# Display Advertising Rates:

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

- **Non-contract rate**: $12 per col. inch
- **Multiple insertion rate**: $10.60 per col. inch
  - Offered when same advertisement reruns within one year.
  - Local advertisers only.
- **Nonprofit rate**: $10.60 per col. inch

## Contract Rates
*(Non-commissionable)*

- **12-month contract rate**: $10.60 per col. inch
  - Minimum 400 inches per year
- **6-month contract rate**: $10.85 per col. inch
  - Minimum 8 inches per week or 250 inches per 6 months
- **3-month contract rate**: $11.10 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 34% discount off the open rate.
- **Full page rate, second insertion (no changes)**: $699

## Camera-Ready ROP Discounts:
*(Camera-ready black & white ads only; full color + $100, spot color + $75/color)*

- **Full page**: $899
- **Full page-rerun (no changes)**: $699
- **Half page (6 col. x 10.5" or 3 col. x 21")**: $559
- **Quarter page (3 col. x 10.5")**: $329

## Commissionable Rates
*(Standard 15% commission)*

- **National rate**: $14.12 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.

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### 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:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legal sheets or smaller, up to 4 sheets</td>
<td>$86/1,000</td>
</tr>
<tr>
<td>4-12 page tab</td>
<td>$96/1,000</td>
</tr>
<tr>
<td>16-24 page tab</td>
<td>$102/1,000</td>
</tr>
</tbody>
</table>

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.

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### 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
Classified Rates:

Display advertising
$12/column inch
Position under specific headings not guaranteed.

Classified line ad
$16.50/20 words
20¢ each additional word
Prepayment required.

Econo-ad (line ad)
$36.50/20 words
3 consecutive weeks; no changes allowed
60¢ each additional word
Prepayment required.

Contract classified line ad
$15.50/20 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, 2017 and filed October 3, 2017
1,939

Single copy rates
$1

Print Subscription (in Fulton, Williams, Henry, & Defiance counties)
$52 per year
Print Subscription (everywhere else)
$79 per year

Online Subscription
$41 per year

Print & Online Combo Subscription (in Fulton, Williams, Henry, & Defiance counties)
$63 per year
Print & Online Combo Subscription (everywhere else)
$90 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 a refunding the charge for the space affected.

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

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.).