Candidates

You've decided to run, now what?

- You've come to the right place. We're here to help you get the word out. We will help you conduct a successful newspaper and internet advertising campaign with The Times Leader and timesleaderonline.com. Our experienced staff will be available to assist you and answer any questions or concerns that you may have.

Advertising in the Newspaper

It's Easy, Affordable and Effective

- Select a contact person, either your campaign manager, treasurer or yourself to make the initial contact with our advertising representative.

- We can meet at a location convenient for you! Call to set up an appointment to discuss your advertising campaign. It will be helpful to have a budget set up or an amount in mind to spend on your campaign.

- Have a photograph, either black and white or color, or we can take one for you and an idea of the copy you'd like us to use. We'll do the rest. Our creative artists will design an ad you can be proud of.

We Can Help You Get Started

HEIDI CLARK,
Advertising Director
740-633-1131 x723
hclark@timesleaderonline.com

KIM COLLETTE,
Inside Sales Manager
740-633-1131 x769
kcollette@timesleaderonline.com

JOE LOVELL,
Media Consultant
740-633-1131 x770
jlovell@timesleaderonline.com

BOB BOREMAN,
Media Consultant
740-633-1131 x724
bboreman@timesleaderonline.com

CHARLES DICKEY,
Media Consultant
740-633-1131 x720
cdickey@timesleaderonline.com

The Times Leader 2014 Political Rates

Open Rate: $25.80/per column inch
Packages below include:
6-ROP ads, 1 Times Weekly* ad, and 1 Print To Web ad to run on Times Leader website.
** Times Weekly reaches 13,000 non-subscribing households.*

Ad Size	Package Total	Ad Size	Package Total
6″	$948.80	24″	$2,562.68
8″	$1,253.40	26″	$2,773.32
10″	$1,558.00	1/4 Pg.	$3,352.58
12″	$1,342.76	1/2 Pg.	$6,450.95
14″	$1,996.64	3/4 Pg.	$9,500.12
18″	$1,996.64	Full Pg.	$12,413.24
20″	$2,141.40		

Color available for Political Packages:
Spot Color $95/per ad • Process Color $138/per ad
Web Video:
Have a commercial?
Run your commercial on our Homepage for only $375.
Your video will play 37,500 times!

Cost Per Potential Voter (Based on Political Package Rates)

6″ Ad As Little As **2¢** Per Potential Voter
12″ Ad As Little As **4¢** Per Potential Voter
20″ Ad As Little As **6¢** Per Potential Voter
1/4 Pg. Ad As Little As **10¢** Per Potential Voter
1/2 Pg. Ad As Little As **19¢** Per Potential Voter
Full Pg. Ad As Little As **36¢** Per Potential Voter

All political advertising must carry a disclaimer line such as:
Paid political advertisement paid for by the committee to elect John Doe, Jim Doe, Treasurer, Your St., Your Town, OH 12345.
All political advertising is cash with order.