

The Times Herald

YOUR NEWS...YOUR WAY



We've been your trusted local news source for more than two centuries and we are leading the way into the new century. For local news, sports, business, features and much more, The Times Herald is bringing your news, your way!



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HOW TO REACH US

RETAIL ADVERTISING

610-272-3830

Fax 610-272-9515

advertising@timesherald.com

CLASSIFIED ADVERTISING

610-272-7450

Fax 610-272-4003

classified@timesherald.com

MAILING ADDRESS

610-272-2500

P.O. Box 591,

Norristown, PA 19404

STREET ADDRESS

410 Markley Street

Norristown, PA 19401

obits@timesherald.com

circulation@timesherald.com

newsroom@timesherald.com

yournewsyourway@timesherald.com

REPRESENTATIVES

LOCAL

HITCHINGS & CO. INC.

Plymouth Meeting, PA

610-941-3555 | Fax 610-941-1289

Email: rbhitch@ix.netcome.com

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AUDIENCE INFORMATION

We reach 100,480 of your customers online and in print every week
We reach 232,058 of your customers online and in print every month

Online Reach

Unique Visitors
Page Views

Monthly

167,038

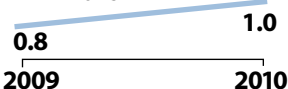
953,593

Unique Visitors
in thousands



We continue to expand our online reach with a 54% YOY increase in unique visitors

Page Visitors
in millions



Readers are engaged with our content by the 25% YOY increase in page views

Source: Omniture average 4 mths ending Dec '10

www.TimesHerald.com Profile

Average time spent on our site 5.96 mins
Average page view per visit 3.51 pages
Most people are on site 7am - 5pm

Methods used to access our site:

Personal Computer 96%
Mobile Device (includes iPad) 4%

Video:

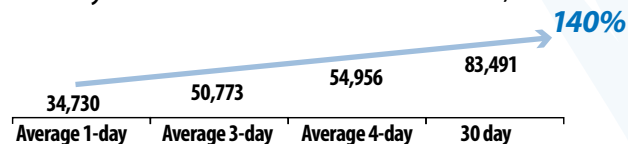
Videos clicked 69,459
Videos watched to completion 68%
Average play per video 482

Source: Omniture avg 4 mos end Dec '10/VMIX Media avg 4 mths end Dec '10

Print Reach

Average 1-day 34,730
Average 3-day 50,773
Average 4-day 54,956
30 day 83,491

Daily Circulation 10,584
Sunday Circulation 19,202



Source: Scarborough 2009-2010 R2/ABC PS 9-30-2010



Primary Market Area

□ Daily
■ Sunday

with Yahoo! + online + print

Reach 52% of the consumers in the market each month

Source: Scarborough 2009-2010 R2



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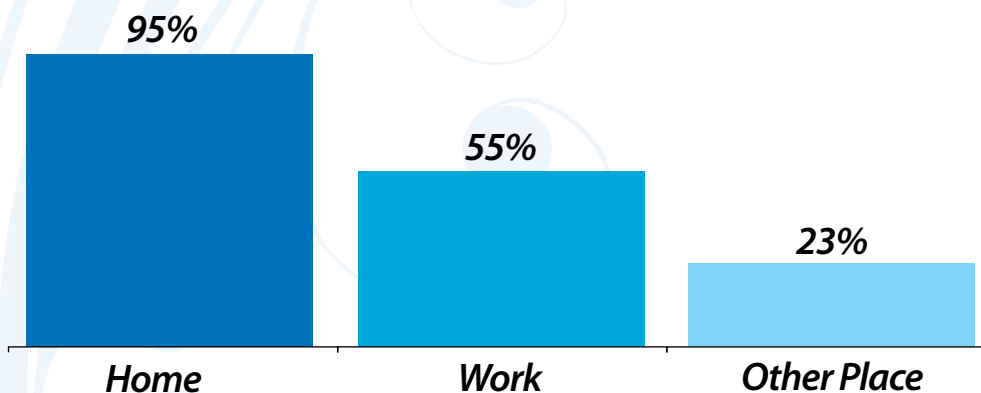
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Consumers in Montgomery County

79% accessed the web (past 30 days)



Media Site

TimesHerald.com
Philly.com
Any Broadcast TV site
Any Radio Station site

Index

644
151
114
106

Index read as

6.4 times more likely
1.5 times more likely
as likely
as likely

The Times Herald is 6.4 times more likely to be visited in our market than in the entire DMA. Philly.com is 1.5 times more likely to be visited in our market.

Index value of 100 is average. Below 100 is less than average.

