

2016 Rate Card

Advertising Sales Staff

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The Commercial Review

Two Daily newspapers

309 W. Main St., P.O. Box 1049, Portland, Indiana 47371

Telephone: (260) 726-8141 FAX: (260) 726-8143

Dunkirk office: (765) 768-6022

E-mail: ads@thecr.com



Effective Date: September 1, 2015

THE CR'S DISPLAY ADVERTISING RATES

Total display advertising space used during the calendar month determines the earned rate for the month. All advertising is billed at the open rate and the quantity discount is calculated at the end of the calendar month for all accounts paid on a current basis. Quantity discounts will not be granted accounts due more than 30 days.

1 to 36 inches, per column inch.....	\$11.45
37 to 74 inches, per column inch.....	\$11.25
75 to 149 inches, per column inch.....	\$10.60
150 to 299 inches, per column inch.....	\$9.85
300 to 599 inches, per column inch.....	\$9.50
600 to 799 inches, per column inch.....	\$9.15
800 inches and over, per column inch.....	\$9.05

Open Rates

(Open rate applies to transient, political, etc.)

Open Local Rate and

National Advertising Rate per column inch.....\$11.45

Preferred Ad Submission Size Column Inch is 1.642 inches wide by 1 inch deep.

Combination Rates

The Circulator Combination

- **\$1.75 additional per column inch added to appropriate bulk rate schedule**

Ad appears in *The Commercial Review* and *The Circulator*, a free distribution weekly serving Jay and portions of Delaware, Adams, Randolph, and Blackford counties in Indiana and Mercer County, Ohio.

The combination reaches more than 15,000 households. To earn the combination rate, an ad must be used in *The Circulator* as it appeared in *The Commercial Review*, with no changes in copy. *The Circulator* is published each Wednesday.

Three-way Combination

- **\$2.25 additional per column inch added to appropriate bulk rate schedule**

Ad appears in *The Commercial Review*, *The Circulator*, and *The Dunkirk News and Sun*, for a total combined circulation of more than 16,000. *The News and Sun* is published each Wednesday.

Expand your reach! Expand your audience!

Put the Power of Print, the reach of the Internet, and Social Media to work for your business.

ECONOMY PLANS

Six Months – One 6” ad (2 col. x 3”, 1 col. x 6” or 6 col. x 1”) per week — \$75 per week in The CR and The Circulator, an \$88.40 value.

FREE: Tile ad on www.thecr.com

FREE: 26 weekly promotions on our Facebook page

FREE: 26 weekly promotions on Twitter

One Year – One 6” ad (2 col. x 3”, 1 col. x 6” or 6 col. x 1”) per week — \$65 per week in The CR and The Circulator, an \$88.40 value.

FREE: Tile ad on www.thecr.com

FREE: 52 weekly promotions on our Facebook page

FREE: 52 weekly promotions on Twitter

FREE: Online subscription to The CR

FREE: 12 20-word classified ads

Budget-Stretching PLANS

Six Months – One 12” ad (2 col. x 6”, 1 col. x 12”, 3 col. X 4” or 6 col. x 2”) per week — \$135 per week in The CR and The

Circulator, an \$156.00 value.

FREE: Tile ad on www.thecr.com

FREE: 26 weekly promotions on our Facebook page

FREE: 26 weekly promotions on Twitter

One Year – One 12” ad (2 col. x 6”, 1 col. x 12”, 3 col. x 4” or 6 col. x 2”) per week — \$125 per week in The CR and The Circulator, an \$156.00 value.

FREE: Tile ad on www.thecr.com

FREE: 52 weekly promotions on our Facebook page

FREE: 52 weekly promotions on Twitter

FREE: Online subscription to The CR

FREE: 12 20-word classified ads

BIG IMPACT PLANS

Six Months – One 1/4 Page ad per week — \$280 per week in The CR and The Circulator, an \$389.00 value.

FREE: Tile ad on www.thecr.com

FREE: 26 weekly promotions on our Facebook page

FREE: 26 weekly promotions on Twitter

FREE: Online subscription to The CR

FREE: 26 20-word classified ads

FREE: One full-page ad in the Midwinter Supertab OR Summer Heat special supplement section

One Year – One 12” ad (2 col. x 6”, 1 col. x 12”, 3 col. X 4” or 6 col. x 2”) per week — \$125 per week in The CR and The Circulator, an \$156.00 value.

