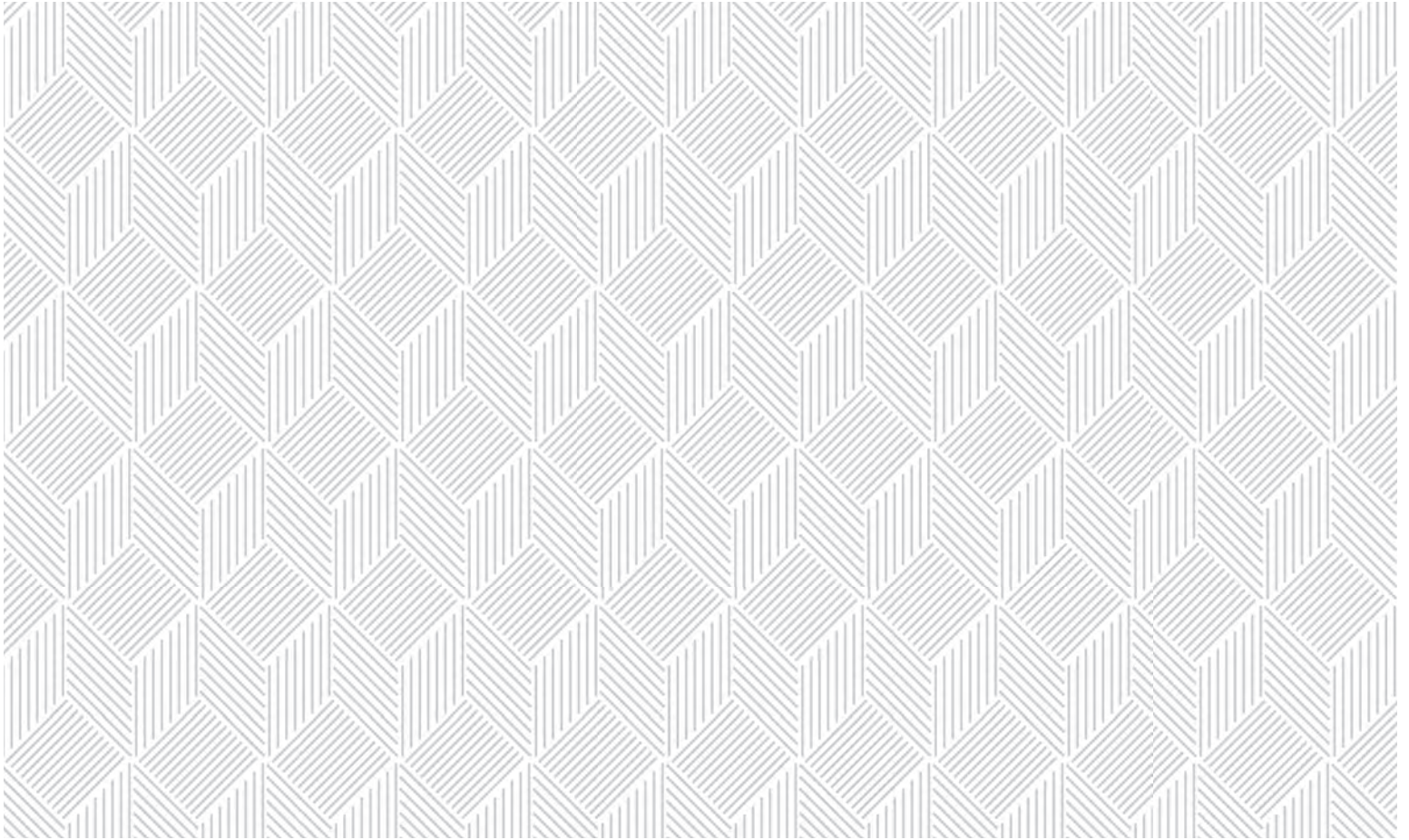




The Times Leader

2018 MEDIA KIT





Our Mission

The Times Leader has built a large, local audience serving Belmont county and surrounding counties - more than 20,485 readers every day in print and online. Our daily print audience is 18,185 readers and our average daily online audience is 2,300. Our mission is to match our audience with your customers through an individualized marketing strategy using our print and online products.

Our Philosophy

Our advertising consultants are taught to listen first. We want to hear about your business, your customers and your goals. Then, we'll provide the consultation, creative services and targeted audience you need.

