



C L A S S I F I E D
A U T O M O T I V E
A D V E R T I S I N G R A T E S



	Investment Level	Daily		Impact Ads Quarter Pages			Impact Ads Half Pages		
		Daily	Sunday	Mon-Fri	Sat	Sunday	Mon-Fri	Sat	Sunday
E	\$2,500	\$5.04	\$7.61	\$3,300	\$3,500	\$4,900	\$5,500	\$5,800	\$7,540
	\$5,000	\$4.84	\$7.32						
	\$10,000	\$4.66	\$7.03						
D	\$20,000	\$4.48	\$6.76	\$2,650	\$2,800	\$3,920	\$4,700	\$5,000	\$6,500
	\$40,000	\$4.27	\$6.44						
	\$60,000	\$4.06	\$6.14						
	\$80,000	\$3.87	\$5.84						
C	\$100,000	\$3.69	\$5.56	\$2,300	\$2,450	\$3,430	\$3,800	\$4,100	\$5,330
	\$150,000	\$3.58	\$5.40						
	\$250,000	\$3.47	\$5.25						
	\$450,000	\$3.37	\$5.09						
B	\$650,000	\$3.27	\$4.94	\$2,000	\$2,100	\$2,940	\$3,600	\$3,900	\$5,070
	\$850,000	\$3.18	\$4.80						
	\$1,050,000	\$3.09	\$4.66						
	\$1,350,000	\$2.86	\$4.32						
A	\$1,700,000	\$2.65	\$4.00	\$1,700	\$1,750	\$2,450	\$3,200	\$3,500	\$4,550
	\$2,050,000	\$2.52	\$3.81						
	Over \$2,400,000	\$2.40	\$3.62						

Ratehold Rates

*3 lines per day	\$3.87	\$5.84
*5 lines per day	\$3.69	\$5.56

*Must sign investment level contract to qualify for these rates minimum 30 days.

All rates are per line per day except Impact Ads.

	Daily	Sunday	3-6	7-29	30 plus
Local/Open	6.36	\$9.16	\$5.42	\$5.00	\$4.74
National/Open	\$8.99	\$13.42	\$8.08	\$7.13	\$6.76

Color Rates

	Sunday	Daily
1 color & black	\$1,100	\$825
3 color & black	\$1,500	\$1,125

EFFECTIVE MARKET COVERAGE

	Daily Mon.-Sat.	Sunday
Total Circulation . . .	247,674	359,569

Source: ABC Audit Report for 12 months ended, March 31, 2005.

Special Section Rate

Daily	\$4.47
Sunday	\$6.75



2006 CLASSIFIED ADVERTISING RATES

Impact Ads			
Mon-Fri	Full Pages Sat	Sunday	Investment Level
NA	NA	NA	\$2,500 \$5,000 \$10,000 E
\$8,500	\$9,000	\$10,800	\$20,000 \$40,000 \$60,000 \$80,000 D
\$7,250	\$7,750	\$9,300	\$100,000 \$150,000 \$250,000 \$450,000 C
\$7,000	\$7,500	\$9,000	\$650,000 \$850,000 \$1,050,000 \$1,350,000 B
\$6,000	\$6,500	\$7,800	\$1,700,000 \$2,050,000 Over \$2,400,000 A

Weekly Multi-Ad Discount:

Ads scheduled under contract rate schedules will be provided an additional 20% discount if the advertiser inserts the same ad for three days or more within a seven day period. The ad being inserted at this discount must run without changes in size or copy during that period. (Ads must be 14 lines or more to qualify.)

15% Daily Pickup Discount: Any display ad that runs in the Sunday paper may be repeated in a weekday paper (Monday-Saturday) and receive a 15% discount. Ad must run within a 6 day period, and run without changes in size or copy during that period (contract only.)

Sunday Pick-up Impact Ads only
Any Impact ad that runs Monday-Saturday can be picked up into Sundays paper and receive 15% discount. Same ad size. Ad must run within 7 days.

NOTE: Only one discount program may be used per schedule.

