

# The Commercial Review

## 2020-21 rate card

### Staff

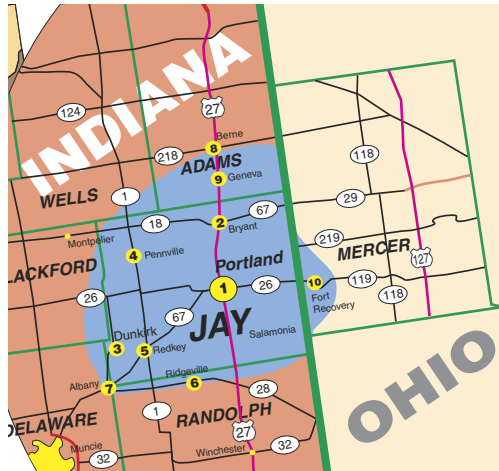
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### Circulation

**The Commercial Review**  
Print - 3,500

**Online at thecr.com**  
More than 27,000  
unique visitors  
per month in 2020

*The Commercial Review  
prints five days a week  
(Tuesday through Saturday)  
and updates thecr.com  
as news breaks.*

## Display advertising rates

### Open local rate and national advertising rate

\$13 per column inch

### Bulk advertising discounts

Total display advertising space used during the calendar month determines the 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.

Discounts won't be granted for accounts due more than 30 days.

1 to 49 inches .....	\$13 per column inch
50 to 99 inches .....	\$12.50 per column inch
100 to 499 inches .....	\$11.50 per column inch
500 or more inches .....	\$10.50 per column inch

### Combination rate

- an additional \$2.50 per column inch

Ad appears in *The Commercial Review* and *The Dunkirk News and Sun*, which is published weekly on Wednesdays, for a total circulation of 4,500.

### Color rates

FULL COLOR in *The Commercial Review* — \$200 (WAS \$255 in 2019-20)

FULL COLOR in *The Commercial Review* and *News and Sun* — \$250 (WAS \$480 in 2019-20)

### 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

**Effective date: Oct. 1, 2020**

# Special packages

## Contract rates

One quarter-page ad per week — 6 months — \$175 each (**Regular price — \$362.25 each**)

Two quarter-page ads per week — 6 months — \$125 each (**Regular price — \$362.25 each**)

Four full-color half-page ads over a 3-month period — \$250 each (**Regular price — \$787.50 each**)

*If any contract is cancelled by the advertiser before the expiration date or the advertiser fails to use the contracted number of inches, the advertiser shall pay to the publisher such additional amount for all space used at a rate that is the difference between the contracted rate and the open rate.*

## Small business packages - MORE INCHES, SAME PRICE!!!

**Package A**  
8  
2x2 ads  
**\$222** 32 inches  
per month

**Package B**  
4  
2x4 ads  
**\$222** 32 inches  
per month

**Package C**  
3  
3x4 ads  
**\$222** 36 inches  
per month

# Online advertising

*Expand your reach beyond print by utilizing our award-winning website at [thecr.com](http://thecr.com)*

**Our reach:** Average of 27,000 *unique* visitors per month in 2020.

Banner ad - sized to scale

Actual size: 720 pixels wide by 90 pixels tall at 72 resolution

Tile ad - sized to scale

Actual size:  
300 pixels wide  
by 250 pixels tall  
at 72 resolution

## Month-by-month rates

Banner in rotation  
(all pages)  
\$100 per month

Tile in rotation  
(home page)  
\$50 per month

Tile in rotation  
(in story)  
\$50 per month

## Contract rates

*Online ads purchased with a six-month commitment*

Banner in rotation (all pages) — \$75 per month

Any tile ad — \$40 per month

***Online ads will link through to your website, Facebook page or email address.***

# Display advertising deadline policy

## Publication date

Tuesday  
Wednesday  
Thursday  
Friday  
Saturday

## Standard deadline

Noon Friday  
Noon Monday  
Noon Tuesday  
Noon Wednesday  
4 p.m. Wednesday

These deadlines allow us to provide all advertising customers a “proof” prior to publication. Upon ordering an advertisement, you will receive a proof at least 24 hours prior to publication.

We ask that you review your ad and either approve it or notify us of any necessary changes. (This review is intended to catch errors, typos, missing information, etc., not to make wholesale changes.)  
If the advertiser does not respond to the proof, the ad will run as-is.

*We will accept ads after the standard deadline up to 24 hours before publication.*

## Publication date

Tuesday  
Wednesday  
Thursday  
Friday  
Saturday

## Late deadline

Noon Monday  
Noon Tuesday  
Noon Wednesday  
Noon Thursday  
4 p.m. Thursday

There will be a fee — 10% of the cost of your ad — for those turned in at the late deadline. We will attempt to get customers a proof, but cannot commit to doing so on short notice.

# Pre-prints and sale bills

## Pre-printed supplements

*Prices listed per thousand*

Size	
Card (8 1/2" x 11") . . . . .	\$45
4 page tabloid/2 reg. . . . .	\$50
8 page tab./4 reg. . . . .	\$52
12 page tab./6 reg. . . . .	\$58
16 page tab./8 reg. . . . .	\$64
20 page tab./10 reg. . . . .	\$70
Minimum pre-print supplement charge: . . . . .	\$140
Inquire about charges for pre-prints larger than 20 pages.	

*Pre-print inserts must be delivered to us  
10 days prior to insertion in The Commercial Review.*

*The Commercial Review publishes five days a week,  
Tuesday through Saturday.*

## Sale bills

CR only - \$6.95 per column inch  
CR/NS - \$8.95 per column inch

Sale Calendar Notices

When display sale ad appears in

The Commercial Review - \$50

1 Ad Insertion . . . . .	10 Calendar Notices
2 Ad Insertions . . . . .	15 Calendar Notices
3 Ad Insertions . . . . .	20 Calendar Notices
Additional Insertions . . . . .	\$2.50

*Sale calendar notices to appear in consecutive issues.*

*If no display sale ad is run in the newspaper,  
the regular classified rate will apply.*

*Limit 75 words.*

# 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 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.

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 Word
Microsoft Excel	Microsoft Publisher

**NOTE: Files will be subject to resizing and/or remake to fit printed ad.**

## 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.), quality may be 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 via email (preferred) at ads@thecr.com or on flash/thumb drives, CD-Rs or DVDs.
2. DO NOT give us the only copy of your file. 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 call (260) 726-8141 or email ads@thecr.com*

# Important information

Our advertising staff (advertising reps Katie Lyons and Haley Lawhead and business manager Tonia Hardy) can be reached at ads@thecr.com or by calling (260) 726-8141 from 8 a.m. to 5 p.m. Monday through Friday.

Our circulation is 3,500 in print. We have averaged more than 27,000 unique visitors per month at thecr.com in 2020.

We publish five days a week — Tuesday through Saturday — in Jay County, Indiana, and the surrounding area. Our website — thecr.com — is updated frequently as news breaks.

Our open local rate and national advertising rate is \$13 per column inch. Discounts are applied to those who advertise 50 column inches or more per month. See our contract rates and small business packages for additional discount offers.

Our deadline for display advertising is 48 hours prior to publication. Pre-print and other specialized advertising will have earlier deadlines.