

# THE REPORTER

We've Got You Covered!

TheReporterOnline  .com



# THE REPORTER

TheReporterOnline  .com

# 2009 RATE CARD

EFFECTIVE JANUARY 1, 2009

JOURNAL REGISTER NEWSPAPER NETWORK  
**ALL AROUND PHILLY**  
*News All About YOU!*

# THE REPORTER 2009 ADVERTISING RATES

## GREAT RESULTS, BIG SAVINGS! ADVERTISE IN *The Reporter*.

Getting great results from your advertising is important to you. And it's important to us. This rate card will show you how to get the most advertising for your money. Whether you want to run your ad larger or more frequently-or both, *The Reporter* has an advertising plan just for you.

### 1. PERSONNEL

**Dena Fritz, Publisher**

215-361-8801 • dfritz@journalregister.com

**Shannon Cressman, Advertising Director**

215-361-8848 • scressman@thereporteronline.com

**Rose Alcott, Production Manager**

215-361-8850 • ralcott@thereporteronline.com

### 2. REPRESENTATIVES

**Mid-Atlantic Newspaper Services • 717-703-3030**

Harrisburg, PA

**Robert Hitchings & Co., Inc. • 610-941-3555**

Plymouth Meeting, PA

### 3. DAILY ROP RATES

#### ANNUAL BULK CONTRACT RATES

Daily & Sunday w/signed contract.

Rates are per inch.

INCHES	DAILY	SUNDAY
Open	\$27.00	\$37.80
100	\$24.60	\$34.44
300	\$23.78	\$33.29
500	\$22.96	\$32.14
700	\$22.55	\$31.57
1,000	\$22.40	\$31.36
3,000	\$22.02	\$30.83
5,000	\$19.27	\$26.98
7,000	\$18.88	\$26.43

Advertisers may sign an annual bulk space contract for a specified volume to be used within a 12-month period. Annual bulk space contracts are automatically renewed unless written notice is given 30 days in advance of anniversary date by the advertiser.

\*Rates are subject to change.  
30 day notice will be given.

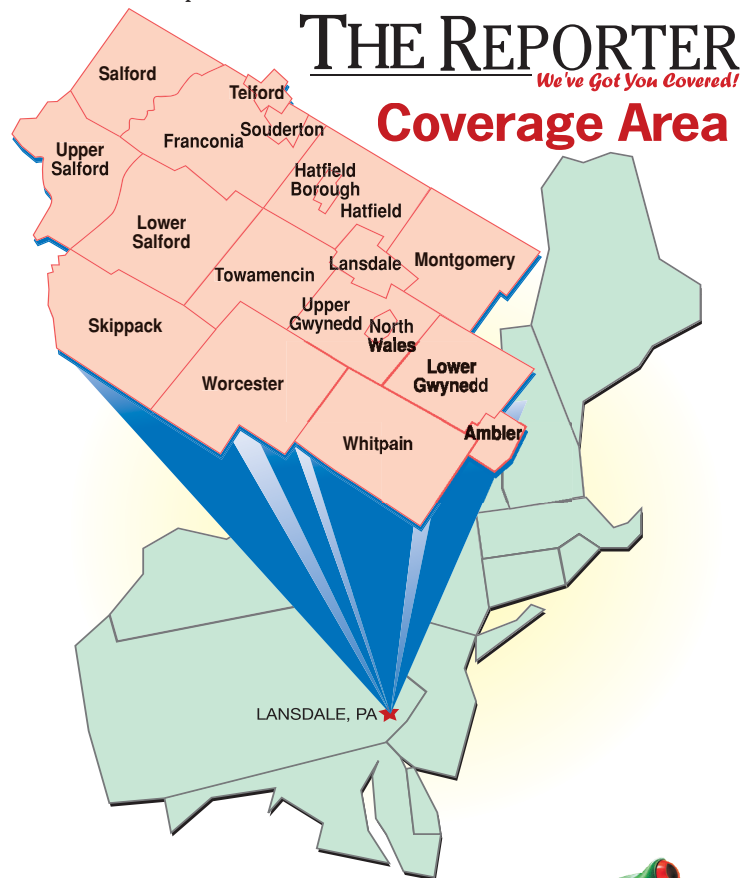
### 4. COLOR RATES

Daily	Open	13 Times	26 Times	50 Times
1 color	\$420	\$370	\$340	\$275
3 color	\$620	\$540	\$475	\$450

Sunday (No additional frequency discounts)

1 color \$510 3 color \$700

Rates are per ad



marketplace

local deals just a hop away



All ads are now uploaded online at [www.thereporteronline.com](http://www.thereporteronline.com). A nominal fee of \$15, \$25 or \$35 will be added to every ad. Ad will appear online for 7 days.

