

# Lebanon Daily News



## MEDIAonePA

### Retail 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 rebill for any additional amounts due at the end of the agreement period.

#### 5. Advertising Rates

All retail rates per S.A.U. col. inch (Non-commissionable)

<b>a. Local Open Rate</b>	\$29.50
<b>b. Annual Dollar Volume Agreement Rates</b>	
\$2500	\$27.25
\$5000	\$27.20
\$7000	\$27.15
\$10,000	\$27.00
\$15,000	\$26.95
\$20,000	\$26.90
\$25,000	\$26.70
\$30,000	\$26.65
\$35,000	\$26.50
\$40,000	\$26.45
\$45,000	\$26.40
\$50,000	\$26.20
\$55,000	\$25.20
\$60,000	\$24.95
\$65,000	\$24.65
\$70,000	\$24.30
\$75,000	\$23.90
<b>c. Non-profit Rate</b>	\$22.95

#### 6. Color Rates

1 color and black	\$300
3 colors and black (full color)	\$425

Color copy deadlines advanced by one full weekday.

#### 7. Pre-print Supplements (Non-commissionable)

##### a. Local Open Rates

Single Sheet to 6 pages, standard.....\$49 per M  
 8 pages or more, standard.....\$55 per M

##### b. Local Frequency Agreements

Single Sheet to 6 pages, standard  
 2 to 5 per year.....\$45 per M  
 6 to 25 per year.....\$44 per M  
 26 to 51 per year.....\$41 per M  
 52 + per year.....\$40 per M  
 8 pages or more, standard  
 2 to 5 per year.....\$51 per M  
 6 to 25 per year.....\$50 per M  
 26 to 51 per year.....\$46 per M  
 52 + per year.....\$45 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 Units

- a. Thrifty 13** - Run ad 13 times without copy change in any combination of the Daily News, Palm Advertiser and Lebanon Valley Review (max. size 15 col. inches).....\$10.30 per col. inch
- b. Business Builder** - Run ad for the stated number of consecutive days in the Lebanon Daily News .  
 Copy change permitted after 10 days.  
 10 days.....\$12.60 per col. inch  
 20 days.....\$11.40 per col. inch  
 30 days.....\$10.15 per col. inch
- c. TOMA (Top of Mind Awareness) ads** - Annual package includes from 2 to 7 ads weekly in the Daily News plus 1 ad weekly in either The Palm Advertiser or Lebanon Valley Review. Ad copy may include one benefit headline, one graphic element, company name or logo, phone number & address.  
 ROP ad sizes available: 1x4, 2x2, 2x3.....\$5.95 per col. inch
- d. Front Page Banners** - Buy a 6 column x 1 inch banner on the bottom of each day's page 1-A, or a 6 col. x 1 1/2 inch or 2 inch banner on the bottom of the front pages of sections B & C. Contact your representative for details.
- e. Auction Package** - Run any ad and pay \$6.70 per column inch.

#### 9. Split Runs - None available

#### 10. Special Services

- a. Proofs** - Advertisers may request a proof on any advertisement of 10 col. inches or larger. Proofs are provided for checking spelling, prices, etc. Any other modification of a proof may require additional production charges.
- b. Tearsheets** - Advertisers may request that one tearsheet of an advertisement be mailed without charge as part of the monthly billing.
- c. Co-op Services** - **The Lebanon Daily News** subscribes to ReCas Co-op services and can investigate any money-saving advertising programs that may be offered by an advertiser's suppliers. Call (717) 272-5611 for details.

**11. 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

**12. Color Comic Rates**

- 1 page 12" x 21 1/2" deep.....\$590.00
- 1/2 page 12" x 10 1/2" deep.....\$365.00
- CLOSING TIMES
- Forms close 4 weeks before publication.

**13. 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.

**14. Signed Agreement and Copy Regulations**

- a. All invoices are net and payable when rendered.
- b. Signed agreement rates and monthly billing available only to persons and firms with established credit at the newspaper.
- c. We reserve the right to reject, alter or omit part or all of any advertising copy or artwork, even though the same may have been previously accepted or funded.
- d. The advertiser agrees that the publisher shall not be liable for damages arising out of errors in advertisements beyond the amount paid for the space actually occupied by that portion of the advertisement in which the error occurred, whether such error is due to the negligence of the publisher's servants or otherwise, and there shall be no liability for non-insertion of any advertisement beyond the amount paid for such advertisement.
- e. Every effort will be made to meet reasonable position requests. Failure to meet these requests will not constitute cause for adjustment, refund or rerun. Position can be guaranteed for additional 25% charge, some restrictions apply.
- f. Advertising which simulates editorial content will be marked "Advertisement" at top.

**15. 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.

**16. 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

**17. Classified; National Rates** - See separate rate sheets.

**18. Other Publications;**

- a. **Palm Advertiser**-A free advertising newspaper published weekly and delivered to 22,360 homes in Palmyra, Hershey, Annville and surrounding areas. The Palm Advertiser has been serving the community for more than 70 years.
  - **Retail Combination Rate with any other product.....**\$ 4.80
  - **Annual Dollar Volume Contract Retail Rates**

Open	.....	\$14.50
\$1,500	.....	\$12.80
\$3,000	.....	\$12.50
\$4,500	.....	\$12.05
\$6,000	.....	\$11.95
\$12,000	.....	\$9.95

  - **Business Builder** - Run ad 13 consecutive weeks. Copy change permitted weekly ..... \$11.15
  - **Pre-Printed Insert Rates**

Full Run	.....	\$ 35 per M
Zoned	.....	\$ 45 per M

  - **Color**

1 Color	.....	\$100
3 Colors (Full)	.....	\$250

  - **Mechanical Requirements** -(See 16d, Page 3.)
  - 6 column width, 10" deep - 60" per page
  - **Copy Deadline**

Display Advertising ..... Wednesday prior, 5 PM

- b. **Lebanon Valley Review**-A Total Market Coverage (TMC) newspaper. The Review is distributed free to 18,530 non-subscribers each weekend. The Review contains information from the previous week's Lebanon Daily News, and provides an excellent means for advertisers to reach virtually every home in the Lebanon Valley.
  - **Retail Combination Rate** with any other product .....\$8.85
  - **Mechanical Requirements** - (See 16 b&c)
  - **Copy Deadline** Wednesday, 5 PM
  - **Pre-Printed Inserts**

(Same as Daily News, see 7a & b)

  - **Color**

1 Color	.....	\$100
3 Colors (Full)	.....	\$250

**c. LDNews.com**

LDNews.com is one of the Lebanon Valley's most heavily trafficked websites. Your advertising representative can explain how you can build your business using banners, links and other tools.

**d. TV Week**

Every ad includes a fixed position in the TV Week tabloid appearing Sundays in the **Lebanon Daily News** and the same ad repeating at no charge once weekly in your choice of the Daily News, Palm Advertiser, or Lebanon Valley Review.

Open Rate	.....	\$20.15 per column inch
13-week contract	.....	\$17.70 per column inch
26-week contract	.....	\$14.60 per column inch
52-week contract	.....	\$12.95 per column inch

Additional Color Charges ..... \$2.00 per column inch - spot  
\$4.00 per column inch - full

Copy Deadline .....Friday (9 days prior) 12 Noon

**20. 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