



ARCHBOLD BUCKEYE

Advertising Rates Effective September 1, 2022

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

Our 117th 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
101 S. Palafox Pl., Unit 13323,
Pensacola, FL 32591-7835 (850) 542-7087



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:

1700 pieces needed
(Non-commissionable)

Legal sheets or smaller, up to 4 sheets.....\$96/1,000

4-12 page tab.....\$106/1,000

16-24 page tab.....\$112/1,000

Sections that do not conform to standard weights or tabloid measurements will be priced upon receipt of sample.

Inserts must be received by 12 pm, Tuesday-8 days 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.....\$13 per col. inch

Multiple insertion rate.....\$11.60 per col. inch

Offered when same advertisement reruns within one year.
Local advertisers only.

Nonprofit rate.....\$11.60 per col. inch

Contract Rates (Non-commissionable)

12-month contract rate.....\$11.60 per col. inch
Minimum 400 inches per year

6-month contract rate.....\$12 per col. inch
Minimum 8 inches per week or 250 inches per 6 months

3-month contract rate.....\$12.40 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 38% 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)

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.....\$15.30 per col. inch

Color Rates:

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.

Public Notices:

First run.....\$13/inch

Reruns of same notice.....\$11.60/inch

All public notices from each week's print edition may be viewed for free at ArchboldBuckeye.com under the Public Notices link. All public notices are also posted to www.PublicNoticesOhio.com, where public notices statewide in Ohio may be viewed.

Classified Rates:

Display advertising.....**\$13/column inch**
Position under specific headings not guaranteed.

Classified line ad.....**\$17.50/20 words**
20¢ each additional word
Prepayment required.

Econo-ad (line ad).....**\$38/20 words**
3 consecutive weeks; no changes allowed
60¢ each additional word
Prepayment required.

Contract classified line ad.....**\$16.50/20 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:

Total print distribution (paid & electronic) per the U.S. postal statement for the period ending September 30, 2021 and filed October 1, 2021.....**1,801**

Single copy rates.....**\$1**

Print Subscription (in Fulton, Williams, Henry, & Defiance counties).....**\$57 per year**

Print Subscription (everywhere else).....**\$82 per year**

Online Subscription.....**\$46 per year**

Print & Online Combo Subscription (in Fulton, Williams, Henry, & Defiance counties)..**\$68 per year**

Print & Online Combo Subscription (everywhere else).....**\$93 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.).

Annual Special Pages:

February.....National FFA Week Community Pages
February/March.....Winter Sports Tournament Pages
April.....Spring Sports Good Luck Pages
May.....Graduation
August.....Fall Sports, Band Good Luck Pages
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 11.625 inches wide and 20.5 inches deep, making the page a total of 123 column inches (6x20.5).

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.

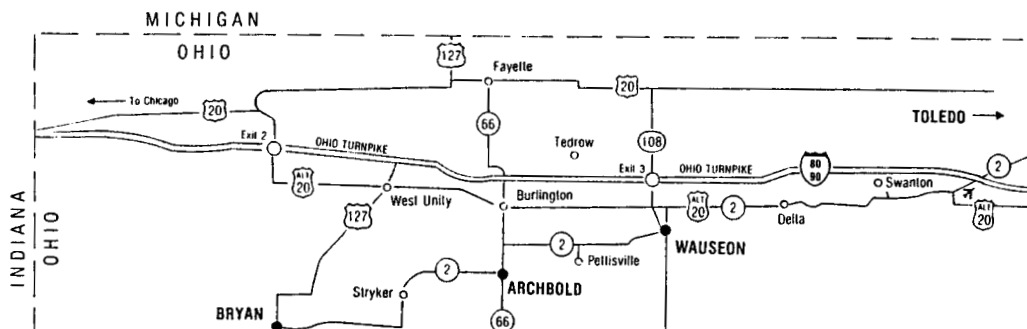
All advertising must be a minimum of 2 inches deep.
All advertising measured in 1/2 inch-tall increments.

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