

# 2011 PUBLIC OPINION RATE CARD



## PUBLIC OPINION News 24/7 Your Way!

Our combined newspaper and web products reach more people every day than the number of people who watched the Super Bowl!

*Source: 2009 Harrisburg Scarborough RI*

**OAP** (Online Ad Package).....\$1510/month  
*60+ Units - includes multi-photo & video PLUS 10 weekly Public Opinion liners*

**IAP** (Independent Ad Package).....\$1110/month  
*30 to 59 Units - includes multi-photo & video PLUS 10 weekly Public Opinion liners*

**IAP Express** (Independent Ad Package Express).....\$860/month  
*15 to 29 Units - includes multi-photo & video PLUS 7 weekly Public Opinion liners*

**IAP Express Mini** (Independent Ad Package Express Mini)...\$410/month  
*Less than 15 Units - includes multi-photo PLUS 5 weekly Public Opinion liners*

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**ALL PACKAGES INCLUDE  
LOGO ON IN-PAPER PROMOTIONS!**  
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Dealer Site Basic.....\$600/month  
Dealer Site Enhanced with Secure Credit App.....\$700/month  
*Only available to OAP/IAP or IAP Express users*  
New Dealer Specials.....\$400/month  
Used Dealer Specials.....\$400/month  
New Leads Plus.....\$25/Lead  
Power Banner Ad Positions.....\$300-600/month  
*Depends on ad size*  
Secure Credit App.....\$250/month

*68% of Cars.com Shoppers Do Not Visit  
Our Largest Competitor*

### CURRENT CARS.COM DEALERS

A-I Motors, Inc.  
Eastland Motors, Inc.  
Fitzgerald Toyota Nissan  
Forrester Lincoln Mercury  
Jennings Chevrolet, Buick, GMC  
Kyner's Auto Sales, Inc.  
Shively Motors, Inc. (Chambersburg)  
Shively Motors, Inc. (Shippensburg)  
Star Auto Sales, Inc.

### CONTACT INFO

Advertising Front Desk.....717.262.4720  
Switchboard.....717.264.6161  
Credit Dept.....717.262.4706  
Fax.....717.264.2009

[www.publicopiniononline.com](http://www.publicopiniononline.com)  
[www.mediaonepa.com](http://www.mediaonepa.com)



# ADVERTISING POLICY

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## SHORT RATING

If at the end of the Advertiser's contract with Public Opinion, the Advertiser shall have (a) purchased more or less than the agreed amount or (b) exceeded or fallen short of the minimum commitment agreed to in the contract to the extent that another rate would be applicable on the current rate schedule. Advertiser's rate for all space used during the contract term shall be adjusted to the appropriate rate and Advertiser shall pay or receive a credit for the difference. Rebate credits are limited to (2) annual contract brackets.

## TAXES

In the event that any federal, state or local taxes are imposed on the printing of ad material or on the sale of ad space, such taxes shall be assumed and paid by the Advertiser.

## PUBLIC OPINION'S RATE CARD

Public Opinion may revise its advertising rate schedule at any time upon 30 days written notice to contract advertisers and advertiser may, without penalty, cancel its advertising contract at any time prior to the new rates becoming effective upon written notice to Public Opinion.

## PAYMENT FOR ADVERTISING

Advertiser shall pay for advertising purchased under its contract according to the terms indicated on Public Opinion's invoices, and, in the event that it fails to make timely payment as requested on invoice, Public Opinion may reject ads and immediately cancel Advertiser's contract, and Advertiser agrees to indemnify Public Opinion for all expenses incurred in connection with the collection of amounts payable, including court costs and attorney's fees. If contract is cancelled for failure to timely pay, Public Opinion may rebill the Advertiser for the outstanding balance due at the open or earned contract rate applicable.

## CREDIT CHECK

The effectiveness of advertising contracts is subject to a satisfactory credit check on Advertiser and/or Agency.

## INDEMNIFICATION

Advertiser agrees to indemnify, defend and hold harmless Public Opinion from all claims (whether valid or invalid) suits, judgments, proceedings, losses, damages, costs and expenses, of any nature whatsoever (including reasonable attorney's fees) for which Public Opinion or any of its affiliates may become liable by reason of publication of Advertiser's ad.

## OWNERSHIP OF AD COPY

All ad copy that is the creative effort of Public Opinion and/or the use of creativity, illustrations, labor, composition or material furnished by it, is the property of Public Opinion, including all rights of copyright. Advertiser agrees that it cannot authorize reproduction, in whole or part of any ad copy for use in any other medium without Public Opinion's prior written consent.

## RIGHT TO EDIT OR REJECT

Public Opinion may, in its sole discretion, edit, classify or reject at any time any ad copy submitted by Advertiser.

## ASSIGNMENT

Advertising contracts may not be assigned or transferred by Advertiser.

## FORCE MAJEURE

All contracts are conditional on strikes, fires, acts of God or the public enemy, war, or any cause not subject to the control of Public Opinion, excluding the advertiser's failure and/or inability to perform.

## CANCELLATIONS

The closing time for cancellations is 2 working days prior to the scheduled publication date for all ad material. Cancellations will not be accepted after applicable closing time. Advertiser will be responsible for any production provided by Public Opinion, regardless of the cancellation of the Advertiser's ad.

## POSITIONING

Public Opinion shall have full latitude with respect to positioning all ads; provided however, that Public Opinion will use reasonable efforts to accommodate positioning requests.

## TYPO ERRORS, INCORRECT INSERTIONS OR OMISSIONS

Advertiser's contract cannot be invalidated, and Public Opinion will not be liable for (a) the incorrect publication (including, without limitation, typographical errors) or insertion or any omission of the Advertiser's ad or (b) any resulting losses.

## BROKERED ADVERTISING

Public Opinion deals directly and individually with its local advertisers and does not accept brokered advertising.

## JOINT AND SEVERAL LIABILITY

If Advertiser utilizes an agency, Advertiser and Agency shall be jointly and severally liable for complying with all the terms of the Advertiser's contract, including payment for all advertising.

## NO SEQUENTIAL LIABILITY

Advertiser's contract renders void any statements concerning liability which appear on correspondence from Advertiser or its Agency, and is irrevocable without written consent of Public Opinion's credit department. It is further agreed that Public Opinion does not accept ad orders claiming sequential liability.

## INCORRECT RATES ON ORDERS

When orders are forwarded by Advertiser or its Agency which contain incorrect rates or conditions, the advertising called for will be inserted and charged at the correct rate as provided for in Public Opinion's rate schedule and in accordance with the conditions contained in Advertiser's contract.

## ADS IMITATING NEWS ARTICLES

Any ad designed to imitate news material will have the word "advertisement" set in bold type above and/or below the ad.

## COPY CORRECTIONS

Errors occasionally occur in material we typeset. Public Opinion will adjust your charges for the first insertion, based on the actual value of the space occupied by the incorrect copy. You must notify us of the error within 4 days of the first insertion date, or in time to correct it before the second insertion (if less than 4 days). The Advertiser is responsible for subsequent days of incorrect publication.



Targeted Media Solutions for Southcentral PA

PRINT • INTERACTIVE • RESEARCH • DESIGN