

# Altoona Mirror

*Making It Happen For You*

2026

# Media Guide



301 Cayuga Ave., Altoona, PA • 814-946-7411 • [www.altoonamirror.com](http://www.altoonamirror.com)



# Altoona Mirror

*Making It Happen For You*

P.O. Box 2008, Altoona PA 16603  
301 Cayuga Avenue, Altoona, PA 16602

1-814-946-7411 (local)

1-814-946-7547 (fax)

[www.altoonamirror.com](http://www.altoonamirror.com)

# Altoona Mirror

*Making It Happen For You*

## Personnel

Publisher	Daniel Slep
Advertising Director	Tracy Brooks
Accounting Manager	Pete Berzonsky
Circulation Office Manager	Beth Sisto
Production Manager	Rick Bacza
Managing Editor	Holly Claycomb
National Representation:	

Mid Atlantic Newspaper Services  
3899 N. Front St., Harrisburg, PA 17110  
(717) 703-3030



## Terms and Conditions

- ☛ The Altoona Mirror extends credit to qualified businesses. See your Account Executive for details.
- ☛ There is a 1.5% per month service charge to accounts extended beyond 30 days.
- ☛ The publisher reserves the right to change the terms, conditions and rates upon 30 days notice.

## General Policies

- ☛ The publisher reserves the right to limit space, reject or cancel any advertisement without notice.
- ☛ Ads simulating news must be labeled "Advertisement."
- ☛ The Mirror reserves the right to edit or reject any advertising copy or cancel an advertisement at any time. Please check your advertising for errors on the first day of publication. The Altoona Mirror will not be responsible for any advertising error beyond the first publication day. Adjustment in full for error is limited to the cost of that portion of the advertisement wherein the error occurred.
- ☛ In the event of flood, fire, strike, or other emergencies beyond the control of either party, this agreement shall be suspended without penalty to the advertiser or the Altoona Mirror. If an error occurs in an advertisement for which the Mirror is responsible, the limit of the liability shall be to correct the error in the next regular issue.
- ☛ Ads over 18" in depth will be billed for full depth of 21.25".
- ☛ The publisher is not bound by any terms and conditions, printed or otherwise, appearing in order blanks, advertiser's forms, or copy instructions when in conflict with terms and conditions on published rate card or policies.
- ☛ Brokerage advertising rates must be agreed upon prior to run date.
- ☛ All advertising credit balances must be taken in-kind through additional advertising within one year.
- ☛ The Mirror does not accept sequential liability.

## Technical Specifications

**Broadsheet page size:** 10" by 21.25"

**Printing method:** Offset 85/100-line screen

**Half-tone screening:** B/W, 85 line screen; Color, 100 line screen

**Photos:** 300 dpi

**Color:** The Mirror requires that color be ordered based on process percentages. Traditional processed colors and shades are created by using various screen percentages of the primary process colors, which are Cyan (process blue), Magenta (process red), Yellow and Black. A color chart may be obtained from the Mirror to help with color choices. Computer-generated colors must be created in **CMYK** process color. The Mirror uses InDesign for advertising composition and will convert all pantone colors to the corresponding process mix for reproduction.

**Digital ad transfers:** Advertisements created elsewhere can be accepted in a variety of forms. The Mirror has the following software packages on a Mac platform from which we can output ads using InDesign. Fonts, photo files and related art must be included with the original document for a successful output. Ads can be submitted on CD or DVD.

## Advertising E-Mail Contacts

### Advertising department:

displayads@altoonamirror.com  
classifieds@altoonamirror.com

### Advertising Director:

tbrooks@altoonamirror.com

### National advertising:

tbrooks@altoonamirror.com

## Retail Sizes & Break Page

(6-column format, 21.25" deep)

Columns	Inches	Decimal
1 col	1 1/2"	1.583
2 col	3 1/4"	3.266
3 col	4 7/8"	4.949
4 col	6 5/8"	6.632
5 col	8 1/4"	8.315
6 col	10"	10.000*

## Display Ad Deadlines

### Retail and classified display:

Edition	Deadline
Monday	Thursday, 5:00 p.m.
Tuesday	Friday, 5:00 p.m.
Wednesday	Monday, 5:00 p.m.
Thursday	Tuesday, 5:00 p.m.
Friday	Wednesday, 5:00 p.m.
Sunday (Delivered Saturday)	Thursday, 2 p.m.

### Retail only:

Edition	Deadline
Sunday E Lifestyle	Wednesday, 4:30 p.m.
Sunday Business	Thursday, Noon
Ad Bargain / Mirror Plus	Thursday, 4:00 p.m.