Our Pledge

We pledge diversity. We offer a very diverse product portfolio. From online advertising options, to display ads, to inserts and front page ad-a-notes, we can customize an effective campaign just for you.

Contact Us

200 South Fourth Street, Martins Ferry, Ohio 43935 | 740.633.1131 | www.timesleaderonline.com




With more than 20,485 readers every day
Our audience gives you a large target to reach.


Print
Audience

18,185
Daily Readers
25,193
Sunday Readers


Median age shows newspaper platforms well-distributed

Newspaper Readers* 
53.5

National News (55.8)
Local Television Evening News (55.1)

Visiting Newspaper Website 
41.4

Typical adult going online (43.8)

Visiting Newspaper On Mobile 
38.6

Facebook (41.3), Huffington Post: (39.4)




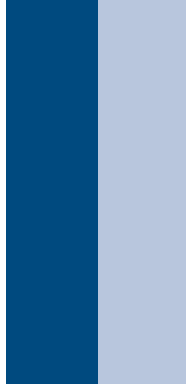

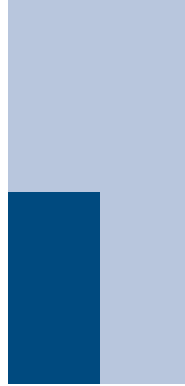
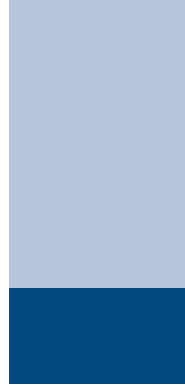
*Weekly newspaper readers
SOURCE: Nielsen Scarborough: Median Age of 204,000 Respondents & Media Usage

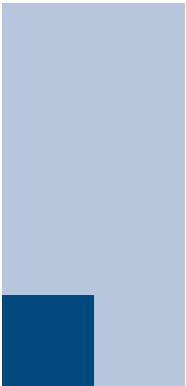






Digital
Audience

44,994
Monthly Unique Users
103,296
Monthly User Sessions
519,340
Monthly Pageviews

Print Advertising

Sample Ad Sizes & Pricing

						
Double Truck 13 Col X 21 In Daily \$8,080.80 Sunday \$8,572.20	Full Page 6 Col X 21 In Daily \$3,729.60 Sunday \$3,956.40	3/4 Page 6 Col X 15.75 In Daily \$2,797.20 Sunday \$2,967.30	1/2 Page V 3 Col X 21 In Daily \$1,864.80 Sunday \$1,978.20	1/2 Page H 6 Col X 10.5 In Daily \$1,864.80 Sunday \$1,978.20	1/4 Page V 3 Col X 10.5 In Daily \$932.40 Sunday \$989.10	1/4 Page H 6 Col X 5.25 In Daily \$932.40 Sunday \$989.10

						
1/8 Page V 3 Col X 5 In Daily \$444.00 Sunday \$471.00	1/8 Page H 6 Col X 2.5 In Daily \$444.00 Sunday \$471.00	1/12 Page 2 Col X 5 In Daily \$296.00 Sunday \$314.00	1/24 Page V 1 Col X 5 In Daily \$148.00 Sunday \$157.00	1/24 Page H 2 Col X 2.5 In Daily \$148.00 Sunday \$157.00	1/48 Page 1 Col X 2.5 In Daily \$74.00 Sunday \$78.50	Weather Map Banner 6 Col X 1 In 7 Days Straight \$222.60

Mechanicals:

1 Col = 1.583 inches • 2 Col = 3.266 inches • 3 Col = 4.949 inches • 4 Col = 6.632 inches • 5 Col = 8.315 inches • 6 Col = 10 inches

Pricing applies to the sizes shown. Rates are based on the daily open space rate of \$29.60 pci and Sunday open space rate of \$31.40 pci. Pricing is based on black & white ads.