Source: Scarborough 2009-2010 R2

Our readers are highly educated, affluent homeowners

Print Reader Demographics

Average Household Income	\$74,398
College Educated	44%
Homeowners	75%
Households with children (under age 17)	33%
Men / Women	41% / 59%
Median Age	55.3

Source: Scarborough 2009-2010 R2

www.timesherald.com Demographics

HHI US: 75K+	59.3%
College Educated	67.7%
Homeowners	81.1%
Households with children	43.3%
Men / Women	36% / 64%
Age 25-54	57.0%
Age 18-34	27.6%
Age 35+	78.8%
Age 55+	17.1%

comScore avg 4 mths 2010/Scarborough 2009-2010 R2

DIGITAL ADVERTISING



- DIGITAL ADVERTISING RATES
- DIGITAL VIDEO ADVERTISING
- SLIDING BILLBOARD/PENCIL AD
- BUSINESS DIRECTORY
- MOBILE ADVERTISING
- MONSTER/YAHOO INFORMATION



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Online Rate Card

Target	Creative	CPM Ratio	Size
Home Page	Leaderboard	\$12.00	728 x 90
	LREC (Above Fold)	\$12.00	300 x 250
	LREC (Below Fold)	\$10.00	300 x 250
	Skybox (right)	\$12.00	200 x 100
	Peel Back	\$36.00	
Sections	Leaderboard	\$10.00	728 x 90
	LREC (Above Fold)	\$12.00	300 x 250
	LREC (Below Fold)	\$10.00	300 x 250
Pencil/Billboard Expandable			CPM
	100% Share of Voice, Frequency 24 hours	Based on Newspaper	960 x 30

Discounts

Online Commitment
Contract Term:

Discounts

3-months	10%
6-months	15%
9-months	20%
12-months	25%



ROS

ROS*	Impression Volume	Net CPM Rate
	100,000 - 150,000	\$12.00
	151,000 - 200,000	\$10.00
	201,000 - 249,000	\$9.00
	250,000 +	\$8.00
	*Site, Section and by Market	

ROS is pre-emptable and non-guaranteed/
non-targeted campaigns.

Website Ad Sizes

Ad Size	Dimensions (pixels)	Rate (CPM)
LEADER BOARD	728 x 90	\$15
LARGE RECTANGLE	300 x 250	\$15



Online Video Advertising

- Interactive way to engage the viewer
- Production included
- Response metrics provided

Visit www.timesherald.com/video

Advertising Opportunities

	Monthly Cost	Commitment
Pre- and Post-Roll Video Ads		
15-second maximum duration (exclusive to 6 advertisers)	\$500	30 day
In-Banner Video Ads		
Minimum Ad Impressions: 50,000 CPM: \$18.00 Net Ad Unit: 728 x 90, 300 x 250		
Advertiser Video Showcase		
1-2 minute duration	\$300	1 month
Low Production or Advertiser	\$250	3 month
Supplies	\$200	6 month
Online Bundle Packages		
Bundle any online video and advertising product with ROS impressions (728 x 90 or 300 x 250)		
50,000 ad impressions	\$300	1 month
100,000 ad impressions	\$600	1 month



10– 15 sec (short) commercial
that keeps the users interest **without**
detracting them from your message.

Facts:

- Out of 80 percent of viewers who
have watched a video ad online.*
- 52%** have taken some sort of action
- 31%** visit a Web Site
- 22%** searched for more information
- 15%** walked into a store
- 12%** actually made a purchase

Source: Online Publishers Association: 2007 Report

Consistent branding with a strong
call-to- action gets the user to
ACT NOW!



(use an existing TV ad that you have running and edit, or we can custom create one for you at no additional charge)



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Sliding Billboard with Pencil

Make your message **STAND OUT** in front of an affluent, educated audience with buying power.



BILLBOARD AD

(972 x 300-pixels) displays expanded for approximately 5 seconds pushing content down to present advertiser's marketing message. Expandable will automatically appear twice per unique user in a 24-hour period.

PENCIL AD

(972 x 30-pixels) is fixed and reaches online readers throughout the day.

(Receive a 10% discount if both positions are bought on the same day)

Website Ad Sizes

Ad Size	Dimensions (pixels)	Rate (CPM)
SLIDING BILLBOARD	972 x 300 (billboard) 972 x 30 (pencil)	\$550 Based upon frequency and Site placement

Peel Back Advertising



Peel Back Ad Sizes

Ad Size	Dimensions (pixels)	Rate (CPM)
PEEL BACK	250x250 (small) 800x800 (large)	\$650 (flat)

Ads provide significant branding, visibility along with creative lead-in to a larger format advertisement. (RIGHT ONLY Peel Back/Page Curl ads, start out as a small/large triangle and open into a larger triangle ad)

Specifications:

Type: Static or Flash

File Size: 70K, 10 seconds maximum (8 seconds preferred) or auto-open and close on mouse over.

