

Lebanon Daily News



MEDIAonePA

National Advertising Rates

Effective July 1, 2010

718 Poplar Street • P.O. Box 600 • Lebanon, PA 17042

Phone (717) 272-5611 • Fax (717) 270-9503

www.LDNews.com • E-mail: advertising@LDNews.com

1. Personnel

Scott S. Downs, Publisher
 Jean Taylor, Business Manager
 Kevin Madden, Controller
 Jarrod Lash, Circulation Director
 Paul Baker, Managing Editor
 Eric Reed, Regional Telesales Director
 Jodi Skomars, Regional Inside Classified Manager

2. Representatives

Metro Suburbia
 711 Third Ave., 15th Floor
 New York, NY 10017

3. Terms of Payment

All advertising is cash with order unless credit has been established with the **Lebanon Daily News**. Should an application be delayed, prepayment may be required. As a convenience, Mastercard, Visa, American Express and Discover are accepted for payment. Open and contract rates for retail and classified space are non-commissionable.

4. General Rate Policy

All advertising is sold subject to approval by the company. The publisher reserves the right to revise advertising rates at any time upon 30 days written notice. All advertisers receiving agreement rates must have signed agreements. In the event an advertiser uses less space than provided for in this agreement, it is understood that the publisher will recalculate the actual earned rate according to the current annual agreement rate schedule, and will bill for any additional amounts due at the end of the agreement period.

5. National Advertising Rates

All display rates per S.A.U. col. inch (Commissionable)
\$38.75

6. Color Rates (Commissionable)

1 color and black\$375
 2 colors and black\$520
 3 colors and black\$575
 Double truck color is charged as two pages of color.
 Color copy deadlines advanced by one full weekday.

7. Pre-print Supplements (Non-commissionable)

a. Local Open Rates

Single Sheet to 6 pages, standard.....\$59 per M
 8 pages or more, standard.....\$63 per M
 12 pages, standard or larger.....\$65 per M
 Quoted rates apply to preprints containing supplements containing advertisements from only one advertiser. Full run quantities: 20,275.
 Zoned inserts subject to approval. Preprint supplement rates for are available in our Lebanon Valley Review (Sunday TMC), and Palm Advertiser.

Requirements

Pre-printed advertising sections should be shipped prepaid to **The Lebanon Daily News**, c/o The York Newspaper Company, 1891 Loucks Road, York PA 17408, seven days in advance of publication.

8. Special Days /Pages/Features

- Wednesday - Food
- Thursday - Dining & Entertainment, Weekend Life, NASCAR
- Friday - Dining & Entertainment
- Saturday - Religion
- Sunday - Business, Arts & Entertainment, Outdoors, Weddings, Travel & TV Supplement

9. R.O.P. Depth Requirements

- a. Standard - Copy measuring over 19 1/2" deep will be placed in full column depth and billed for 21 1/2" deep.
- b. Tabloid - Copy measuring over 9" deep will be placed in full column depth and billed for 10" deep.

10. Closing Times

Deadlines for retail and classified display advertising are as follows:
 Day of Publication Copy Deadline
 Monday Thursday 4 p.m.
 Tuesday Friday 3 p.m.
 Wednesday Friday 5 p.m.
 Thursday Monday 5 p.m.
 Friday Wednesday 4 p.m.
 Saturday Thursday 4 p.m.
 Sunday Wednesday 5 p.m.
 Reservations for color, double trucks, should be made in advance and copy deadlines advanced one full day.
 Cancellation deadlines are the same as the closing times.
 Intervening holidays advance deadlines by one full weekday.

11. Mechanical Specifications

a. Printing Method: Offset Press using photo composition. Acceptable materials include slick proofs, black & white art and black & white photographs or halftone screens, 85 lines preferred.

b. Retail 6 Column Page, width 11 5/8 inches, depth 21 1/2", 0.125 inches between columns.
 1 column.....1 5/8".....1.625"
 2 columns.....3 3/8".....3.375"
 3 columns.....5 1/8".....5.125"
 4 columns.....7 7/8".....6.875"
 5 columns.....8 5/8".....8.625"
 6 columns.....10 3/8".....10.375"

c. Classified 9 Column Page, width 11 5/8 inches, depth 21 1/2", 0.1 inches between columns.
 1 column.....7/8".....0.889"
 2 columns.....1 15/16".....1.943"
 3 columns.....3".....2.997"
 4 columns.....4".....4.051"
 5 columns.....5 1/16".....5.105"
 6 columns.....6 1/8".....6.159"
 7 columns.....7 1/8".....7.213"
 8 columns.....8 3/16".....8.267"
 9 columns.....9 1/4".....9.321"
 10 columns.....10 3/8".....10.375"

d. Tabloid 5 Column Page, width 9 11/16", depth 12 inches, 0.125 inches between columns.
 1 column.....1 5/8".....1.625"
 2 columns.....3 3/8".....3.375"
 3 columns.....5 1/8".....5.125"
 4 columns.....7 7/8".....6.875"
 5 columns.....8 5/8".....8.625"
 6 columns.....10 3/8".....10.375"

e. Electronic Advertisement

Advertising may be transmitted electronically, both directly and via the internet.

All advertising is created on Macintosh Computers, using Multi Ad Creator & Photoshop.

• Ads may also be submitted as Quark, Adobe Illustrator, Microsoft Word documents. All fonts and artwork must be included.

• All photos should be in JPG. formats. Advertising is accepted on Zip disks, CD, or E-mail.

Send to: Graphics@LDNews.com in PDF or other Macintosh compatible formats. All fonts and artwork must be included.

Web Site Address: www.LDNews.com

• AP AdSend received at PA LEB • NICCADtransit & Fastchannel

12. Circulation

The **Lebanon Daily News** is published daily, Monday through Friday afternoons, Saturday and Sunday mornings.

Daily Circulation (6-30-09)19,161
 Sunday Circulation (6-30-09)19,784

Member, Audit Bureau of Circulation