



Since 1905

ARCHBOLD BUCKEYE.COM

Online Advertising Rates Effective September 1, 2022

Our 117th 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
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.

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)

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.....\$46 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).....\$68 per year

Print & Online Combo Subscription

(everywhere else).....\$93 per year

Print Subscription (in Fulton, Williams,

Henry, & Defiance counties).....\$57 per year

Print Subscription

(everywhere else).....\$82 per year