Controls: Mouse-over action or must include a "Open" button or lead-in ad and "close" button on larger ad.



BUSINESS DIRECTORY



Listing Type	Details	Rate (CPM)
Business Listing	Address and Contact Information	No Charge
GOLD	1 page microsite, map/directions, photos, video, links, custom domain name	\$85/mo
PLATINUM	7 page microsite, (gold products) plus social functions, reviews, gallery	\$175/mo
E-Commerce	Platinum products with commerce platform and Google checkout set-up	\$250/mo

MOBILE ADVERTISING



3 OPTIONS:

"Text 2 WIN"
"Text 4 OFFER"
"Text 4 INFO"



- Reach customers anytime
- Deliver Specials & Coupons to Targeted Mobile Users
- Put the power of mobile to work for you business

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DIGITAL PARTNERSHIPS

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monster®

Why Monster?

- Monster is the market leader in online recruitment advertising
- Gives our customers access to a proven suite of recruitment products
- Enables clients to consolidate their ad spend and time to one source.
- Extends the local reach
- Local newspapers are a trusted source for news and information
- Change from competition to cooperation in local markets to give value to employers
- Extension of local branding and marketing efforts

What does this mean for the customer?

- Broader reach to both online & offline job seekers
- Single source recruitment solution for print & online
- Access to custom products designed for efficiency and effectiveness

Monster Today

- Total Resumes (Global) 73+ million
- Total Resumes (US) 49 million
- Total Job Postings (US) 1.8 million
- Total Job Views (US) 119 million
- Brand Awareness 92%
- www Ranking Top 20 visited site
- Traffic 25 Million Unique Visitors

More Local Presence:

Our combined newspaper partner network is over 1,000 daily and weekly strong.

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YAHOO!

Yahoo!

Reach Key Audiences with Yahoo! Targeting Solutions

The Right Message to the Right Person
at the Right Time

Yahoo infers the specific interests of consumers based on their online activities.

Yahoo! Key Benefits:

- Target specific key audiences at scale
- Reach only the audience you want with an efficient "no waste" media buy that is accurately targeted
- Target geographic and demographic audiences simultaneously with dynamic messages for each
- Granularity - Utilize a variety of geographic targeting options - ranging from country -, state -, DMA -, and zip code-based solutions - to meet your localized campaign needs.

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PRINT ADVERTISING



- MODULAR AD UNITS
- ADVERTISER INFORMATION
- DEADLINES
- MECHANICAL MEASUREMENTS



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STANDARDIZED SIZES. HIGHER VISIBILITY. MORE IMPACT. **BETTER RESULTS.**

Introducing Modular Ad Units.

Modular ad units on the newly designed pages of Journal Register Company newspapers will help make your advertisement stand out and achieve better results.

Utilizing logical page portion - full, half, quarter, eighth, etc. - instead of inches will make planning and buying print advertising easier. An added benefit: complicated rate cards are history - pricing is now provided for each advertising unit.

Our intention is to provide similar standardized advertising units found in other media like magazines, online, television and radio. In addition, your advertisements will easily fit other newspapers that have adopted this strategy.

Inside you'll find thumbnails and dimensions of our 26 modular advertising units. Of course, we will continue to offer creative ad shapes.



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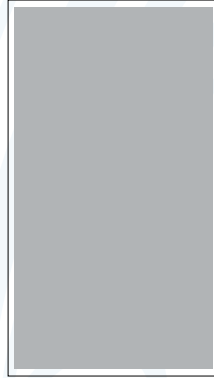
Where your customers look before they buy.



Double Truck

13 col. x 20"

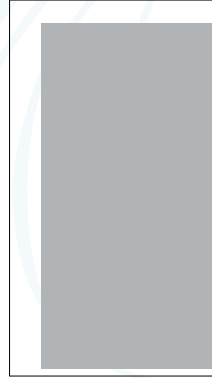
BUILD SIZE: 20.295" x 20"



Full Page

6 col. x 20"

BUILD SIZE: 9.89" x 20"



3/4 Page

5 col. x 18"

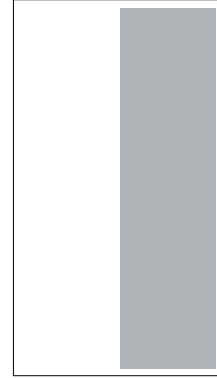
BUILD SIZE: 8.22" x 18"



1/2 Page Horizontal

6 col. x 10"