Color Advertising



	OPEN	13X	26X	52X
1 Color	\$130	\$100	\$ 85	\$ 70
2 Color	\$205	\$120	\$105	\$ 90
Process	\$270	\$140	\$125	\$110

Retail Display Rates

Annual Bulk Space Rates (non-commissionable net)

Inches Per Year	Daily	Sunday
200	\$19.30	\$20.45
350	\$18.65	\$19.70
650	\$18.00	\$19.10
950	\$17.45	\$18.55
1,600	\$17.20	\$18.30
3,150	\$16.80	\$17.80
<hr/>		
Open Rate	\$29.60	\$31.40
Church/Charity Rate	\$20.05	\$21.20
Transient Rate	\$37.00	\$39.25



Deadlines

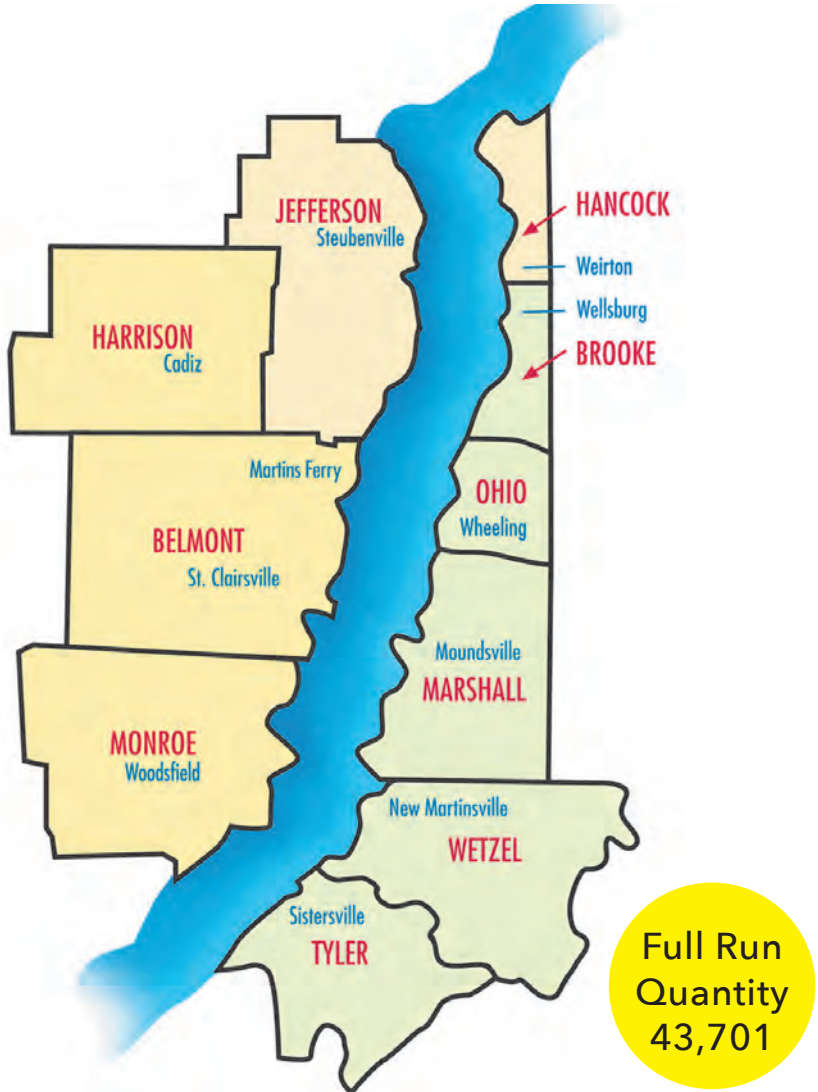
PUBLICATION DAY	PUBLICATION DEADLINE
Monday	Thursday 4:00 p.m.
Tuesday	Friday 5:00 p.m.
Wednesday	Friday 5:00 p.m.
Thursday	Tuesday 4:00 p.m.
Friday	Wednesday 4:00 p.m.
Saturday	Wednesday 5:00 p.m.
Sunday	Thursday 12:00 p.m.
Sunday Lifestyles	Monday 12:00 p.m.

Build your brand with **Brand Builders Complete**
 This popular program offers you the most bang for your buck!



Bronze Package	Opal Package
Two 2x2 Ads Per Week One 2x5 Ad Per Week Monthly Investment \$367.50 Annual Investment \$4,410.00	Two 2x3 Ads Per Week One 2x5 Ad Per Week Monthly Investment \$493.50 Annual Investment \$5,922.00
Silver Package	Quartz Package
Four 2x2 Ads Per Week One 2x7 Ad Per Week Monthly Investment \$551.25 Annual Investment \$6,615.00	Four 2x3 Ads Per Week One 2x7 Ad Per Week Monthly Investment \$719.25 Annual Investment \$8,631.00
Gold Package	Diamond Package
Six 2x2 Ads Per Week One 2x8 Ad Per Week Monthly Investment \$630.00 Annual Investment \$7,560.00	Six 2x3 Ads Per Week One 2x8 Ad Per Week Monthly Investment \$840.00 Annual Investment \$10,080.00

Market Complete Daily Preprints



Maximizing Distribution and Reach

Market Complete is a new marketing approach that allows our clients to create a daily distribution program that best suits their sales plan and maximizes their reach in the market(s) they believe best suit their needs. **Market Complete** offers a one buy approach that includes the distribution of all of our newspapers in a specific market.

