



2013 RATE CARD

DAILY LOCAL NEWS
www.DailyLocal.com

 **Southern
CHESTER COUNTY**
Weeklies

The Kennett Paper
Avon Grove Sun

The Times Herald
www.TimesHerald.com

DAILY TIMES
www.DelcoTimes.com

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a multimedia company



THE MERCURY
The Daily Mercury

**DELAWARE COUNTY
NEWS NETWORK**
2013 Rebranded! Local News, Information, and All the Latest Events!

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The Phoenix

DAILY LOCAL NEWS
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THE REPORTER

Berks-Mont
BerksmontNews.com

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The Trentonian

SouthJersey
LocalNews

2013 PRINT RATE CARD: DAILY LOCAL NEWS • KENNETT PAPER • AVON GROVE SUN CONTRACT RATES

Modular Size	<2.5K	2.5K-8.5K	8.5K-15K	15K-35K	35K-55K	55K-75K	75K-100K
Full	\$5,190	\$4,300	\$3,830	\$3,375	\$2,880	\$2,725	\$2,655
¾ Page	\$3,890	\$3,225	\$2,875	\$2,530	\$2,160	\$2,045	\$1,995
½ Page	\$2,595	\$2,150	\$1,915	\$1,685	\$1,440	\$1,365	\$1,325
1/3 Page	\$1,730	\$1,435	\$1,275	\$1,125	\$960	\$910	\$885
¼ Page	\$1,295	\$1,075	\$955	\$845	\$720	\$680	\$665
1/6 Page	\$915	\$755	\$675	\$715	\$505	\$480	\$465
1/8 Page	\$690	\$565	\$500	\$445	\$380	\$360	\$350
1/12 Page	\$455	\$380	\$340	\$300	\$255	\$240	\$235
2/30 Page	\$365	\$300	\$270	\$240	\$200	\$190	\$185
1/20 Page	\$275	\$225	\$200	\$180	\$155	\$145	\$140
1/30 Page	\$185	\$155	\$130	\$115	\$100	\$95	\$90
1/40 Page	\$135	\$110	\$100	\$90	\$75	\$70	\$65
1/60 Page	\$90	\$80	\$70	\$60	\$55	\$50	\$45

* Chester County coverage: Daily Local News, The Kennett Paper (Thursday) and the Avon Grove Sun (Thursday) – weeklies deadline Friday prior to run date



2013 PRINT RATE CARD: DAILY LOCAL NEWS CONTRACT RATES

Modular Size	<2.5K	2.5K-8.5K	8.5K-15K	15K-35K	35K-55K	55K-75K	75K-100K
Full	\$4,950	\$4,000	\$3,100	\$3,010	\$2,480	\$2,320	\$2,240
¾ Page	\$3,710	\$2,995	\$2,625	\$2,255	\$1,860	\$1,740	\$1,680
½ Page	\$2,475	\$2,000	\$1,750	\$1,500	\$1,240	\$1,160	\$1,120
1/3 Page	\$1,650	\$1,330	\$1,165	\$1,005	\$825	\$770	\$745
¼ Page	\$1,235	\$1,000	\$775	\$750	\$620	\$580	\$560
1/6 Page	\$990	\$800	\$700	\$600	\$495	\$465	\$450
1/8 Page	\$655	\$530	\$465	\$395	\$330	\$305	\$295
1/12 Page	\$435	\$370	\$300	\$265	\$220	\$205	\$195
2/30 Page	\$350	\$280	\$245	\$210	\$175	\$165	\$160
1/20 Page	\$265	\$210	\$185	\$160	\$130	\$120	\$115
1/30 Page	\$175	\$145	\$120	\$105	\$90	\$80	\$75
1/40 Page	\$135	\$105	\$90	\$80	\$65	\$60	\$55
1/60 Page	\$85	\$70	\$60	\$55	\$45	\$40	\$35

2013 PRINT RATE CARD: KENNETT PAPER & AVON GROVE SUN

Modular Size	Open	2x/mo	3x/mo	4x/mo	13x/yr	26x/yr	52x/yr
Full	\$2,845	\$2,530	\$2,280	\$2,195	\$1,875	\$1,730	\$1,605
¾ Page	\$2,135	\$1,895	\$1,710	\$1,645	\$1,405	\$1,295	\$1,205
½ Page	\$1,420	\$1,265	\$1,140	\$1,095	\$940	\$865	\$800
1/3 Page	\$965	\$860	\$775	\$745	\$635	\$585	\$545
¼ Page	\$725	\$640	\$580	\$560	\$480	\$440	\$410
1/6 Page	\$500	\$445	\$400	\$365	\$335	\$300	\$280
1/8 Page	\$370	\$335	\$300	\$290	\$265	\$230	\$210
1/12 Page	\$265	\$220	\$200	\$195	\$165	\$155	\$140
2/30 Page	\$200	\$180	\$160	\$155	\$135	\$125	\$115
1/20 Page	\$150	\$135	\$125	\$120	\$105	\$95	\$90
1/30 Page	\$100	\$90	\$80	\$75	\$70	\$65	\$60
1/40 Page	\$75	\$70	\$65	\$65	\$55	\$50	\$45
1/60 Page	\$55	\$50	\$45	\$40	\$35	\$30	\$25

