

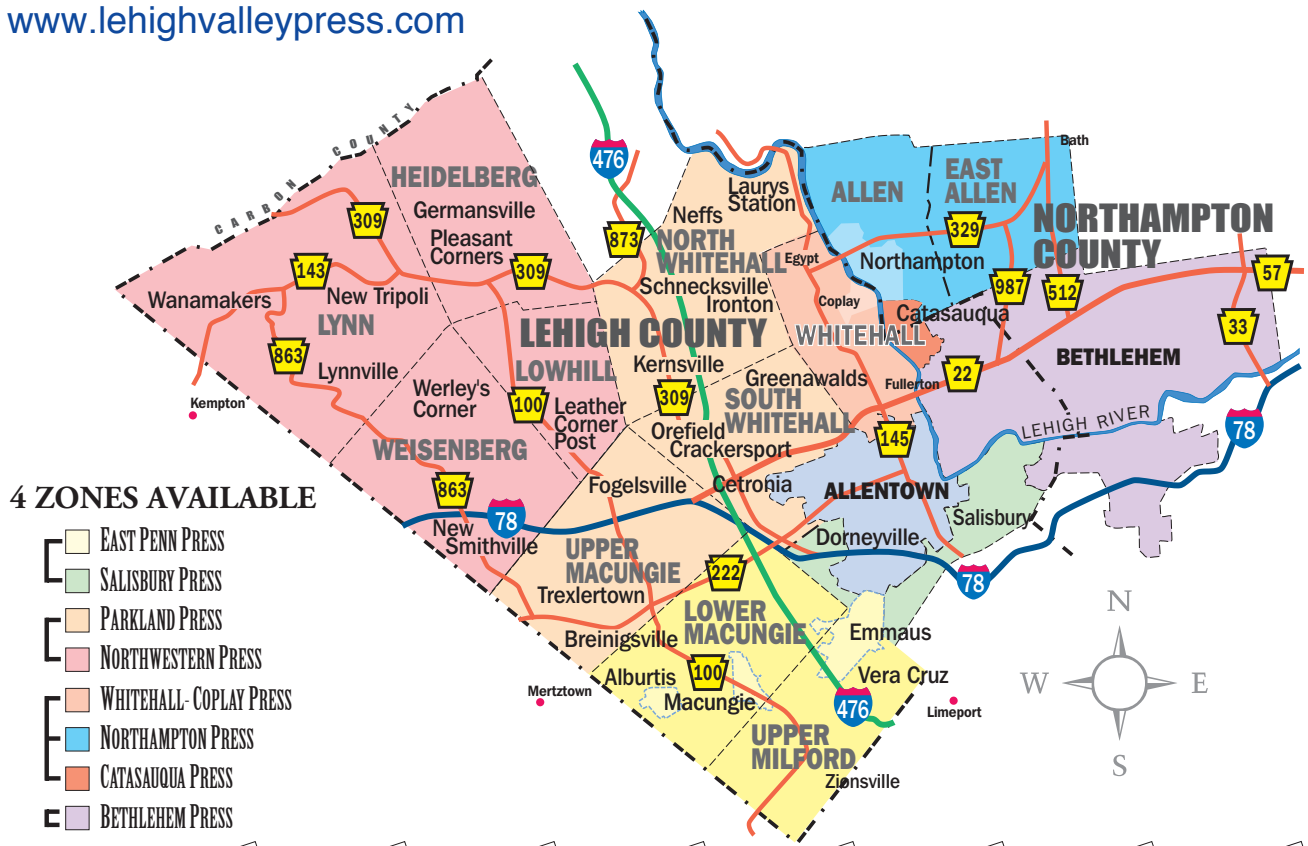
ROP Display *Reach more than 92,000 readers!*