\$15 for ads smaller than 30.75"

\$25 for ads 30.75" to 61.5"

\$35 for ads 62" and higher

[www.thereporteronline.com](http://www.thereporteronline.com)

# THE REPORTER 2009 ADVERTISING RATES

## 5. ROP FREQUENCY PACKAGES

### Daily Business Builder Program

An affordable, frequency-based advertising plan that offers high-impact modular ad sizes and the flexibility growing businesses need. Choose a four-, six-, or eight-inch ad and run your ad three times a week in *The Reporter* for 6, 13, 26, or 52 consecutive weeks

	4-inch ad per week	6-inch ad per week	8-inch ad per week
6 Weeks	.....\$180	.....\$355	.....\$475
13 Weeks	.....\$160	.....\$300	.....\$400
26 Weeks	.....\$140	.....\$280	.....\$375
52 Weeks	.....\$120	.....\$215	.....\$290

### GO

Target a selective audience by advertising in *GO*, the region's weekly entertainment guide. Readers turn to this publication every Thursday looking for entertainment, restaurants, movie listings and much more. Build strong reach and frequency by including *GO* in your advertising schedule.

### Frequency Discounts

13 Weeks	..... .25% off contract rates
26 Weeks	..... .35% off contract rates
52 Weeks	..... .40% off contract rates

Frequency based on the number of weeks run within a 52-week period. Single or multi-tabloid ads over 9.5 inches in depth billed at full depth; full depth billed at 11.5 inches.

### Flight Plan

Save 50% on your total ad package when placing 4 ads within a 7 day period. (Excludes Sunday in ad package.)

## 6. SPECIAL CLASSIFICATION RATES

A group of three or more advertisers from a shopping center or mall or a bonafide association may jointly promote an association-sponsored event. Linage that runs at this rate accrues toward ROP contract fulfillment. Contact your ad representative to see if you qualify. (No other discounts apply.)

	Cost per column inch	
	Daily	Sunday
Association Rate	.....\$23.55	.....\$32.97
Nonprofit Organizations	.....\$23.00	.....\$32.20
Church Rate	.....\$20.00	.....\$28.00

Ask your sales representative about special rates and programs.

## 7. DEPTH REQUIREMENTS

Printing Process: Offset. 6 columns per page.

### ROP Advertising

Depth Requirement: Minimum depth - 1 inch. Single or multi-column broadsheet ads over 18.5 inches in depth billed at full depth; full depth billed at 20.5 inches.

## 8. SPECIAL SERVICES

### Copywriting and Ad Design

We offer complementary copywriting and ad design to our customers. See your account executive for more information.

## 9. PRE-PRINTED INSERTS

*The Reporter* will distribute your flyer, brochure, or circular for less money than the mail. Commercial printing on newsprint is also available. Contact your account rep. at 215-855-8440 for details.

	1-3	4-11	12-28	29-45	46-64	65+
<b>Card Stock</b>	\$44/M	\$41/M	\$40/M	\$38/M	\$32/M	\$31/M
4 pages	48	44	43	41	33	32
8 pages	51	47	46	44	39	38
12 pages	52	48	47	45	40	39
16 pages	53	49	48	46	41	40
20 pages	56	51	51	49	43	42
24 pages	59	54	54	52	46	45
28 pages	62	59	57	55	49	48
32 pages	63	60	58	56	50	49
36 pages	65	62	61	58	51	50
40 or more	67	64	64	61	53	52

### Target Market Cards

*Free-standing 8 1/2" x 11" or 5 1/2" x 8 1/2" card stock inserts*  
Prices are based on a cost per thousand, per printing and include design, production, printing and distribution.

**FOR PRICING AND ADDITIONAL INFORMATION, CONTACT YOUR SALES REPRESENTATIVE.** Deadline Delivery Information - 10 business days prior.

A. For zoned rates, add \$5 per thousand to rates.

B. Reservations must be made at least 14 days prior to publication.

C. Inserts accepted Monday through Friday.

D. Minimum size accepted 8 1/2" wide by 11" deep. All odd size requests (less than standard 11" x 14") subject to review for acceptance by the Publisher.

E. The number of pre-printed inserts required: **DAILY-13,750 SUNDAY-12,000**

**Preprint Policy:** 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.  
F. Shipping Instructions:

- Inserts must be delivered ten business days prior to publication.

Deliver to: . . Journal Register Offset

390 Eagleview Blvd., Exton, PA 19341

(Delivery entrance is in the back of the building.)

610-280-2295 extension 1117

- Hours of acceptance-Monday-Friday, 8:00 am-3:00 pm
- Inserts should be strapped on non-refundable pallets, but individual bundles should not be tied; in turns of 50 or 100. (Turns should not exceed 4 inches.) Shipping expense will be the responsibility of the advertiser.