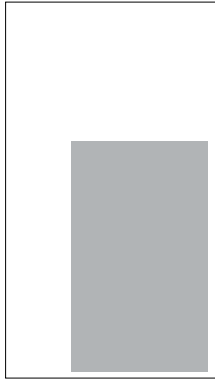
BUILD SIZE: 9.89" x 10"



1/2 Page Vertical

3 col. x 20"

BUILD SIZE: 4.89" x 20"



2/5 Page

4 col. x 12"

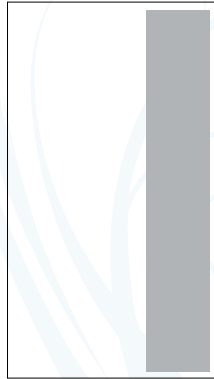
BUILD SIZE: 6.56 x 12"



1/3 Page Horizontal

5 col. x 8"

BUILD SIZE: 8.22" x 8"



1/3 Page Vertical

2 col. x 20"

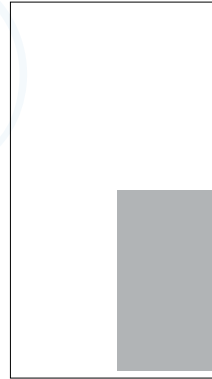
BUILD SIZE: 3.22" x 20"



1/4 Page Horizontal

6 col. x 5"

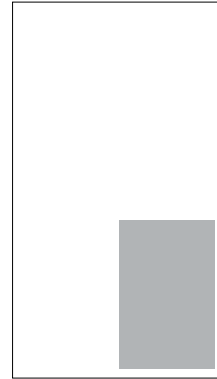
BUILD SIZE: 9.89" x 5"



1/4 Page Vertical

3 col. x 10"

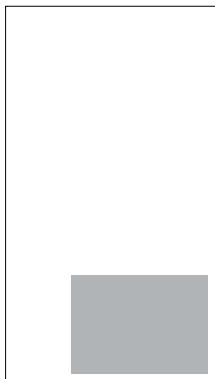
BUILD SIZE: 4.89" x 10"



1/5 Page

3 col. x 8"

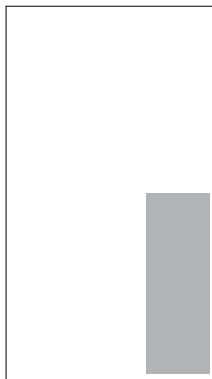
BUILD SIZE: 4.89" x 8"



1/6 Page Horizontal

4 col. x 5"

BUILD SIZE: 6.56 x 5"



1/6 Page Vertical

2 col. x 10"

BUILD SIZE: 3.22" x 10"



3/20 Page

3 col. x 6"

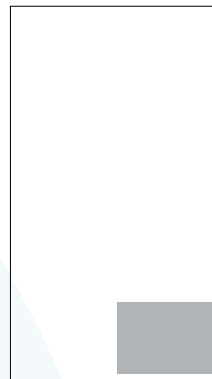
BUILD SIZE: 4.89" x 6"



1/8 Page

3 col. x 5"

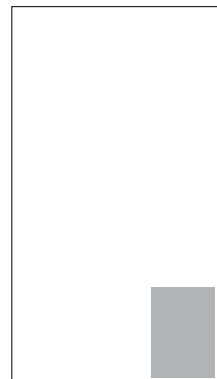
BUILD SIZE: 4.89" x 5"



1/10 Page

3 col. x 4"

BUILD SIZE: 4.89" x 4"



1/12 Page

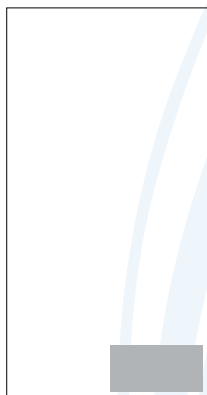
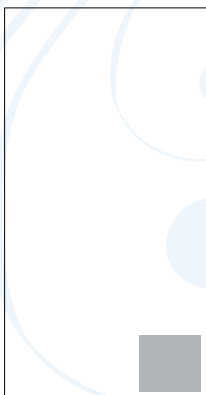
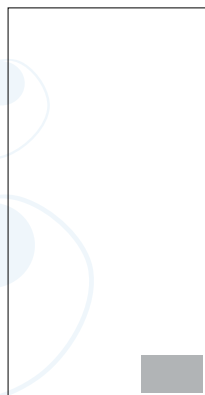
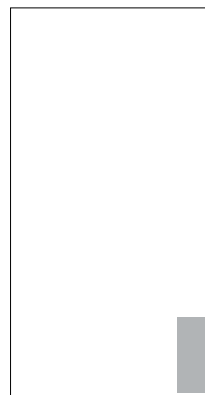
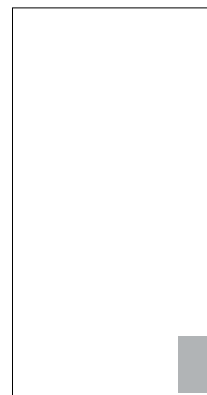
2 col. x 5"