Classified Display

Classified Line

ADVERTISING RATES

effective January 1, 2017
www.lehighvalleypress.com



- 4 ZONES AVAILABLE**
- EAST PENN PRESS
 - SALISBURY PRESS
 - PARKLAND PRESS
 - NORTHWESTERN PRESS
 - WHITEHALL-COPLAY PRESS
 - NORTHAMPTON PRESS
 - CATASAUQUA PRESS
 - BETHLEHEM PRESS



Roots of THE PRESS run deep in the Lehigh Valley region

THE PRESS is independently owned and operated by Times News, LLC of Lehighton. Times News, LLC is owned and operated by Palmerton-based Pencor Services, Inc. **PENCOR** is the provider of a wide variety of telecommunications services including: **Times News, LLC** – newspaper publisher of **THE PRESS** weeklies (Est. 1959) in the Lehigh Valley area and the **TIMES NEWS** of Lehighton (Est. 1883) – our daily newspaper serving subscribers in Carbon, Schuylkill, and parts of Monroe, Lehigh and Northampton counties; **TN Printing** – a commercial sheet fed and web press printing company with state-of-the-art, high-speed presses located in our plant in Mahoning Valley; **Blue Ridge Communications** – a full service communications provider to more than 175,000 cable TV subscribers; Emmy Award nominated **Blue Ridge Communications TV-13** and **BRC-Cable-11** covers Northeastern Pennsylvania with TV-13 News and local origination programming; **Palmerton Telephone Company** – a local telephone company covering approximately 100 square miles in Carbon and Monroe Counties in Pennsylvania. **Penn's Peak Radio** is an Internet radio station broadcasting live 24 hours a day and 7 days a week. It's heard world-wide online and throughout Northeastern and east central Pennsylvania via Blue Ridge Communications Cable. www.pennspeakradio.com **Penn's Peak** – a cozy venue in scenic Jim Thorpe with name entertainment and **Roadies Restaurant** also available for weddings, shows, trade shows, conferences, seminars and private parties; **PENCOR** is the managing partner for **PenTeleData**. **PenTeleData** is a partnership of local cable and telephone companies providing high speed Internet and data services to both homes and businesses throughout the Lehigh Valley and Northeastern Pennsylvania.

of product to be sold. A company name which indicates the nature of the product is acceptable.

- j. Advertising will be rejected if it is known or determined to be discriminatory based on race, color, national origin, religion, sex or marital status except where legal restrictions prevail.
- k. Acceptance of advertising may be subject to business and/or Better Business Bureau reference checks.
- l. Ads are not accepted for – Work at Home, Overseas Jobs, Jobs in Your Area, Credit Repair, Unsecured Loans, Etc.
- m. Adoption ads are accepted when accompanied by a letter from an attorney.
- n. Advertisements which include 900 telephone numbers must indicate the cost per minute and minimum charges if applicable. Name of company must also appear.

5. ROP AND PRE-PRINT INSERT RATES

a. **Display Advertising Rates** - ROP rates quoted by column inch - 6 columns per page

SINGLE ZONE OPEN RATE (no contract required) \$10.10 col. inch

CONTRACT RATES

100" per year	\$9.90 col. inch
300" per year	\$9.65 col. inch
500" per year	\$9.50 col. inch
700" per year	\$9.40 col. inch
1000" per year	\$9.10 col. inch
2000" per year	\$8.85 col. inch
3000" per year	\$8.80 col. inch
5000" per year	\$8.55 col. inch
7000" per year	\$8.40 col. inch
10,000" per year	\$8.25 col. inch

Advertising in East Penn Press appears in Salisbury Press at no additional charge.

Advertising in the Parkland Press appears in Northwestern Press at no additional charge.

Advertising in the Whitehall-Coplay Press appears in Northampton Press and Catasauqua Press at no additional charge.

Bethlehem Press Zone covers Bethlehem Area School District.

ROP PICKUP AND REPEAT ADVERTISING POLICY

ROP advertising in any THE PRESS newspaper zone may be repeated within 28 days as often as desired at 50% of original insertion cost. On ROP repeat advertising, a credit of 50% of the original space per zone will be given toward any contract lineage obligation.