Market Complete includes the daily distribution of:

- Herald Star
- Weirton Daily Times
- The Intelligencer
- Wheeling News-Register
- The Times Leader
- Wetzel Chronicle
- Tyler Star News

Market Complete Daily Pricing

Zones Ordered	Non Contract	13 Times Per Year	26 Times Per Year	52+ Times Per Year
Zone A	\$50.00	\$48.00	\$46.00	\$44.00
Zone B	\$50.00	\$48.00	\$46.00	\$44.00
Zone C	\$50.00	\$48.00	\$46.00	\$44.00
Zone D	\$50.00	\$48.00	\$46.00	\$44.00
Zone E	\$50.00	\$48.00	\$46.00	\$44.00
Zone F	\$50.00	\$48.00	\$46.00	\$44.00
Zone G	\$47.00	\$45.00	\$44.00	\$41.00
Zone H	\$47.00	\$45.00	\$44.00	\$41.00
Zone I	\$45.00	\$43.00	\$42.00	\$39.00

Purchase two zones deduct \$1.00 from CPM. Purchase Three zones deduct \$1.50 from CPM. A surcharge of \$4.00 cpm will be added to inserts exceeding 48 pages. Zone breakdown available on request.

Newspaper Media: The Results are Real.

Newspaper advertising drives action.

SEVEN IN TEN CONSUMERS
cite Sunday or weekday newspaper
edition as their main coupon source.



NEARLY EIGHT IN TEN ADULTS
have taken action in the past 30 days
from a newspaper ad, including half
who made a purchase.

*SOURCE:
News Media
Alliance
October 2016*

Preprints

Preprint Program Rates

Commitment Level Tab Pages	Non Contract	6 Per Year	19 Per Year	34 Per Year	52 Per Year
2 Page	\$44.00	\$42.00	\$40.00	\$38.00	\$37.00
4 Page	\$50.25	\$48.25	\$46.25	\$44.25	\$43.25
8 Page	\$50.50	\$48.50	\$46.50	\$44.50	\$43.50
12 Page	\$50.75	\$48.75	\$46.75	\$44.75	\$43.75
16 Page	\$51.00	\$49.00	\$47.00	\$45.00	\$44.00
20 Page	\$57.75	\$54.50	\$51.50	\$48.25	\$46.50
24 Page	\$59.00	\$55.75	\$52.75	\$49.50	\$47.75
28 Page	\$60.50	\$57.25	\$54.00	\$51.00	\$49.00
32 Page	\$61.75	\$58.50	\$55.25	\$52.25	\$50.25
36 Page	\$63.25	\$60.00	\$56.75	\$53.50	\$51.50
40 Page	\$66.00	\$62.75	\$59.50	\$56.25	\$54.00

Classified Advertising Rates

NON-RECRUITMENT

12 Month Contracts; Requires Daily Line Minimum

Lines Per Year	Daily Rate Per Line	Daily Rate Per Inch	Sunday Rate Per Line	Sunday Rate Per Inch
2,500	\$13.23	\$1.10	\$14.21	\$1.18
5,250	\$12.84	\$1.07	\$14.04	\$1.17
10,500	\$12.60	\$1.05	\$13.64	\$1.15
21,000	\$12.18	\$1.02	\$12.72	\$1.12
42,000	\$11.94	\$1.00	\$12.60	\$1.11
73,500	\$11.43	\$0.96	\$12.33	\$1.07

Open Space; Minimum Charge \$52.20

Days	Daily Rate Per Line	Daily Rate Per Inch	Sunday Rate Per Line	Sunday Rate Per Inch
1 to 6 Days	\$2.34	\$28.01	\$2.66	\$35.01
7 to 14 Days	\$2.22	\$26.70	\$2.54	\$30.55
15 + Days	\$2.12	\$25.46	\$2.44	\$29.28

COLOR RATES

Number Of Colors	Open Space	13 Per Year	26 Per Year	52 Per Year
One Color	\$130	\$100	\$85	\$70
Two Colors	\$205	\$120	\$105	\$90
Three Colors	\$270	\$140	\$125	\$110



RECRUITMENT ADVERTISING ONLINE

Now you can increase performance for online recruitment advertising, without being locked into one specific job board. The Job Network offers the ability to post your advertising through a multitude of high performing & relevant national job boards, social media and industry sites targeted to your individual needs based on job descriptions, as well as our local newspaper site.