Automotive Manager
Walt Doney
(614) 461-5207

Classified Advertising Director
Marilyn Tanious
(614) 461-5240

Corporate Office:
34 South Third Street
Columbus, Ohio 43215

Phone (614) 461-5523
Fax (614) 461-8525

<http://www.dispatch.com>

Advertising Department
Mailing Address:
5300 Crosswind Drive
P.O. Box 1289
Columbus, Ohio
43216-1289

Shipping Address:
5300 Crosswind Drive
Columbus, Ohio 43228

CLOSING TIMES AND PRODUCTION DEADLINES

DAY OF PUBLICATION	SINGLE COLUMN CONTRACT	SINGLE COLUMN NON-CONTRACT	PROOF DEADLINE FOR B&W/ SPOT COLOR ADS	FINAL SPACE RESERVATIONS B&W/ONE COLOR NO PROOF* CAMERA READY ADS [MAC NATIVE DIGITAL ADS Due at 1:00 p.m.]	DIGITAL READY PDF FORMAT	ALL PROOF CORRECTIONS DUE BACK/ Pick ups w/changes***
MONDAY	FRI. 5 p.m.	SAT. 2 p.m.	WED. 5 p.m.	FRI. 5 p.m.	FRI. 1 p.m.	FRI. 2 p.m.
TUESDAY	THU. 5 p.m.	MON. 11:45 a.m.	THUR. 5 p.m.	FRI. 5 p.m.	MON. 1 p.m.	MON. 2 p.m.
WEDNESDAY	FRI. 5 p.m.	TUES. 11:45 a.m.	FRI. 5 p.m.	MON. 5 p.m.	TUES. 1 p.m.	TUE. 2 p.m.
THURSDAY	MON. 5 p.m.	WED. 11:45 a.m.	MON. 5 p.m.	TUES. 5 p.m.	WED. 1 p.m.	WED. 2 p.m.
FRIDAY	TUE. 5 p.m.	THUR. 11:45 a.m.	TUES. 5 p.m.	WED. 5 p.m.	THU. 1 p.m.	THU. 2 p.m.
SATURDAY	WED. 5 p.m.	FRI. 11:45 a.m.	WED. 5 p.m.	THUR. 5 p.m.	FRI. 1 p.m.	FRI. 2 p.m.
SAT. WHEELS	THU. 5 p.m.	FRI. 11:45 a.m.	WED. 5 p.m.	THUR. 5 p.m.	FRI. 1 p.m.	FRI. 2 p.m.
SUNDAY	FRI. 5 p.m.	FRI. 5 p.m.	WED. 5 p.m.	THUR. 5 p.m.	FRI. 1 p.m.	FRI. 2 p.m.
SUNDAY HOME**	N/A	N/A	WED. 5 p.m.	TUES. 5 p.m.	FRI. 1 p.m.	FRI. 2 p.m.

*Advance the Deadline Schedule 24 hours if you need LAYOUT,ARTWORK, COPY CREATED,AND ALL DOUBLE TRUCK ADS.

**FULL COLOR AD DEADLINES are 48 hours in advance of B&W and spot color deadlines.

***Changes to be minor. Black plate text only. No proofs to Advertiser on this schedule. Follow proof deadlines for proofs to Advertiser. Ads to be picked up and changes made to color, art or image changes, or extensive alterations, must follow regular proof or no proof deadlines.

DEADLINE NOTE: It is the Dispatch Advertising Services Department goal to provide quality and service that meets or exceeds customer expectations. Ads or materials delivered to us past the published deadlines may not allow us to achieve this goal due to shortcuts that would need to be taken. We will make every effort to maintain the highest standards on your job but we cannot guarantee total satisfaction if the Deadlines are not met.

The Columbus
Dispatch
dispatch.com



EFFECTIVE JANUARY 1, 2006

TERMS AND CONDITIONS

CONTRACTS

a. The receipt by *The Columbus Dispatch* of a contract or order is construed as an acceptance by the advertiser of all the rates and conditions under which advertising space is, at the time, sold by *The Columbus Dispatch*. *The Columbus Dispatch* reserves the right to revise advertising rates at any time. Current contract holders will be notified 30 days prior to rate adjustment. *The Dispatch*, however, may refuse any unpaid advertising as well as any advertising submitted by persons or entities, or their successors and affiliates, having unpaid accounts with *The Dispatch* or otherwise constituting unacceptable credit risks.

CONTRACT FULFILLMENT

b. If the advertiser fails to purchase the advertising as provided in the contract, the advertiser must pay the rate charged by *The Columbus Dispatch* at the time the contract is signed for the amount of advertising actually purchased. If the advertiser purchases, in the one year period(s) of the contract, more advertising than is contracted for, the advertiser shall pay for the level of advertising purchased above the contract amount only at the rate applicable to that increment and up to one contract level. The advertiser will be given credit for any overpayments, but no cash refunds will be made. Claims for credit must be made within three months after a contract terminates.

