

# 2011 PUBLIC OPINION RETAIL RATES

## Non-contract

Open Rate.....	\$28.00
Churches.....	\$9.00
Non-profit.....	\$16.50

Rates are per column inch

\*Annual rate

## Annual Bulk

*Gain flexibility and savings by planning ahead!*

225".....	\$20.00
450".....	\$19.80
1,000".....	\$19.50
3,000".....	\$18.80

Rates are per column inch

## Pick-up Discounts

*Adding frequency builds reach and increases results!*

1st pickup.....	30% OFF
2nd or more pickups.....	50% OFF

Ads must run within six days.

No copy changes.

## Weekly Frequency

*Build name awareness throughout the year with a frequency schedule!*

3 - 4" ads/wk.....	\$90 per week
3 - 6" ads/wk.....	\$120 per week
3 - 8" ads/wk.....	\$144 per week
3 - 10" ads/wk.....	\$171 per week

3 ads per week - 52 week commitment.

ROP discounts do not apply.

One copy change per week

## Color

*Color increases visibility of your ad by more than 43%!*

Black + one color.....	\$375
Process color.....	\$700

ROP discounts do not apply to color.

## Agency Commission

Recognized advertising agencies earn 15% on open rate unless customer is responsible for payment. We cannot accept any insertion or reservation that claims sequential liability.

## TMC (The ADvertiser)

*28,500 distributed in Franklin County every Wednesday!*

ROP Ad.....	\$9.00 per inch
Pick-Up Ad	
from Public Opinion.....	\$3.00 per inch
Black + One Color.....	\$100
Process Color.....	\$300

### PREMIUM POSITIONS

Front Page Strip (6x1.5").....	\$75*
Front Page Block (2x6").....	\$165*

All premium position ads include full color.

\*Annual commitment rate.

## Sunday Wrap

	52X	26X
Front Full Page.....	\$425/ad	\$525/ad
Inside Full Page.....	\$275/ad	\$375/ad
Inside Half Page.....	\$175/ad	\$275/ad
Back Full Page.....	\$475/ad	\$575/ad

4 page broadsheet wrap for inserts.

Ads include full color.

Deadlines (2) Mondays prior to publication

## Front Page Ads

Open.....	\$335/ad
13 week contract.....	\$285/ad
52 week contract.....	\$235/ad
Pick-ups.....	\$110/ad

6 x 1.5" ad includes Full Color.

Day of the week rotates weekly.

## Weather Page Ads

Open.....	\$225/ad
13 week contract.....	\$175/ad
52 week contract.....	\$125/ad

Ad size 6 x 2.75"

Full Color \$75 additional/ad

## Lottery Box Ads

Open.....	\$110/ad
13 week contract.....	\$90/ad
52 week contract.....	\$70/ad

Ad size 2 x 4"

Full Color \$75 additional/ad

## Guaranteed Positioning

25% Surcharge - based on availability.

Call for details and pricing

## 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

### AD DEADLINES

Monday.....	Thursday prior 11am
Tuesday.....	Friday prior 11am
Wednesday.....	Friday prior 5pm
Wed.ADvertiser.....	Thursday prior 11am
Thursday.....	Monday prior 5pm
Friday.....	Wednesday prior 11am
Saturday.....	Wednesday prior 5pm
Sunday.....	Wednesday prior 5pm

Space and copy due.

Holidays are advanced - call for details.

### AD SIZES

1 column.....	1.556"
2 columns.....	3.222"
3 columns.....	4.889"
4 columns.....	6.556"
5 columns.....	8.222"
6 columns.....	9.889"

ROP pages - 9.889" wide x 21.5" deep

Ads over 19" deep are charged as 21.5"

Tabloid pages - 9.889" wide x 9.75" deep

Ads over 9.25" deep are charged as 9.75"

Tabloid pages are 6 columns wide

### 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.

## TYPHO 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

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