FREE: Tile ad on www.thecr.com

FREE: 52 weekly promotions on our Facebook page

FREE: 52 weekly promotions on Twitter

FREE: Online subscription to The CR

FREE: 52 20-word classified ads

FREE: Two full-page ads in the Midwinter Supertab OR Summer Heat special supplement sections

The CR's website has more than 8,000 unique visitors every month.

The CR's Facebook page has 3,068 “likes.”

The CR's Twitter page has 1,612 followers.

All integrated Media Packages are subject to six-month or one-year contracts.

Want to reach a new demographic?

The CR's “Jab, Jab, KO punch” of the Web, Social Media AND PRINT can work for you.

SPECIAL RATES

Package A
7
2x2 Ads
\$199⁰⁰
per month

Package B
2 - 2x5 Ads
1 - 2x3 Ad
1-2x2 Ad
\$199⁰⁰
per month

Package C
1 - 3x5 Ad
3-2x3 Ads
\$199⁰⁰
per month

Contract Rates

The Commercial Review 6 Month Minimum

(Regular open rate \$11.45 per inch)

36 inches or more per month	\$10.00
50 inches or more per month	\$9.05
150 inches or more per month	\$8.40
300 inches or more per month	\$8.20
600 inches or more per month	\$7.40

The Commercial Review & The Circulator 6 Month Minimum

(Regular open rate \$13.20 per inch)

36 inches or more per month	\$11.80
50 inches or more per month	\$10.90
150 inches or more per month	\$10.25
300 inches or more per month	\$10.05
600 inches or more per month	\$9.25

Pick-Up Rates

Any advertisement one-quarter page or larger may be run a second time with no changes within a seven-day period at **HALF** the open rate. Third run regular price, fourth run half price, etc. No other special rates apply (based on open rate only).

Expand your reach online with The CR's Web edition

On-line Prices

Banner or Home Page.....	\$50.00 per month
w/Copy Change Weekly.....	\$75.00 per month
Tiles on Rotation.....	\$25.00 per month
w/Copy Change Weekly.....	\$40.00 per month

Ads may appear on every page of site

Special Days

Best Food Days - Monday & Wednesday
Best Auto Day - Thursday
Real Estate - Wednesday

Business Page - Saturday
Church Page - Thursday
TV Listings - Saturday

Special Supplement Sections

Target advertising in special sections: Brides, Cars and Car Care, Football, Basketball, Spring and Fall Home Improvement, Christmas Greetings, Spring Sports, Graduation, Jay County Fair, 4-H Roundup, Senior Citizen, Farm Outlook, Summer Heat, High School Band, Mid-Winter SuperTab, Antique Engine and Tractor Show, plus additional feature supplements.

Color Advertising

Color rates based on red, yellow, and blue. Other colors may require mixing charges.

CR Black and One additional color — \$85 <i>Full Color - \$255</i>	CR/Circulator Black and One additional color — \$140 <i>Full Color - \$420</i>	CR, N&S, Circulator Black and One additional color — \$160 <i>Full Color - \$480</i>
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Pre-printed supplements

Prices listed per thousand

Size

Card (8 1/2" x 11") \$35

4 page tabloid/2 reg. \$48

8 page tab./4 reg. \$50

12 page tab./6 reg. \$56

16 page tab./8 reg. \$62

20 page tab./10 reg. \$68

Minimum pre-print supplement charge: \$140

Circulation

FULL DISTRIBUTION: **CR (4,000)** **CR/Circ (15,000)** **CR/C/NS (16,000)**

Other rates on request. Pre-prints over 20 pages tabloid will be calculated by the weight of the pre-print. Ask a sales representative about using our non-subscriber mailing list database combined with the daily newspaper.

Ph: (260) 726-8141 • Fax: (260) 726-8143

Dunkirk office: (765) 768-6022

Email: ads@thecr.com

Pre-print Deadlines

Pre-print inserts must be delivered to us ten days prior to insertion in the CR. Pre-prints in The Circulator must be delivered to us by noon the preceding Thursday.

Deadlines

Advertising copy for *The Commercial Review* must be submitted by **noon** one day prior to insertion.

Advertising copy for Monday's edition must be submitted by **noon Friday**.

These deadlines apply to display advertising, classifieds, and classified display.

