



# ARCHBOLD BUCKEYE

## Advertising Rates Effective May 1, 2016

Published by Archbold Buckeye, Inc.  
207 N. Defiance St., Archbold, OH 43502

*Our 110th year*

Telephone: (419) 445-4466

Fax: (419) 445-4177

Email: advertising@archboldbuckeye.com

**Members:** Ohio Newspaper Association, Inland Press Association

### Personnel:

Publisher/President.....Ross Wm. Taylor  
General Manager, Advertising Director.....Mary Huber  
Production Manager.....Brent C. Taylor  
News Editor.....David Pugh

### Member:

OHIO NEWSPAPER ASSOCIATION  
1335 Dublin Rd., Suite 216-B  
Columbus, Ohio 43215  
(614) 486-6677 Fax: (614) 486-4940



NATIONAL NEWSPAPER ASSOCIATION  
PO Box 7540, Columbia, MO 65205-7540



### Payment Terms:

Payment is due upon receipt of invoice. Cash with order is accepted method of payment. For billing inquiries call (419) 445-4466. Overdue accounts are charged a 2% monthly finance charge. Payment date: 25th of month following publication.

### Preprinted Insert Rates:

**2,050 pieces needed**  
(Non-commissionable)

Legal sheets or smaller, up to 4 sheets.....**\$85/1,000**

4-12 page tab.....**\$95/1,000**

16-24 page tab.....**\$100/1,000**

Sections that do not conform to standard weights or tabloid measurements will be priced upon receipt of sample.

Insertion orders must be placed a minimum of one week prior to run date and must be received on or before the Monday prior to publication. Inserts may be delivered (**boxed or tied in bundles, no skids please**) to: The Archbold Buckeye, 207 N. Defiance St., Archbold, OH 43502 between 9 a.m.-5 p.m., Monday-Friday.

## Display Advertising Rates:

### Non-Contract Rates (Non-commissionable)

Non-contract rate.....**\$11.40 per col. inch**

Multiple insertion rate.....**\$10 per col. inch**

Offered when same advertisement reruns within one year.  
Local advertisers only.

Nonprofit rate.....**\$10 per col. inch**

### Contract Rates (Non-commissionable)

12-month contract rate.....**\$10 per col. inch**

Minimum 400 inches per year

6-month contract rate.....**\$10.25 per col. inch**

Minimum 8 inches per week or 250 inches per 6 months

3-month contract rate.....**\$10.50 per col. inch**

Minimum 8 inches per week or 150 inches per 3 months

### Full Page Rates (Non-commissionable)

Full page rate.....**\$999**

Includes a 30% discount off the open rate.

Full page rate, second insertion (no changes).....**\$655**

### Camera-Ready ROP Discounts:

(Camera-ready black & white ads only; full color + \$100, spot color + \$75/color)

Full page.....\$865

Full page-rerun (no changes).....\$655

Half page (6 col. x 10.5" or 3 col. x 21").....\$525

Quarter page (3 col. x 10.5").....\$299

### Commissionable Rates (Standard 15% commission)

National rate.....**\$13.42 per col. inch**

### Color Rates:

Spot color (per color).....**\$75**

Full color.....**\$100**

Reading of the copy in advertising with color is increased by up to 80%. Surcharges are in addition to space charges. Acceptance of any color is subject to mechanical availability. Full color ads must be distilled through Adobe Acrobat.

### Special Services

Advertising design service.....**\$60/hour**

The Archbold Buckeye will design and typeset your fliers and brochures, as well as advertisements for other publications. Price is for design service only; advertiser must make arrangements to have pieces printed.

## Classified Rates:

Display advertising.....**\$11.40/column inch**  
 Position under specific headings not guaranteed.

Classified line ad.....**\$15/20 words**  
**20¢ each additional word**  
 Prepayment required.

Econo-ad (line ad).....**\$35/20 words**  
**3 consecutive weeks; no changes allowed**  
**60¢ each additional word**  
 Prepayment required.

Contract classified line ad.....**\$14/20 words**  
**20¢ each additional word**  
 Minimum contract: 13 weeks.