# THE REPORTER 2009 ADVERTISING RATES



## 10. ONLINE ADVERTISING RATES

Product	Size	Cost Per 1000 Imp.	Cost per 25K	Cost per 50K	Cost per 100K
Leaderboard	720 x 90 pixels	\$18	\$450/month	\$900/month	\$1800/month
Skyscraper	160 x 600 pixels	\$15	\$375/month	\$750/month	\$1500/month
Tower	120 x 240 pixels	\$12	\$300/month	\$600/month	\$1200/month

- \* Get 10% off a 3 month commitment
- \* Get 20% off a 6 month commitment
- \* Get 30% off a 12 month commitment

## 11. CLASSIFIED RATES

Call 215-361-SOLD (7653) for pricing.

"Bargain Ads" Private Party

**Includes placement on [www.TheReporterOnline.com](http://www.TheReporterOnline.com)**

4 lines, 4 days (merchandise \$250 or less)	\$10.70
4 lines, 4 days (merchandise \$500/less)	\$16.00
4 lines, 7 days (merchandise \$5,000/less)	\$20.00
4 lines, 7 days (merchandise \$15,000/less)	\$29.50

(additional lines \$.57 per line/per day)

Garage Sale (4 lines/3 days) .....\$28.20

(Free garage sale kit with ad)

Each additional line ..... \$ 1.30

**Bold Face** (maximum size 14 lines) ..... \$ 6.30

per ad

Card of Thanks, Memoriums (per line/per day) .. \$ 2.50

Paid Obituaries

1 Day ..... \$1.74 per line or \$24.36 per inch

2 Day ..... \$1.30 per line or \$18.20 per inch

3 Day ..... \$1.15 per line or \$16.10 per inch

All ads are measured by actual size.

Example 1 col. x 10" would be 10" x inch rate.

Box numbers

• Pick-up ..... \$23.05

• Mail ..... \$29.80

Legal Advertising (per agate line/per day) ..... \$ 1.65

Proof of Publication ..... \$10.00

Auctions (per agate line/per day) ..... \$ 2.00

Daily National display ad agate line rate ..... \$ 4.60

Sunday National display ad agate line rate ..... \$ 9.55

\* Agate line = 1/14 of an inch

**Employment Rates** (3 day minimum)

Call 215-361-SOLD (7653) for a price quote.

## 12. ANNUAL BULK SPACE CONTRACT RATES

Contract Cost per Agate Line	Daily	Sunday
Open	.....\$2.55	.....\$6.00
1,000	.....\$2.00	.....\$3.75
5,000	.....\$1.55	.....\$2.90
10,000	.....\$1.35	.....\$2.45
20,000	.....\$1.25	.....\$2.25
35,000	.....\$1.20	.....\$2.20
65,000	.....\$1.10	.....\$2.00

## 13. REPEAT YOUR AUTO OR REAL ESTATE AD AND SAVE UP TO 25%\*

\* Excludes Sunday

**Daily Annual Revenue Contracts**

**Revenue/Year**

Auto	Per Line	
	Daily	Sunday
\$ 60,000	.....\$ .84	.....\$1.18
\$ 75,000	.....\$ .68	.....\$ .97
\$ 90,000	.....\$ .66	.....\$ .94
\$100,000	.....\$ .62	.....\$ .87
\$125,000	.....\$ .60	.....\$ .83
\$150,000	.....\$ .50	.....\$ .73
\$200,000	.....\$ .34	.....\$ .49
\$235,000	.....\$ .32	.....\$ .47
\$300,000	.....\$ .30	.....\$ .45

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**Per Line**

Real Estate	Daily	Sunday
\$ 60,000	.....\$ .89	.....\$1.22
\$ 75,000	.....\$ .72	.....\$1.00
\$ 90,000	.....\$ .70	.....\$ .98
\$100,000	.....\$ .65	.....\$ .90
\$125,000	.....\$ .63	.....\$ .86
\$150,000	.....\$ .53	.....\$ .76
\$200,000	.....\$ .36	.....\$ .51
\$235,000	.....\$ .34	.....\$ .49
\$300,000	.....\$ .32	.....\$ .47

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## 14. CLOSING TIMES

### Display Advertising

Monday .....Thursday, 4:00 pm  
 Tuesday-Friday . . . .2 days prior to publication, 4:00 pm  
 Saturday & Sunday .....Thursday, 12 noon  
 GO .....Tuesday, 4:00 pm

### Classified Advertising

Transient (In-column liners)  
 Reservations & Cancellations one day prior to publication,  
 Tuesday through Friday .....5:00 pm  
 12 Noon Friday for Saturday, Sunday & Monday publication.  
 Home/Real Estate (Saturday Real Estate),  
 in column deadline .....Thursday, Noon  
 Home/Real Estate display deadline..Wednesday, 3:00 pm

## 15. MECHANICAL METHODS

*The Reporter* accepts advertising submitted in the Standard Advertising Unit (SAU) Full Page: 6 columns wide and 20.5 inches deep. Tabloid ads measure 5 columns by 11.348 inches.