The Circulator deadline **11 a.m. Friday**.

E-mail deadline for *The Commercial Review* is **noon two days before insertion** and for **Monday's edition** must be submitted by **3 p.m. Thursday** afternoon.

Indiana Classified Ad Network

24 words, one time in more than **100 Indiana newspapers** - total circulation of **more than one million** - \$520.

Classified Display Rates

The Commercial Review\$6.85 per column inch
The Circulator Combination\$8.60 per column inch
CR/C/N&S\$9.10 per column inch

Public Auction Ads

The Commercial Review\$6.85 per column inch
The Circulator Combination\$8.60 per column inch
CR/C/N&S\$9.10 per column inch

Classified Rates

Minimum Charge for Classified Ad - \$10.40

1 insertion52 cents per word
2 insertions71 cents per word
3 insertions86 cents per word
6 insertions\$1.04 per word
12 insertions\$1.32 per word
26 insertions\$1.37 per word

All classifieds are automatically posted on our Internet site, www.thecr.com, at no additional charge.

The Circulator Combination - \$1.50 per insertion, \$6.00 per month

Miscellaneous

Private Party, Happy Birthday, or In Memory

.....\$25.00 2 col. x 2" ad

Sale Calendar Notices

When display sale ad appears in *The Commercial Review* \$50

1 Ad Insertion10 Calendar Notices

2 Ad Insertions15 Calendar Notices

3 Ad Insertions20 Calendar Notices

Additional Insertions\$2.50 each

Sale Calendar Notices to appear in consecutive issues. If no display sale ad is run in the newspaper, the regular classified rates apply for Sale Calendar Notices. Limit 75 words.

Business Cards

The Commercial Review\$40.00 per inch per month

The Circulator Combination\$45.00 per inch per month

CR/C/N&S\$47.00 per inch per month

Business cards are sold on the basis of a 8.5 pica column inch rather than an SAU column.

Maximum Size 2 col. x 3 inches

ICAN Plus

2 column x 2" Statewide\$900.00

2 column x 4" Statewide\$1,800.00

The Commercial Review

Customer Supplied Artwork Guidelines

Black and White or Spot Color Printing:

1. Raster Artwork: Please submit black and white images or grayscale images at 600 dpi for standard spot printing. If raster artwork is placed into a layout program (InDesign, Quark, etc.), the artwork can be colored per our guidelines.
2. Vector Artwork: Every element of the file must be colored with spot colors (no RGB, CMYK, etc.).

Full Color Process Printing:

1. Every element of the file must be colored with process CMYK colors (no RGB, indexed color, etc.).
2. If RGB or other non-CMYK colors are used in your files, the necessary conversion to CMYK will change the appearance of the colors when we print, sometimes dramatically.
3. PANTONE colors - while we are often able to closely reproduce a spot PMS- ink using full color process, PMS spot colors and process colors are produced using different methods. Therefore, colors produced in full color will differ from Pantone spot colors, sometimes significantly. Please refer to a Solid to Process Color Imaging Guide for color conversions.

We accept files that are:

Acrobat PDFs	.pdf	Preferred
Adobe Photoshop CS3	.eps, .tif, .jpg	
Adobe Illustrator CS3	.eps	

We do not recommend any of the following softwares.

Compatibility and production errors/issues could occur.

Microsoft PowerPoint
Microsoft Excel
Microsoft Word
Microsoft Publisher

NOTE: Files will be subject to resizing and/or remake to fit printed ad size unless you indicate furnished artwork is to be used as is.

Application Requirements

Adobe PDFs - Macintosh

1. All fonts must be embedded.
2. All elements of the file must be colored per our guidelines.
3. All placed graphics and images need to be high quality. Whenever

possible, place vector images into the layout before converting to a PDF. Please be aware that when changes need to be made to placed images (coloring, mode, etc.), there is the possibility of the quality being compromised.

4. Please name the PDFs without punctuation of any kind (except .pdf) or special characters. File names should be short.

Submitting Your Files

1. Files are accepted on flash/thumb drives, CD-Rs, DVDs or emailing to cr.ads@comcast.net
2. DO NOT send us the only copy of your file. The disk or file could possibly be lost or damaged going through the mail. A copy of the original is preferred.