CONTENT/COPY

c. *The Columbus Dispatch* has a policy to generally not reject paid advertising unless its content may be construed as defamatory, invasive of the privacy of others, fraudulent, obscene or otherwise unlawful. In submitting copy, the advertiser represents and warrants that its content is truthful, is not defamatory, is not invasive of the privacy of others and is in compliance with all federal, state and local laws and regulations. However, *The Columbus Dispatch* reserves the right to reject or cancel any advertising at any time.

SUBJECT MATTER

d. The subject matter, form, size, illustrations and typography of all advertising is subject to the approval of *The Columbus Dispatch*.

POSITION

e. Position of any advertising CANNOT be guaranteed. Generally, *The Columbus Dispatch* will attempt to accommodate an advertiser's request for advertising position whenever possible. In no event will adjustments, reinsertions or refunds be made because of the position in which an advertisement has been published.

LIABILITY FOR ERROR

f. The liability of *The Columbus Dispatch* for any material error caused by *The Columbus Dispatch* in an advertisement is limited to crediting to the account of the advertiser an appropriate portion of the price of the advertisement containing the error. The portion will be determined by *The Columbus Dispatch* according to the seriousness of the error. In no event will the credit be greater than the price of the first advertisement containing the error. Claims for such liability must be submitted to *The Columbus Dispatch* within 15 days after the publication and will not be honored if copy or corrections were submitted to *The Columbus Dispatch* after the deadline for submission.

No adjustment of any kind normally will be made for errors that do not materially affect the value of the advertisement.

FAILURE TO INSERT

g. The liability of *The Columbus Dispatch* for omitting an advertisement from any edition in which it was scheduled or ordered for publication is limited to publishing the advertisement in another mutually agreeable edition at applicable rates.

CORRECTIONS

h. The liability of *The Columbus Dispatch* shall be limited to the first incorrect insertion of any order.

LIMITATION OF LIABILITY

i. The advertiser must agree to indemnify and hold harmless *The Columbus Dispatch* from any and all claims, actions, suits, proceedings, costs, expenses, damages and liabilities arising out of or connected with or resulting from any advertisement (including illustrations, text, layout, positioning, etc.) published at the advertiser's request.

INCORRECT RATES IN ORDER FORMS

When orders are forwarded by Advertiser or its Agency that contain incorrect rates or conditions, the advertising will be inserted and charged at the correct rate as provided in the Newspaper's published rate information and in accordance with the conditions contained in Advertiser's contract.

ADVERTISEMENT/NEWS FORMAT

j. Advertising set to resemble news matter must carry the word "advertisement" in bold print at the top of the advertisement. Such advertising must be set in a typeface different from that used in news and editorial columns in *The Columbus Dispatch*.

CLASSIFICATION

k. *The Dispatch* reserves the right to properly classify any advertisement accepted for publication.

POLITICAL RATES

l. Candidates and issues on municipal, township, county and state ballots will be charged local classified advertising rates. Issues on national ballots and candidates for federal offices will be charged national classified advertising rates. All political advertising accepted on a prepayment only basis.

PREPAYMENT POLICIES

n. Certain types of advertising, including political, are accepted on a prepayment basis only. All prepayment sales require full payment for each advertisement prior to reservation deadline date. Prepayment may be required in cash, cashier's check or money order.

Visa, MasterCard, American Express and Discover Card accepted.

COPYRIGHT

o. Advertising layouts and copy prepared by employees of *The Columbus Dispatch* are the property of *The Columbus Dispatch* under the Copyright Act of 1976 and cannot be reproduced in other media without the express written consent of *The Columbus Dispatch*.

ARTWORK

p. *The Columbus Dispatch* is not responsible for artwork and/or printing material left at its offices over 10 days after publication.

ALCOHOLIC BEVERAGES

q. Alcohol advertising accepted.

TOBACCO

r. Tobacco advertising not accepted.

CANCELLATIONS

s. Advertising cancelled past the published deadline is subject to a 50% billing of reserved advertising space.

BROKERED SPACE

t. *The Columbus Dispatch* will not permit brokering of space.

MECHANICAL REQUIREMENTS

Column Width	Picas	Inches
1 column	.6p7.064	.1 1/16"
2 columns	.13p7.62	.2 1/4"
3 columns	.20p8.176	.3 7/16"
4 columns	.27p8.732	.4 9/16"
5 columns	.34p9.88	.5 3/4"
6 columns	.41p9.884	.6 15/16"
7 columns	.48p10.4	.8 1/16"
8 columns	.55p10.956	.9 1/4"
9 columns	.62p11.512	1.0 7/16"
10 columns	.70p0.069	1.1 5/8"
21 columns (double truck)		2.4 1/8"