PRE-PRINT RATES

The Times Leader and the Times Weekly (TMC) full circulation tabloid.

Insertions	4-16	20	28	36	44
Per Year	Pages	Pages	Pages	Pages	Pages
Open	\$50.00	\$52.50	\$55.00	\$57.50	\$60.00
6 Times	\$48.00	\$50.50	\$53.00	\$55.50	\$58.00
19 Times	\$46.00	\$48.50	\$51.00	\$53.50	\$56.00
34 Times	\$44.00	\$46.50	\$49.00	\$51.50	\$54.00
52 Times	\$43.00	\$45.50	\$48.00	\$50.50	\$53.00
72 Times	\$41.00	\$43.50	\$46.00	\$48.50	\$51.00
100 Times	\$39.00	\$41.50	\$44.00	\$46.50	\$49.00
150 Times	\$38.00	\$40.50	\$43.00	\$45.50	\$48.00

Rates Less Than Full Circulation Circulation 12,501 + Circulation 7,500-12,500 Circulation Under 7,500

Add \$5.00/m Add \$7.00/m Add \$10.00/m

Pre-print sizes larger than 44 pages add \$2.50/m for each additional 8 tab pages. Insert rates are based on quantity and usage. Insert revenue applied toward ROP contract fulfillment. Minimum fee of \$225.00 for inserts under 7,500. For Sunday and holiday pre-prints we only accept full run quantities.

SINGLE SHEETS

Pre-Printed Single Sheets (8-1/2" x 11") \$38.00 We Print Single Sheets (8-1/2" x 11") Rates Below

Number	CPM	CPM	CPM
of Colors	5,000-10,000	10,001-15,000	15,001-21,500
1	\$66.00/m	\$63.00/m	\$60.00/m
2	\$68.00/m	\$65.00/m	\$62.00/m
3	\$70.00/m	\$67.00/m	\$64.00/m
4	\$72.00/m	\$69.00/m	\$66.00/m
5	\$74.00/m	\$71.00/m	\$68.00/m

Printed on 7 point postal reply stock.

\$50.00 service charge added to quantities under 5,000.

Deduct \$15.00 per thousand for non-insertion.

Ask your advertising representative for quotes on glossy inserts.

STICKY NOTES

Put the power of front page advertising to work for you. Sticky notes are placed by hand on the front page of all paid households. Pricing available upon request.

HOME BUYING GUIDE RATES

	OPEN	3X	6X	12X
Double Truck	\$608.95	\$592.64	\$587.21	\$576.33
Full Page	\$332.63	\$315.36	\$299.04	\$288.16
Half Page	\$217.48	\$201.17	\$184.87	\$173.99
Quarter Page	\$119.61	\$103.30	\$ 86.99	\$ 76.12



DEVELOPING YOUR BRAND

EFFECTIVE BRANDING ENSURES THAT EVERYTHING YOU DO REMAINS CONSISTENT AND COORDINATED, NOT ONLY IN TERMS OF GRAPHICS, BUT ALSO CONTENT.

SEEK your staff's and customers' input.

ESTABLISH support from your entire organization.

SECURE resources needed, including staff, financial stability and creative energy.

CONSIDER employing professionals as consultants or agencies.

PARTNER with your newspaper.

EXPLORE promotional partnerships for cross-marketing opportunities.

ESTABLISH attributes of your brand as a benchmark through key questions: How do customers perceive you, and how do you want to be perceived?

What are your brand's assets and liabilities? **CONDUCT** a focus group or study.

SUPPORT your brand performance through consistency.

BRAND BUILDERS

Our Brand Builder advertising program is designed to create a name awareness for your business at a substantial discount. Your ad will appear in our daily newspaper, as well as the online version, keeping your business in the minds of readers. The Brand Builder program offers you 71% or higher savings off the open space daily rate!

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4 Inch Ad	1 Year Contract
3 Ads Per Week	\$262 per mo.
5 Ads Per Week	\$377 per mo.
7 Ads Per Week	\$450 per mo.
6 Inch Ad	1 Year Contract
3 Ads Per Week	\$371 per mo.
5 Ads Per Week	\$541 per mo.
7 Ads Per Week	\$634 per mo.
Color 3 Ads Per Week 5 Ads Per Week 7 Ads Per Week	Spot Process \$25.50 \$36.00 \$40.80 \$51.00 \$56.10 \$67.00

TV TIMES

Our television magazine has a shelf life of 24 hours a day, 7 days a week.

Ad Size	Open	6 Weeks	13 Weeks	26 Weeks	52 Weeks
1/8 Page	\$24.63	\$23.89	\$22.74	\$21.49	\$20.05
2x3.5	\$43.07	\$41.81	\$39.73	\$37.58	\$35.05
2x7	\$63.93	\$62.06	\$58.87	\$55.61	\$51.89
1/4 Page	\$47.36	\$45.98	\$43.61	\$41.19	\$38.44
Full Page					
Black & White	\$186.27	\$149.25	\$138.44	\$128.98	\$118.08
Full Page					
Full Čolor	\$229.26	\$183.89	\$174.45	\$164.61	\$153.72
Center Spread	\$596.52	\$476.09	\$450.20	\$423.19	\$401.02
Back Page	\$382.68	\$307.27	\$290.38	\$272.34	\$258.44
Front Page Strip	\$169.95	\$136.99	\$129.78	\$122.57	\$ 95.79
Front Page Left	\$ 29.56	\$ 28.69	\$ 27.27	\$ 25.79	\$ 24.06

Folios in the TV Times section are \$75 per advertiser, available to two businesses each week. Each business receives 10 listings that include their name, slogan and contact information.

WEATHER MAP PAGE

10" x 1" Spot Color

\$192

Runs seven consecutive days Sunday through Saturday.

TIMES WEEKLY (TMC)

Display Pickup Rate

\$5.15 per inch

The Times Weekly is distributed to non-subscribers in Belmont County and part of Jefferson County.

Deadline: Monday prior to weekend distribution.