BUILD SIZE: 3.22" x 5"

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Where your customers look before they buy.**1/16 Page**
3 col. x 2.5"
BUILD SIZE: 4.89" x 2.5"**2/30 Page**
2 col. x 4"
BUILD SIZE: 3.22" x 4"**1/20 Page**
2 col. x 3"
BUILD SIZE: 3.22" x 3"**1/30 Page Horizontal**
2 col. x 2"
BUILD SIZE: 3.22" x 2"**1/30 Page Vertical**
1 col. x 4"
BUILD SIZE: 1.56" x 4"**1/40 Page**
1 col. x 3"
BUILD SIZE: 1.56" x 3"**1/60 Page**
1 col. x 2"
BUILD SIZE: 1.56" x 2"**Front Page Banner**
6 col. x 3"
BUILD SIZE: 9.89" x 3"**Skybox**
BUILD SIZE: 2.5" x .75"**44" Web - 6 Column Broadsheet ROP and Classified**

Column Width	Picas	Inches	Points
1 Column	9p4	1.56	112.00
2 Column	19p4	3.22	232.00
3 Column	29p4	4.89	352.00
4 Column	39p4	6.556	472.00
5 Column	49p4	8.22	592.00
6 Column	59p4	9.89	712.00

44" Web - Double Truck

Columns	Picas	Inches	Points
13 Column	121p75	20.295"	1461

Broadsheet Modular Ad Sizes

Double Truck: 13 col. x 20"	1/4 Page Horizontal: 6 col. x 5"	1/12 Page: 2 col. x 5"	Front Page Banner: 6 col. x 3"
Full Page: 6 col. x 20"	1/4 Page Vertical: 3 col. x 10"	1/16 Page: 3 col. x 2.5"	Skybox: 2.5" x .75"
3/4 Page: 5 col. x 18"	1/5 Page: 3 col. x 8"	2/30 Page: 2 col. x 4"	
1/2 Page Horizontal: 6 col. x 10"	1/6 Page Horizontal: 4 col. x 5"	1/20 Page: 2 col. x 3"	Gutters and Margins
1/2 Page Vertical: 3 col. x 20"	1/6 Page Vertical: 2 col. x 10"	1/30 Page Horizontal: 2 col. x 2"	Page Margins: 40 points
2/5 Page: 4 col. x 12"	3/20 Page: 3 col. x 6"	1/30 Page Vertical: 1 col. x 4"	Page Gutter: 80 points
1/3 Page Horizontal: 5 col. x 8"	1/8 Page: 3 col. x 5"	1/40 Page: 1 col. x 3"	Column Gutter: 8 points
1/3 Page Vertical: 2 col. x 20"	1/10 Page: 3 col. x 4"	1/60 Page: 1 col. x 2"	Page Depth: 20.295"

Depth Inches to Points

Inches	Points	Inches	Points	Inches	Points	Inches	Points	Inches	Points	Inches	Points	Inches	Points
1	72	3.5	252	6	432	8.5	612	11	792	13.5	972	16	1152
1.5	108	4	288	6.5	478	9	648	11.5	828	14	1008	16.5	1188
2	144	4.5	324	7	504	9.5	684	12	864	14.5	1044	17	1224
2.5	180	5	360	7.5	540	10	720	12.5	900	15	1080	17.5	1260
3	216	5.5	396	8	576	10.5	756	13	936	15.5	1116	18	1296
												20.5	1476

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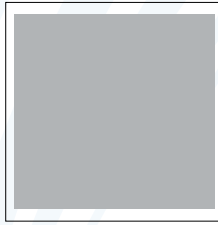
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PRINT INFORMATION

Tab Ad Sizes – Diversions and Special Sections



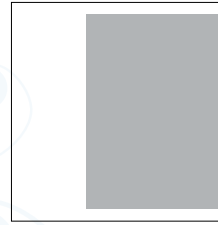
Double Truck
13 col. x 9.6"
BUILD SIZE: 20.295" x 9.6"



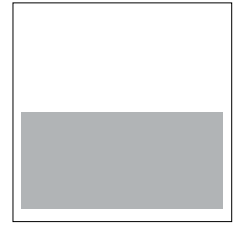
Full Page
6 col. x 9.6"
BUILD SIZE: 9.89" x 9.6"



