertiser uses or pays for less advertising than that agreed upon or the Advertiser [or Agency] otherwise breaches the terms of this rate card, or b) if at any time Publisher in its reasonable judgment determines that Advertiser is not likely to have published the total amount of advertising specified herein during the term of the agreement, any rate discount will be retroactively nullified and Advertiser [and Agency] will be charged the difference between the rates charged and the rates applicable for the volume of space actually used and paid for, in accordance with Publisher's applicable rate schedules ("short-rate"). In such event, Advertiser [and Agency] must reimburse Publisher for the short-rate within ten days of Publisher's invoice therefor and Advertiser will thereafter pay for advertising at the open rate or at the newly-determined rate(s) (as applicable). In the case of a rate increase, if no lineage 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. Advertising space is not subject to rebate.
- (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.