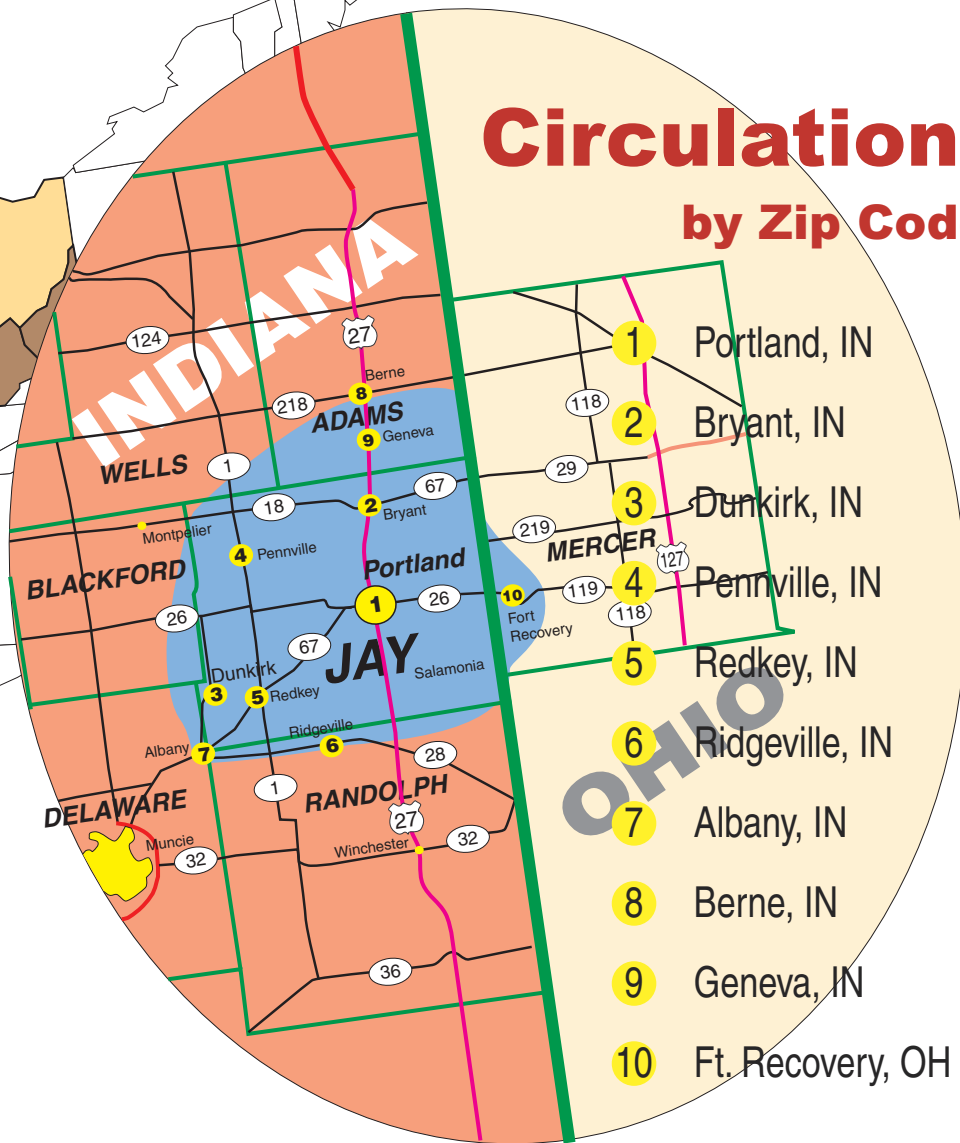
Column Sizes in inches

1 Column = 1.642"
2 Columns = 3.413"
3 Columns = 5.185"
4 Columns = 6.957"
5 Columns = 8.728"
6 Columns = 10.5"

If you have questions pertaining to the size of your artwork, contact your ad sales representative at 260-726-8141 or by email at cr.ads@comcast.net

Ph: (260) 726-8141 • Fax: (260) 726-8143
Dunkirk office: (765) 768-6022
Email: ads@thecr.com

Circulation Area by Zip Code



THE COMMERCIAL REVIEW

Jay County's Daily Newspaper

The Circulator

Ph: (260) 726-8141 • Fax: (260) 726-8143
 Dunkirk office: (765) 768-6022
 Email: ads@thecr.com