Blind box ads (advertiser picks up replies).....**\$10.00**  
 Blind box ads (advertiser has replies mailed).....**\$25.00**  
 Billing Charge.....**\$2.00**

## Circulation:

Paid circulation (print & electronic) per the U.S. postal statement for the period ending September 30, 2015 and filed October 6, 2015.....**2,071**

Single copy rates.....**\$1**

Print Subscription (in Fulton, Williams, Henry, & Defiance counties).....**\$52 per year**

Print Subscription (everywhere else).....**\$67 per year**

Online Subscription.....**\$40 per year**

Print & Online Combo Subscription (in Fulton, Williams, Henry, & Defiance counties)..**\$63 per year**

Print & Online Combo Subscription (everywhere else).....**\$78 per year**

## General Policy:

Advertising layouts and copy prepared by employees of the Archbold Buckeye newspaper are the property of the Archbold Buckeye under the copyright act of 1976 and cannot be reproduced in other media without the express written consent of the Archbold Buckeye.

The publisher reserves the right to accept, edit or reject any advertisement at any time, and to require prepayment for advertising. Typographical errors or misprints will occur from time to time; the publisher assumes no responsibility for same beyond adjusting the charge for the space affected.

In the event goods or services are mistakenly advertised at less than the price shown on submitted copy, publisher shall furnish a letter to the advertiser on request, stating the proper price, but no liability can be assumed for advertiser actually selling goods at the incorrect price.

Claims for adjustment of errors must be made not later than 30 days after the publication date upon which said error occurred.

The Archbold Buckeye reserves the right to add the word "Advertisement" above or below copy which simulates editorial content.

**All display ads automatically rotate on ArchboldBuckeye.com the week they're published in the print edition; they also appear under the appropriate "Marketplace" link (Real Estate & Auctions, Shops/Services, Help Wanted, Automotive, etc.).**

## Special Sections/Pages:

February.....National FFA Week Community Pages

February/March.....Winter Sports Tournament Pages

April.....Spring Sports Good Luck Pages

May.....Spring Home, Lawn & Garden

May.....Graduation

**July.....ARCHBOLD SESQUICENTENNIAL**

August.....Fall Sports, Band Good Luck Pages

October.....Fall Home Improvement

October.....Fire Prevention Week Pages

November.....Exercise Your Right To Vote

Sample Ballot Pages

November/December.....Winter Sports Good Luck Pages

December.....Christmas & New Year's Greetings

December.....First Baby of the Year Contest

*More sections to be announced as opportunities arise*

## Deadlines:

The Archbold Buckeye is published every Wednesday.

Display advertising: Monday noon.

Classified line advertising: Tuesday noon.

## Mechanical Specifications:

We follow a 6-column format for all advertising, including classifieds. Our page is 11.6 inches wide and 21 inches deep, making the page a total of 126 column inches (6x21).

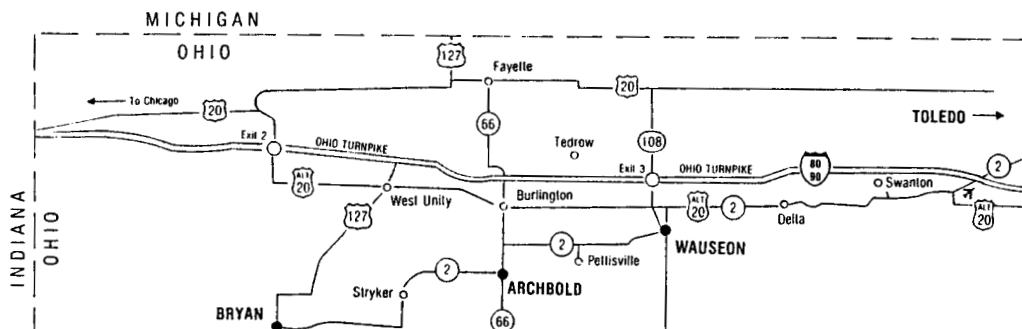
Advertisements that measure deeper than 19 inches and wider than 9.63 inches will be 'floated' and charged for the full page. It is impossible to use the small depth above the ad for editorial purposes.

All advertising must be a minimum of 2 inches deep.

All advertising measured in 1/2 inch-tall increments.

|                        |                          |
|------------------------|--------------------------|
| <b>1 column=1.66"</b>  | <b>2 columns=3.45"</b>   |
| <b>3 columns=5.25"</b> | <b>4 columns=7.04"</b>   |
| <b>5 columns=8.83"</b> | <b>6 columns=10.625"</b> |

PDFs distilled through Adobe Acrobat are preferred (full-color ads MUST be distilled through Adobe Acrobat). 2-point straight line border required on all ads except full pages.



Crossroads of Progress and Prosperity