



ARCHBOLD BUCKEYE

Advertising Rates Effective April 1, 2018

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

Our 113th year

Telephone: (419) 445-4466

Fax: (419) 445-4177

Email: advertising@archboldbuckeye.com

Members: Ohio News Media Association,
National Newspaper Association

Ownership:

Publisher/General Manager/Advertising Director. Mary Huber
Publisher/News Editor.....David Pugh

Member:

OHIO NEWS MEDIA 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:

**1800 pieces needed
(Non-commissionable)**

Legal sheets or smaller, up to 4 sheets.....**\$86/1,000**

4-12 page tab.....**\$96/1,000**

16-24 page tab.....**\$102/1,000**

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.....**\$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.

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 1, 2018.....**1,867**

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 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
 April.....Spring Home, Lawn & Garden
 May.....Graduation
 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 8.83 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.

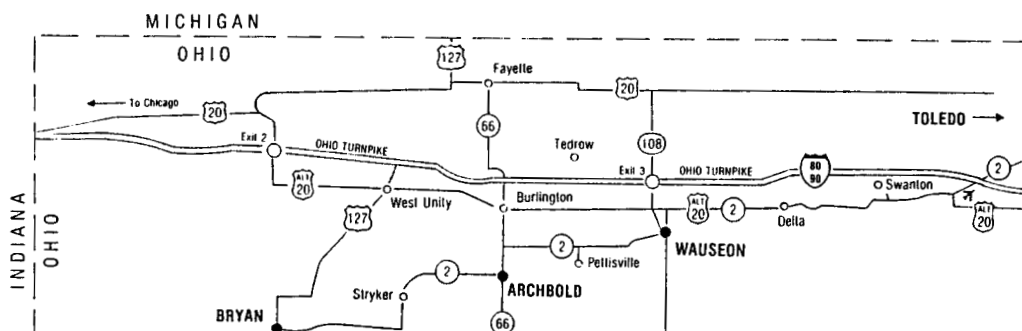
All advertising measured in 1/2 inch-tall increments.

1 column=1.66" 2 columns=3.45"
3 columns=5.25" 4 columns=7.04"
5 columns=8.83" 6 columns=10.625"

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.

Online Advertising:

Online-only advertising is available on ArchboldBuckeye.com. Online-only rates available on separate rate sheet.



Crossroads of Progress and Prosperity



Since 1905

ARCHBOLD BUCKEYE.COM

Online Advertising Rates Effective April 2, 2019

Our 113th year

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by Archbold Buckeye, Inc.
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Online Advertising Rates:

Banner Ads (non-commissionable)

Leaderboard.....\$75 month
(7.28" wide x .9" tall at 100 dpi)
Below the newspaper logo on ArchboldBuckeye.com.

Tile Ads (non-commissionable)

Square Button.....\$25 month
(1.25" wide x 1.25" tall at 100 dpi)

Skyscraper.....\$85 month
(1.2" wide x 6" tall at 100 dpi)

Medium Rectangle.....\$80 month
(3.00" wide x 2.5" tall at 100 dpi)
Tile ads are localized to one specific section.

Prices are based on camera-ready artwork emailed as gifs or jpgs. Include the web address the banner ad or tile ad should link to in your email.

Monthly rates are based on a minimum one-month commitment.

Design Rates:

Hourly fee to create banner or tile ads.....\$60
A minimum of one hour is charged.

Subscription Rates:

Online Subscription.....\$41 per year
\$5 for one-week access

(Subscription required to read articles less than eight weeks old. Archived articles more than eight weeks old may be read for free. Display & classified ads of current edition may be viewed for free anytime.)

Print & Online Combo Subscription
(in Fulton, Williams, Henry,
& Defiance counties).....\$63 per year
Print & Online Combo Subscription
(everywhere else).....\$90 per year

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

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(everywhere else).....\$79 per year