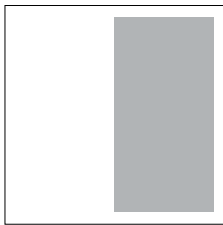
2/3 Page Horizontal
5 col. x 8"
BUILD SIZE: 8.22" x 8"



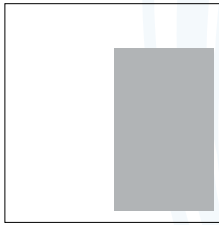
2/3 Page Vertical
4 col. x 9.6"
BUILD SIZE: 6.56" x 9.6"



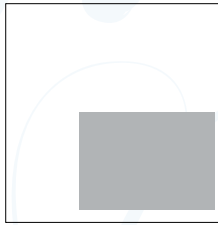
1/2 Page Horizontal
6 col. x 4.75"
BUILD SIZE: 9.89" x 4.75"



1/2 Page Vertical
3 col. x 9.6"
BUILD SIZE: 4.89" x 9.6"



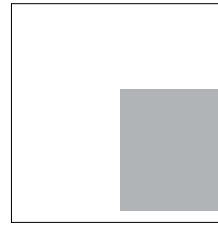
2/5 Page
3 col. x 8"
BUILD SIZE: 6.56 x 8"



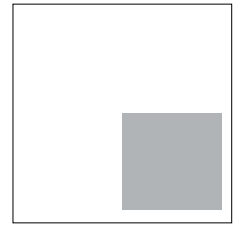
1/3 Page Horizontal
4 col. x 4.75"
BUILD SIZE: 6.56" x 4.75"



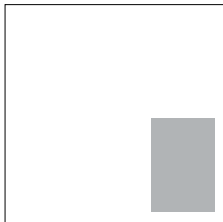
1/3 Page Vertical
2 col. x 9.6"
BUILD SIZE: 3.22" x 9.6"



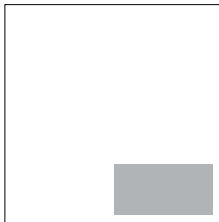
3/10 Page
3 col. x 6"
BUILD SIZE: 4.89" x 6"



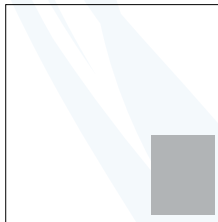
1/4 Page
3 col. x 4.75"
BUILD SIZE: 4.89" x 4.75"



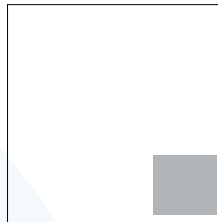
1/6 Page
2 col. x 4.75"
BUILD SIZE: 3.22 x 4.75"



1/8 Page
3 col. x 2.5"
BUILD SIZE: 4.89" x 2.5"



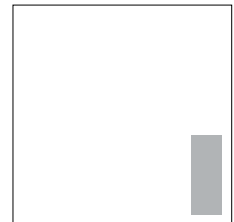
2/15 Page
2 col. x 4"
BUILD SIZE: 3.22" x 4"



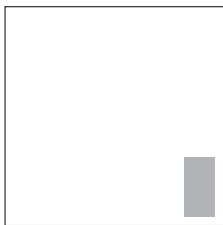
1/10 Page
2 col. x 3"
BUILD SIZE: 3.22" x 3"



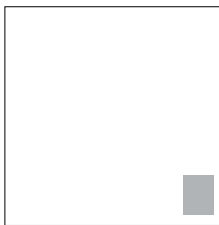
1/15 Page Horizontal
2 col. x 2"
BUILD SIZE: 3.22" x 2"



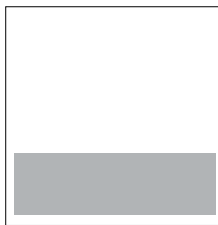
1/15 Page Vertical
1 col. x 4"
BUILD SIZE: 1.56" x 4"



1/20 Page
1 col. x 3"
BUILD SIZE: 1.56 x 3"



1/30 Page
1 col. x 2"
BUILD SIZE: 1.56" x 2"



Front Page Banner
6 col. x 3"
BUILD SIZE: 9.6" x 3"



Skybox
BUILD SIZE: 2.5" x .75"

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2011

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Where your customers look before they buy.