### ROP & Tab Size Information

Column	Width	
1	.1.833"	<ul style="list-style-type: none"> <li>• Inches per page - 123</li> <li>• Double Truck - 266.50"</li> <li>• Repro prints or gloss prints for halftone</li> <li>• 100 line screen preferred.</li> </ul>
2	.3.792"	
3	.5.750"	
4	.7.708"	
5	.9.667"	
6	.11.625"	

### Classified Size Information

Column Width	.1.097"	
10 Column Width	.11.622"	
Depth of Column	.20.5"	
Agate Lines Per Page	.2,870	
1 column	.1.097"	6 cols. ....6.944"
2 cols.	.2.267"	7 cols. ....8.114"
3 cols.	.3.436"	8 cols. ....9.283"
4 cols.	.4.606"	9 cols. ....10.453"
5 cols.	.5.775"	10 cols. ....11.622"

## 16. SPECIAL DAYS, PAGES AND FEATURE

### MONDAY

Expanded Sports

### TUESDAY

Athletes of the Week, High School Sports Review, Kids Focus

### THURSDAY

GO -full entertainment news, Test Drive

### FRIDAY

Weekend Entertainment, Teen Page, High School Sports Previews, Travel

### SATURDAY

Home Real Estate Weekly, Religion News, High School Sports results

### SUNDAY

USA Weekend Magazine, Comics, Engagements, Stock Summary, AllAroundPhilly Jobs, Weddings

### EVERY DAY

Celebrations (community highlights), Stocks and Business Coverage, County/Region News, Philadelphia/State News, Nation/World Page, Daily Movie, Cable Listings

## 17. CIRCULATION

Established 1870  
 Single Copy Price - 75¢ weekday, \$1.50 Sunday  
 ABC Audited 13,750 Daily as of 3/31/08, Sunday edition published with the Norristown Times Herald-Total Sunday Circulation - 25,185  
 Readership - 34,375 Daily, Total Sunday Readership - 62,963  
 ABC - 13,750 as of 3/31/08

## 18. COMMISSION RATES

Retail advertising rates are non-commissionable. Cash discounts are not allowed and all rates are net. The national advertising daily rate of \$43.15 per col. inch may be used by recognized advertising agencies requiring a commissionable rate. Terms are fifteen percent commission, no cash discount. Agency commissions, if any, shall apply to all space charges and adjustments under the Advertiser's contract.

## 19. POLICY

- The Publisher reserves the right to revise or reject any advertisement. No liability shall attach to the Publisher of *The Reporter* for interruption on 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.
- Advertising simulating news style is required to carry the word "advertisement" completely spelled out across the top of each ad column crossed.
- The Publisher reserves the right to change advertising rates upon 30 days written notice.
- No brokered space accepted.
- 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 request will not constitute cause for adjustment, refund or rerun.
- 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 or defamatory matter.
- The subject matter, form, size, wording, illustration and typography of all advertising copy received by *The Reporter* shall be subject to approval, revision, classification, cancellation or rejection at any time by *The Reporter*. Previous acceptance of any advertising copy by *The Reporter* will not operate as a waiver of *The Reporter's* rights hereunder to edit, revise, classify, cancel or reject any advertising copy at any time.

# THE REPORTER 2009 ADVERTISING RATES

## 20. CONTRACT REGULATIONS

If the Advertiser fails to pay in a timely manner as provided for in the invoices, *The Reporter* may reject advertising copy and/or immediately cancel Advertiser's contract and Advertiser agrees to indemnify *The Reporter* for all expenses incurred in connection with the collection of amounts payable, including court costs and attorneys' fees. If Advertiser's contract is canceled due to Advertiser's failure to timely pay, *The Reporter* may rebill the Advertiser for the outstanding balance due at the open or earned contract rate, whichever is applicable. Payments by VISA, MasterCard, Discover and American Express are accepted. The Advertiser's contract renders void any statements concerning liability which appear on correspondence from Advertiser or its Agency, and is irrevocable without the written consent of *The Reporter's* Credit Department. *The Reporter* does not accept advertising orders or space reservations that claim sequential liability.

## 21. PRIMARY MARKET AREA:

Population: 148,697  
 Households: 56,691  
 Ave. HH Income: \$89,593  
 Median Age: 39  
 Consumer Spending: \$3.4 Billion

SOURCE: Claritas 2006



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 Lansdale, PA 19446  
[www.TheReporterOnline.com](http://www.TheReporterOnline.com)  
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