Contact one of our Classified Advertising Consultants to help you decide which of our specialized packages can benefit your specific needs.

jobs.timesleaderonline.com

RECRUITMENT

12 Month Contracts

Lines Per Year	Daily Rate Per Line	Daily Rate Per Inch	Sunday Rate Per Line	Sunday Rate Per Inch
2,500	\$1.18	\$14.26	\$1.27	\$15.15
5,250	\$1.17	\$14.13	\$1.26	\$15.02
10,500	\$1.15	\$13.87	\$1.22	\$14.64
21,000	\$1.12	\$13.49	\$1.14	\$13.75
42,000	\$1.10	\$13.24	\$1.13	\$13.63
73,500	\$1.07	\$12.85	\$1.11	\$13.37

Open Space; Minimum Charge \$68.40

Days	Daily Rate Per Line	Daily Rate Per Inch	Sunday Rate Per Line	Sunday Rate Per Inch
1 to 6 Days	\$3.40	\$40.74	\$3.72	\$44.56
7 to 14 Days	\$2.86	\$34.37	\$3.29	\$39.47
15 + Days	\$2.28	\$27.37	\$2.71	\$31.89

Special Advertising Opportunities

Home Buying Guide	Home Buying Guide 2018	
	Publish Date	Deadline
Double Truck \$657.00	Wed. Jan. 10	Wed. Dec. 20
Full Page \$328.00	Wed. Feb. 14	Wed. Jan. 24
Half Page \$197.00	Wed. Mar. 14	Wed. Feb. 21
Quarter Page \$85.00	Wed. Apr. 11	Wed. Mar. 21
	Wed. May 9	Wed. Apr. 18
Used Car Sales Directory	Wed. June 13	Wed. May 23
3 Days per Week/ Price Per Week \$8.75	Wed. July 11	Wed. June 20
	Wed. Aug. 8	Wed. July 18
Hot Ads	Wed. Sept. 12	Wed. Aug. 22
Place Your Non-Recruitment Newspaper Ad Online.	Wed. Oct. 10	Wed. Sept. 19
	Wed. Nov. 14	Wed. Oct. 24
	Wed. Dec. 12	Wed. Nov. 21
	Jan. 2019	Wed. Dec. 19