Color Rates	DAILY	WEEKLY
Full Color	\$600.00	\$250.00
Spot Color	\$400.00	\$100.00

Premium Positions	DAILY	WEEKLY
Front Page Strip (6c x 3") including color	\$525.00	\$325.00
Sports Front Page Strip (6c x 3") including color	\$375.00	\$215.00
Front Page Skybox (2" x 1") including color	\$165.00	\$150.00
Section Front Skybox (2" x 1") including color	\$115.00	\$100.00
Spadea A: Special wrap around front page: Includes half page (V), two-sided, color on front, b/w on back; full page, two-sided, color on back, b/w on inside	\$2,500.00	\$2,500.00
Spadea C: Special wrap around Sports section: Includes half page (V), two-sided, color on front, b/w on back; full page, two-sided, color on back, b/w on inside	\$1995.00	\$1995.00
Roadblock: L-shaped color ad on front page of paper, half page color inside section A	\$3,000.00 (includes digital portion)	\$3,000.00 (includes digital portion)

2013 PRINT RATE CARD INSERT RATES: DLN · KP · AG

Size	Pricing	Frequency Discount	Policies
Single Sheet	\$54 per thousand	13 x = 5%	<ul style="list-style-type: none"> Minimum size: 7" x 7" for folded pieces, 5" x 7" for single card inserts. Maximum size 10.5" x 10.5"; anything larger must be quarter-folded Minimum 70# bond card stock for card inserts Deliveries accepted Monday through Friday from 7:00 AM to 3:00 PM at Journal Register Offset, 390 Eagleview Blvd., Exton PA 19341 Delivery deadline: Seven days prior to publication
Under 8-page tab	\$59 per thousand	26 x = 10%	
8-page tab	\$64 per thousand	52 x = 15%	
12-page tab	\$67 per thousand	78 x = 20%	
16+page tab	\$72 per thousand		

Print & Deliver	CPM	Policies
5,000 – 9,999	\$81	<ul style="list-style-type: none"> Pricing includes printing, inserting and distribution of single sheet preprinted inserts 8.5" x 10.25" finished size on 70# glossy stock Printed in full-color on both sides, no bleeds Includes online page flip posting on http://findsave.dailylocal.com/ Minimum 10-day lead time required after final art is approved Multiple printings do not qualify for additional discounts, however single printings can be spread over multiple insertion dates within 30 days
10,000 – 19,999	\$63	
20,000 – 29,999	\$51	
30,000 – 49,999	\$46	
50,000 – 74,999	\$37	
75,000 – 99,999	\$35	

Stick-e-Notes	10,000	25,000	50,000	100,000	200,000	250,000	300,000	500,000
1 color	\$72	\$69	\$68	\$67	\$61	\$60	\$59	\$51
2 color	\$82	\$79	\$78	\$77	\$71	\$68	\$66	\$56
3 color	\$87	\$82	\$80	\$78	\$72	\$69	\$67	\$58
4 color (spot)	\$102	\$92	\$87	\$86	\$84	\$83	\$82	\$66
4 color (process)	\$117	\$107	\$102	\$101	\$99	\$98	\$97	\$71

- Minimum quantity 10,000 pieces; minimum 10-day lead time required after final art is approved



Column Width	Inches	Picas	Points	Margins and Gutters
1 Column	1.56"	9p4	112.00	Page Margins: 40 pts
2 Columns	3.22"	19p4	232.00	Page Gutter: 80 pts
3 Columns	4.89"	29p4	352.00	Column Gutter: 8 pts
4 Columns	6.56"	39p4	472.00	Page Depth: 20.295"
5 Columns	8.22"	49p4	592.00	
6 Columns	9.89"	59p4	712.00	
Double Truck	20.295"	121p75	1461.00	

Broadsheet ROP and Classified Sizes

Full Page: 6c x 20"	¼ Page (V): 3c x 10"	1/16 Page: 3c x 2.5"
¾ Page: 5c x 18"	1/5 Page: 3c x 8"	2/30 Page: 2c x 4"
½ Page (H): 6c x 10"	1/6 Page(H): 4c x 5"	1/20 Page: 2c x 3"
½ Page (V): 3c x 20"	1/6 Page (V): 2c x 10"	1/30 Page (H): 2c x 2"
2/5 Page: 4c x 12"	3/20 Page: 3c x 6"	1/30 Page (V): 1c x 4"
1/3 Page (H): 5c x 8"	1/8 Page: 3c x 5"	1/40 Page: 1c x 3"
1/3 Page (V): 2c x 20"	1/10 Page: 3c x 4"	1/60 Page: 1c x 2"
¼ Page (H): 6c x 5"	1/12 Page: 2c x 5"	DT: 13c x 20"