Tabloid Modular Ad Sizes

Double Truck: 13 col. x 9.6"	1/3 Page Horizontal: 4 col. x 4.75"	1/10 Page: 2 col. x 3"	Gutters and Margins
Full Page: 6 col. x 9.6"	1/3 Page Vertical: 2 col. x 9.6"	1/15 Page Horizontal: 2 col. x 2"	Page Margins: 40 points
2/3 Page Horizontal: 5 col. x 8"	3/10 Page: 3 col. x 6"	1/15 Page Vertical: 1 col. x 4"	Page Gutter: 80 points
2/3 Page Vertical: 4 col. x 9.6"	1/4 Page: 3 col. x 4.75"	1/20 Page: 1 col. x 3"	Column Gutter: 8 points
1/2 Page Horizontal: 6 col. x 4.75"	1/6 Page Horizontal: 2 col. x 4.75"	1/30 Page: 1 col. x 2"	Page Depth: 9.89"
1/2 Page Vertical: 3 col. x 9.6"	1/8 Page: 3 col. x 2.5"	Front Page Banner: 6 col. x 3"	
2/5 Page: 3 col. x 8"	2/15 Page: 2 col. x 4"	Skybox: 2.5" x .75"	

Depth Inches to Points

Inches	Points	Inches	Points	Inches	Points	Inches	Points	Inches	Points	Inches	Points	Inches	Points	Inches	Points
1	72	3.5	252	6	432	8.5	612	11	792	13.5	972	16	1152	18.5	1332
1.5	108	4	288	6.5	478	9	648	11.5	828	14	1008	16.5	1188	19	1368
2	144	4.5	324	7	504	9.5	684	12	864	14.5	1044	17	1224	19.5	1404
2.5	180	5	360	7.5	540	10	720	12.5	900	15	1080	17.5	1260	20	1440
3	216	5.5	396	8	576	10.5	756	13	936	15.5	1116	18	1296	20.5	1476

44" Web - 6 Column Tabloid ROP and Classified

Column Width	Picas	Inches	Points
1 Column	9p4	1.56	112.00
2 Column	19p4	3.22	232.00
3 Column	29p4	4.89	352.00
4 Column	39p4	6.556	472.00
5 Column	49p4	8.22	592.00
6 Column	59p4	9.89	712.00

44" Web - Double Truck

Columns	Picas	Inches	Points
13 Column	121p75	20.295"	1461



Commission & Terms of Payment

- Rates are non-commissionable unless otherwise noted.
- National/Agency Rate is commissionable at 15%.
- No cash discount allowed.
- After credit is extended to the advertiser, accounts are due and payable on or before the 30th day of the month following publication.
- When any part of an account becomes delinquent, the entire account shall then become due and any existing contract may be canceled by the Publisher.
- 1.5% service charge per month (18% per annum) will be applied to all unpaid balances which are 30 days past due.
- There is an advertising tax levied by federal or state government that will be added to quoted rate.
- Accounts 60 days delinquent will be put on hold until payment is made or arrangements with our credit department have been agreed upon.
- 5-4-4 Billing cycle.

- Advertising simulating news style is required to carry the word "Advertisement" completely spelled out across the top of each ad column crossed.
- 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 liability of 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. The Publisher will make every effort to place advertisement in line with the customer's preference, but will make no adjustments, re-run, or refund because of the position in which the advertisement has been published.

Retail Rates

Retail Advertising Rates are non-commissionable. No cash discounts are allowed and all rates are net.

- **Bulk Contracts**
- **Frequency Contracts**
- **Repeat Discounts**
- **Special Classifications**

Please contact our sales department for more rate information.

Group Combination Rates

The Times Herald is part of the All Around Philly Newspaper Network. Rates are available for those advertisers who wish to run in the Journal Register All Around Philly Newspaper Network. Contact your Sales Representative for rates and details

Guidelines & Policies

- The Publisher reserves the right to change advertising rates upon 30 days written notice.
- No brokered space accepted.
- The Times Herald accepts alcohol and tobacco advertising.
- The subject matter, form, size, wording, illustration and typography of all advertising copy received by The Times Herald shall be subject to approval, revision, classification, cancellation or rejection at any time by The Times Herald in its sole and absolute discretion. Previous acceptance of advertising copy by The Times Herald will not operate as a waiver of The Times Herald's rights hereunder to edit, revise, classify, cancel or reject any advertising copy at any time. Any short rate or rebate is at the discretion of the Publisher.
- The Publisher reserves the right to revise or reject any advertisement. No liability shall be attached to the Publisher of The Times Herald for interruption of publication or limitation of size and/or number of pages due to a shortage of material, failure or transportation, flood, fire, riots, strikes, acts of God, or other causes beyond its control.

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Special ROP Units

Premium Positions: A 25% premium is required for special placement request and for designated premium positions throughout the paper.

• Multiple Page Discounts

Up to 30% Savings.

Full page discounts for same issue, camera ready art.

2 pages - Second page 15% off contract rate

3 pages - Third page 25% off contract rate

4 pages or more - Four or more pages 30% off contract rate

Pre-print Advertising Rates

Please contact our sales department for more rate information.