Absolutely no changes of copy or color placement for discount.

CLASSIFIED PICKUP AND REPEAT ADVERTISING POLICY

Classified Display advertisements can be repeated within 28 days in all THE PRESS newspaper zones at 80% of the original cost. On repeat classified display advertising, a credit of 80% of the original space will be given toward any contract lineage obligation.

b. Local pre-printed insert charges.

Maximum Size: 10 1/2" x 11" (Larger must be 1/4 folded)

Single Sheet.....	\$36 CPM
up to 16 tab pages or 8 broadsheet pages	46 CPM
20 to 24 tab pages or 10-12 broadsheet pages	51 CPM
28 to 32 tab pages or 14-16 broadsheet pages	56 CPM
36 to 40 tab pages or 18-20 broadsheet pages	60 CPM
48 tab pages or 24 broadsheet pages.....	66 CPM

Contact our sales representative about the number needed for insertion. Must have enough for full run per newspaper.

Average full distribution totals more than 26,437 weekly, based on 10/1/15 to 9/30/16.

Miscellaneous Pre-Printed Supplements

multi-coupons, coupons in envelope, attached merchandise samples, odd-folds and split runs accepted subject to approval of submitted samples. Special rates may be required.

We can print inserts for you. Ask your ad rep for details.

PRE-PRINT SHIPPING INSTRUCTIONS

Shipments must arrive prepaid six days prior to publication date to: The TIMES NEWS receiving dock, 594 Blakeslee Boulevard Drive West (Route 443), Lehigh, PA 18235

Dock Hours: Mon.-Thurs. 6 a.m.-6 p.m.; Fri., 6 a.m.-2 p.m.

6. COLOR RATES

a. 1, 2 or Full Process Color available.

b. Color Rates

ROP Display Adv.	(33" & Under)	(Over 33")
Black and 1 Color	\$2.06 per inch*	Total Color Charge: \$67.98
Black and 2 Colors	\$3.10 per inch*	Total Color Charge: \$102.30
Black and 3 Colors	\$4.12 per inch*	Total Color Charge: \$135.96

(Full Process color)

*Minimum color charge equal to a 8" advertisement – no minimum size advertisement required for color use.

50% color discount on repeated color ROP advertising within 28 days.

Classified Display Adv.	(49.5" & Under)	(Over 49.5")
Black and 1 Color	\$3.40 per inch*	Total Color Charge: \$168.30
Black and 2 Colors	\$5.17 per inch*	Total Color Charge: \$255.82
Black and 3 Colors	\$6.87 per inch*	Total Color Charge: \$343.47

(Full Process color)

*Minimum color charge equal to a 12" advertisement – no minimum size advertisement required for color use.

20% color discount on repeated color classified advertising within 28 days.

Absolutely no changes of copy or color placement for discount.

7. SPECIAL ADVERTISING OFFERS

- a. Special Consistency Advertising Program
 - b. Noteables (front page attached notes)
 - c. Premium Front Page Advertising Program
 - d. Premium Ad Front Page of 2nd Section (sports section)
- Ask our sales reps about details.

8. SPLIT RUN

Does not apply

9. SPECIAL SERVICES

- a. Quality reproduction in full process and spot color
- b. Commercial Printing

10. SPECIAL WEEKS

Special supplements published monthly.

11. ROP DEPTH REQUIREMENTS

- a. 1" minimum depth
- b. 20.5" maximum depth
- c. Any advertisement over 18.5" billed at full depth cost of 20.5" for a broadsheet, over 8" billed at 10" depth for a tabloid and over 7.5" billed at 9.5" for a mini tab.

12. CONTRACT & COPY REGULATIONS

- a. Advertising of alcoholic beverages accepted.
- b. The advertiser and/or agency shall designate the width in columns and exact depth in inches or 1/2 inches, in which case the newspaper agrees to publish and bill the advertisement in exact space ordered.
- c. The advertiser assumes sole responsibility for all statements contained in copy and will protect and indemnify THE PRESS,