Tabloid ROP and Classified Sizes

Full Page: 6c x 9.6'	1/3 Page (V): 2c x 9.6"	1/10 Page: 2c x 3"
2/3 Page: 5c x 8"	3/10 Page: 3c x 6"	1/15 Page: (H): 2c x 2"
½ Page (H): 6c x 4.75"	¼ Page: 3c x 4.75'	1/15 Page (V): 1c x 4"
½ Page (V): 3c x 9.6"	1/6 Page: 2c x 4.75"	1/20 Page: 1c x 3"
2/5 Page: 3c x 8'	1/8 Page: 3c x 2.31"	1/30 Page: 1c x 2"
1/3 Page (H): 3c x 4.75	2/15 Page: 2c x 4"	DT: 13c x 9.6"

Product & Publication Date	Space Reservation	Art Deadline
Daily Local News - Monday	Thursday 10:00 AM	Thursday 4:00 PM
Daily Local News - Tuesday	Thursday 4:00 PM	Friday 12:00 PM
Daily Local News - Wednesday	Friday 4:00 PM	Monday 12:00 PM
Daily Local News – Thursday	Tuesday 10:00 AM	Tuesday 4:00 PM
Daily Local News – Friday	Wednesday 10:00 AM	Wednesday 4:00 PM
Daily Local News – Weekender (Friday)	Tuesday 10:00 AM	Thursday 12:00 PM
Daily Local News – Saturday	Thursday 10:00 AM	Thursday 4:00 PM
Daily Local News – Sunday	Thursday 10:00 AM	Thursday 4:00 PM
The Kennett Paper (Thursday)	Friday 3:00 PM	Friday 3:00 PM
Avon Grove Sun (Thursday)	Friday 3:00 PM	Friday 3:00 PM

POLICY: ALL CLASSIFICATIONS

- a. The Publisher reserves the right to revise or reject any advertisement. No liability shall attach to the Publisher of the Daily Local News for interruption of publication or limitation of size and/or number of pages printed due to a shortage of material, failure of transportation, flood, fire, riots, strikes, acts of God, or other causes beyond its control. Publisher shall have no liability for failure, for any reason to insert an advertisement.
- b. The subject matter, form, size, wording, illustration and typography of all advertising copy received by the Daily Local News shall be subject to approval, revision, classification, cancellation or rejection at any time by the Daily Local News in its sole and absolute discretion. Previous acceptance of any advertising copy by the Daily Local News will not operate as a waiver of Daily Local News' right hereunder to edit, revise, classify, cancel or reject any advertising copy at any time.
- c. Advertising simulating news style is required to carry the word "advertisement" completely spelled out across the top of each column crossed.
- d. The Publisher reserves the right to change advertising rates upon 30 days written notice
- e. No brokered space accepted
- f. Except where specifically noted in the rate card, the Publisher neither sells nor guarantees position. Every effort will be made to accommodate reasonable position requests. Failure to meet position requests will not constitute cause for adjustment, refund, or rerun.
- g. Advertiser hereby warrants and represents that the advertisement is neither false nor defamatory. Advertiser agrees to indemnify and hold harmless the Publisher from and against any cost or expense, including legal fees and court costs, which are incurred as a result of or in connection with any claim or action brought against the Publisher which arises out of any alleged false or defamatory matter.
- h. Billing Terms: The Daily Local News issues period ending bills. These charges are payable upon receipt. In the unfortunate situation of late payment falling delinquent past 60 days, advertisements will be put on hold until payment is made or arrangements with our credit department have been agreed upon. Advertising agencies agree to pay in accordance with our terms for all advertising published and will be held solely liable for payment.

CONTRACT & COPY REGULATIONS

- a. Alteration charges will be made at the rate of \$35/hour for excessive changes from original copy after the ad has been submitted. Set ads not run in the Daily Local News will be bill at the rate of \$5.00/col. inch. Ads killed after deadline will be billed for space.
- b. The Daily Local News will exercise due care to prevent omissions and mistakes, but its total liability for any published error shall not exceed the space in which the error occurred. Claims for adjustment must be made within 7 days of publication. Credit, when allowed, will apply to the first insertion only. Advertisers should check the paper daily to check for the accuracy of their advertising. The daily Local News will not be responsible for more than one incorrect insertion. Please call to inform of any errors.
- c. Proofs are furnished or available for typographical corrections only.
- d. CONTRACT POLICY

Contracts are for a stated period or until the minimum requirement is reached. Should an advertiser reach or exceed the next contractual bracket above what was originally agreed to, the Daily Local News will rebate the rate differential in credit or space only (limited to one bracket). The Daily Local News reserves the right to rebill advertisers at the appropriate rate for failure to meet contract requirements. A signed contract is required to earn an volume discount. Upgrades are the responsibility of the advertiser.