Print Requirements & Policies

- Reservations must be made at least 10 days prior to publication.
- Acceptance is subject to physical compatibility with mechanical inserting equipment. The minimum size is a 7" x 7" for folded pieces; 5" x 7" for single card inserts; maximum is 10.5" x 11". Minimum 70lb. Bond stock for card inserts. Inserts printed on glossy stock may require an additional quantity.
- The Times Herald is not responsible for inserting problems if the samples are not submitted in advance for acceptance.
- Due to variances in newspaper circulation draws on a day-to-day basis the quantity you send us may be over or under what we need to fulfill your distribution instructions on a given day. To assure efficient coverage we will, depending on whether your supplied quantity is over or under our need for that day, add distribution closest to each store or subtract furthest away based on your buy in home-delivery. In addition we will subtract from or add to single copy distribution based on variances in draws. In both cases, we understand that home delivery is most valuable and will act accordingly.
- All odd size requirements subject to review for acceptance by Publisher.
- The Publisher reserves the right to reschedule any insert if

mechanical problem arises.

- No postal permit may appear in the section, nor may there be any indication at any place in the section that it was prepared for mailing or that delivery is being made by mail. If US Postal Service rules the insert is not eligible for inclusion at second class rates, the advertiser agrees to pay any additional charges levied against The Times Herald.
- Delivery is to be no less than seven working days prior to the insertion date. If late delivery necessitates overtime to meet the insertion order, advertiser agrees to pay overtime. Skids should be banded. Loose bundles, broken skids or late inserts may be subject to a premium hourly rate surcharge for any special handling required.
- Shipping instructions - shipments to be delivered F.O.B. to Journal Register Offset, 390 Eagleview Blvd.,
- Exton, PA 19341, 610-280-2295 ext. 1105.
- Date of insertion is dependent upon availability.
- Hours of Acceptance: Monday through Friday 8 AM - 3 PM. No Saturdays, Sundays or Holidays.
- Packaging requirements: Skids: Maximum size 5' high x 3 1/2' x 4' cartons per bundles: Maximum weight 50lb. Tums of 50 requested for all shipments.

Print & Deliver Program

The Times Herald will design, print and deliver a professionally produced 8.5" x 11" flyer on 70lb. text stock paper. Combine the advantage of highly visible solo advertising with guaranteed delivery. Ask your sales representative for more information.

Special Sections

- ELECTRONIC TRANSMISSION - AP Adsend routing number (PANOR), email at advertising@timesherald.com
- CREATIVE SERVICES - Layout and design by professional artists provided at no charge.
- CO-OP - tearsheets, billing and accrual reports
- eTEARSHEETS - electronic tearsheet program powered by Shoom
- E-mail: advertising@timesherald.com
- Size requirement for email: no more then 2MBs (300dpi.)



Special Days & Features

Your News...Your Way!

Local news & photos that are important to our community every day.

Sunday	Travel, Color Comics, USA Weekend, Real Estate, Coupons, Yahoo Hotjobs, Wedding and Engagement Announcements
Wednesday	Food
Thursday	Automotive, Church News
Friday	Diversions, Your weekly Entertainment Guide, Real Estate

Contract & Copy Regulations

- **Contract Rate Policy:** Contracts are for the stated period of time or until the minimum requirement is reached. Advertisers will be charged the appropriate level for failure to meet contract requirements. A signed contract is required to receive contract rate billing.
- The Times Herald will exercise due care to prevent omissions and mistakes. However, total liability for any published error will not exceed the space in which the error occurred. Claims adjustments must be made within 7 days of publication. Credit, when allowed, will apply to the first insertion only. Advertisers should check the paper daily for the accuracy of their advertising. The Times Herald will not be responsible for more than one incorrect insertion. Please call to inform of any errors.
- Alteration charges will be made at the rate of \$35/hour for excessive changes from original copy after ad has been submitted. Ads canceled after deadline will be billed.

Deadlines

Publication Day	Deadline
Sunday	Thursday, 11 AM
Monday	Thursday, 11 AM
Tuesday	Friday, 11 AM
Wednesday	Monday, 11 AM
Thursday	Tuesday, 11 AM
Friday	Wednesday, 11 AM
Saturday	Thursday, 11 AM

In-column- 5P.M. day prior; Mon-Fri.; Fri. 5P.M. for Sat., Sun. and Monday.

*Add one workday for Proofs. Deadline may change due to holidays.

Classified Advertising

Classified Advertising Rates are non-commissionable. No cash discounts are allowed and all rates are net.

- **Bulk Contracts**
- **Frequency Contracts**
- **Repeat Discounts**
- **Funeral Notices**
- **Obituaries**
- **Legal Advertising**

Please contact our sales department for rate information

