**Display Advertising Rates:**

### Non-Contract Rates

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-contract rate</td>
<td>$12 per col. inch</td>
</tr>
<tr>
<td>Multiple insertion rate</td>
<td>$10.60 per col. inch</td>
</tr>
<tr>
<td>Offered when same advertisement reruns within one year. Local advertisers only.</td>
<td></td>
</tr>
<tr>
<td>Nonprofit rate</td>
<td>$10.60 per col. inch</td>
</tr>
</tbody>
</table>

### Contract Rates

<table>
<thead>
<tr>
<th>Duration</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-month contract</td>
<td>$10.60 per col. inch</td>
</tr>
<tr>
<td>Minimum 400 inches per year</td>
<td></td>
</tr>
<tr>
<td>6-month contract</td>
<td>$10.85 per col. inch</td>
</tr>
<tr>
<td>Minimum 8 inches per week or 250 inches per 6 months</td>
<td></td>
</tr>
<tr>
<td>3-month contract</td>
<td>$11.10 per col. inch</td>
</tr>
<tr>
<td>Minimum 8 inches per week or 150 inches per 3 months</td>
<td></td>
</tr>
</tbody>
</table>

### Full Page Rates

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$999</td>
</tr>
<tr>
<td>Includes a 34% discount off the open rate</td>
<td></td>
</tr>
<tr>
<td>Full page, second insertion (no changes)</td>
<td>$699</td>
</tr>
</tbody>
</table>

### Camera-Ready ROP Discounts

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$899</td>
</tr>
<tr>
<td>Full page-rerun (no changes)</td>
<td>$699</td>
</tr>
<tr>
<td>Half page (6 col. x 10.5&quot; or 3 col. x 21&quot;)</td>
<td>$559</td>
</tr>
<tr>
<td>Quarter page (3 col. x 10.5&quot;)</td>
<td>$329</td>
</tr>
</tbody>
</table>

### Commissionable Rates

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>National rate</td>
<td>$14.12 per col. inch</td>
</tr>
</tbody>
</table>

### Color Rates

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spot color (per color)</td>
<td>$75</td>
</tr>
<tr>
<td>Full color</td>
<td>$100</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>

### Special Services

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising design service</td>
<td>$60/hour</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>
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.

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.

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 ¼ 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.
Online Advertising Rates
Effective April 2, 2019

Our 113th year
Print newspaper published every Wednesday by Archbold Buckeye, Inc.
207 N. Defiance St., Archbold, OH 43502
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

Representatives:
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.

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.

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, Entertainment).

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)
Tile ads are localized to one specific section.

Medium Rectangle.........................$80 month
(3.00" wide x 2.5" tall at 100 dpi)

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
Print Subscription
(everywhere else)........................................$79 per year