CLASSIFIED COLUMN WIDTHS

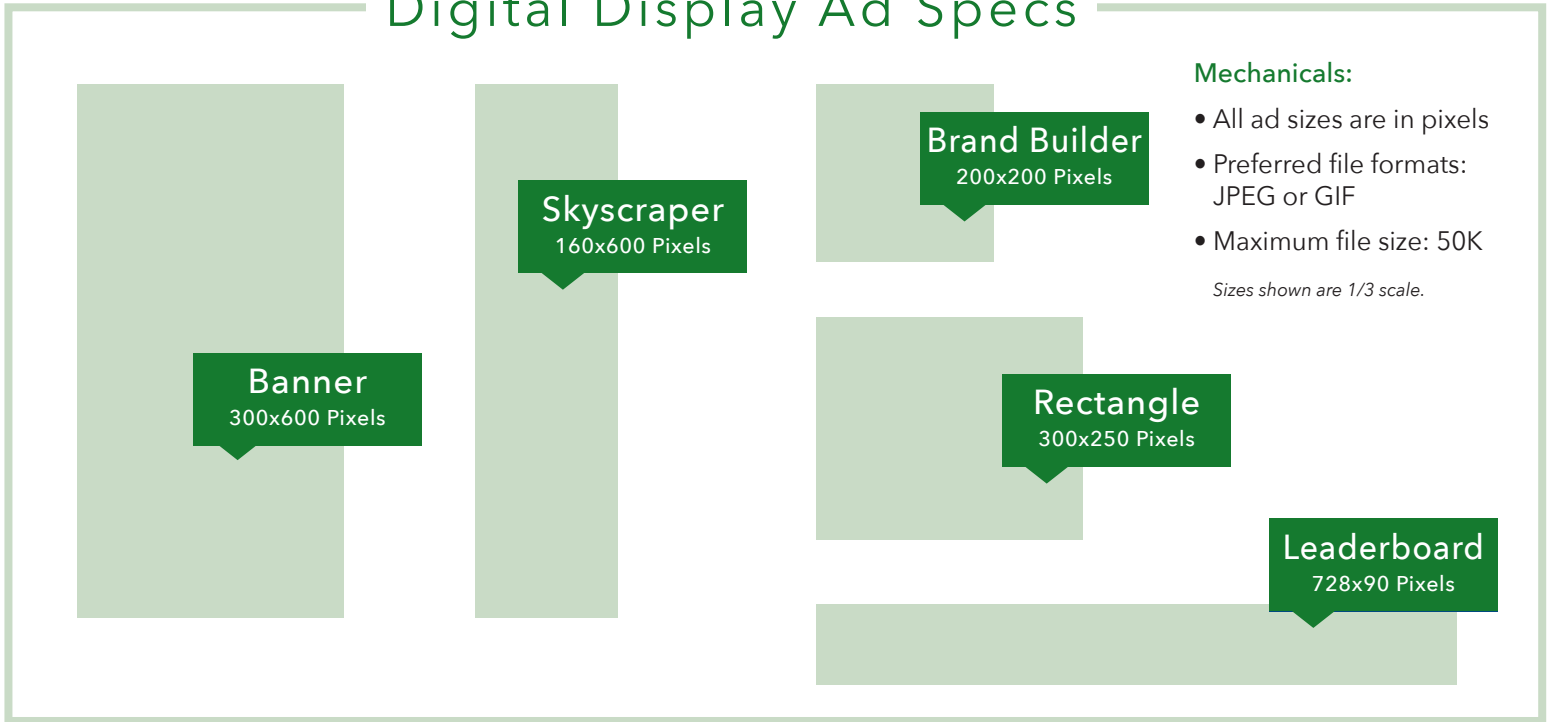
1 Column = 1.163 Inches	5 Column = 6.215 Inches
2 Column = 2.426 Inches	6 Column = 7.478 Inches
3 Column = 3.689 Inches	7 Column = 8.741 Inches
4 Column = 4.952 Inches	8 Column = 10 Inches

DEADLINES

Publication Day: Sunday	Line Ads Friday	Display Ads Wednesday
Publication Day: Monday	Line Ads Friday	Display Ads Thursday
Publication Day: Tuesday	Line Ads Monday	Display Ads Friday
Publication Day: Wednesday	Line Ads Tuesday	Display Ads Friday
Publication Day: Thursday	Line Ads Wednesday	Display Ads Monday
Publication Day: Friday	Line Ads Thursday	Display Ads Tuesday
Publication Day: Saturday	Line Ads Friday	Display Ads Wednesday

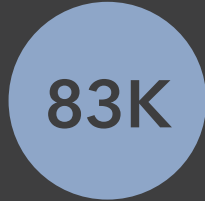
Digital Advertising

Digital Display Ad Specs

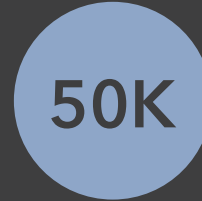


Use our numbers to boost your number.

Let our website help drive traffic to your website. We can link ads to your website, Facebook page, or an ad.



Local News Pageviews



Obituaries Pageviews



Sports Page Pageviews

SOURCE: Google Analytics

Digital Display Ads

Length of Agreement	Size	Rate	Number of Impressions
12 Months	Leaderboard Home Page	\$270 Per Month	30,000 Impressions
6 Months	Skyscraper Local News	\$237.50 Per Month	25,000 Impressions
3 Months	Banner Obituaries	\$300 Per Month	25,000 Impressions
Open	Varies	Average Rate \$18-\$21 cpm	Variety of Impression Packages to choose from

*These are just examples of online packages. There are many other options to pick from.



**No matter who
you're trying
to reach...**

we deliver!



Advertising

Pam Bennett

Advertising Director

Ext. 311 • pbennett@timesleaderonline.com

Classified and Inside Sales

Shellie Higgins

Classified and Inside Sales Manager

Ext. 238 • shiggins@timesleaderonline.com



The Times Leader

200 South Fourth Street, Martins Ferry OH 43935

www.timesleaderonline.com

TO SUBSCRIBE: 740.633.1131

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