## Retail Display

Open rates	Daily	Daily + Ad Bargain	Sunday*
	\$52.69	\$7.70	\$61.24
Annual contract rates	Daily	Daily + Ad Bargain	Sunday*
3,000 "	\$30.06	\$37.76	\$34.39
1,500 "	\$31.37	\$39.07	\$34.64
1,000 "	\$32.18	\$39.88	\$36.28
750 "	\$32.55	\$40.25	\$37.27
500 "	\$32.96	\$40.66	\$37.94
200 "	\$33.63	\$41.32	\$38.62
100 "	\$34.69	\$42.39	\$38.81

☛ Example: A 2-column by 2-inch ad = 4 column inches. Four column inches at the 100-inch daily contract rate (\$34.69) will cost you \$138.4076.

☛ Repeat discounts apply, please see next column

\*Sunday edition delivering Saturday morning.

## Break Page

Open rate	Daily	Sunday
	\$41.41	\$52.73

## Break Page Deadlines

Edition	Deadline
Monday	Friday, Noon
Tue., Wed., Thurs., Fri.	Day prior, Noon
Sunday (delivered Saturdays)	Thursday, 2:00 p.m.

## Ad Bargain

Wednesday distribution: 6,000 copies available on rack locations. \$7.70 per column inch.

## National Retail Rates

Daily: \$66.70

Sunday: \$75.02

☛ News plan contract available upon request

## National Retail Color Rates

Color	Open Rate	12-23	24-35
1	\$330.00	\$286.00	\$258.50
2	\$434.50	\$379.50	\$335.50
Full	\$753.50	\$616.00	\$588.50

☛ News plan contract available upon request

## Repeat Discounts (If applicable)

**35%** discount on any ad that repeats from Sunday into Monday or Tuesday. (20" minimum, excluding Sundays, church and charity, obituary, community, Business Builder and Brand Builder Rates).

**25%** discount on any ad over 20" that repeats within seven days (excluding Sundays, church and charity, obituary, community, Business Builder and Brand Builder Rates).

**15%** discount on any ad, any size, that repeats within seven days (excluding Sundays, church and charity, obituary, community, Business Builder and Brand Builder Rates).

## Non Profit

Non Profit rates	Daily	Sat/Sun
	\$25.92	\$33.53

## Obituary Notice

\$4.80 Per line

## 8 Column Classified Display Rates

Open rate	Daily	Sunday
	\$39.70	\$45.04
Annual contract rates	Daily	Sunday
3,000"	\$22.55	\$25.62
1,500"	\$23.52	\$26.67
1,000"	\$24.13	\$27.91
750"	\$24.43	\$28.24
500"	\$24.70	\$28.40
200"	\$25.23	\$28.56
100"	\$26.03	\$29.31

## 8 Column Classified Line Rates

Open rate	Daily	Sunday
	\$5.23	\$5.94
Annual contract rates	Daily	Sunday
3,000"	\$2.99	\$3.39
1,500"	\$3.11	\$3.51
1,000"	\$3.19	\$3.61
750"	\$3.22	\$3.68
500"	\$3.27	\$3.75
200"	\$3.31	\$3.78
100"	\$3.44	\$3.86

## Classified Sizes

(8-column format, 21.25" deep)

Columns	Inches	Decimal
1 col	1 1/8"	1.163
2 col	2 3/8"	2.426
3 col	3 5/8"	3.689
4 col	4 7/8"	4.952
5 col	6 1/8"	6.215
6 col	7 3/8"	7.478
7 col	8 5/8"	8.741
8 col	10"	10.000

**To increase your reach —**  
Ask about our online job boards!  
**classifieds@altoonamirror.com**

## Blind Box Replies

Pick up: \$15.00

Mailed: \$24.00

## Legal Notices

Daily: \$33.35 per inch

Sunday: \$35.66 per inch

Proof of Publication

\$13.00

## National Classified Rates

Daily: \$61.24

Sunday: \$69.14

☛ News plan contract available upon request

## Directory Rates

Directory Rates	Daily	Sunday
Once a week for four weeks	\$21.91	\$23.04
Once a week for 13 weeks	\$20.59	\$21.65
☛ No other discounts apply		



## Front Page Notes

### Built-In Note

*Available Weekends Only!*

**Ad size:** 3"x3"

**Advertising Deadline:** One Week Prior

**Front Page Note Only:** \$800

**Make a Referral Note:** \$575

*(Referral note must include a half page ad buy)*

Ask about Front Page ads for our Weekly Ad Bargain.



## Front Page Feature Ad (5 col. x 2")

Monday - Friday \$395

Sunday (Delivered Saturdays) \$495

☛ Limited space is available; price includes color



## Mirror Gatefold

### Format:

Full Gatefold = Flap + Inside Back + Back

### Rates:

Around inside section is \$2,750

Around A Section of paper, \$3,800

### Sizes:

Gatefold flap front:

4.75" x 17.75" deep

Back: 4.75" x 21.25" deep

Gatefold pages, inside back & back: 10" x 21.25"



## Ask About Our Brand Builder Program

Raise your company's profile with our cost-effective one-year program of brand advertising.

- One benefit headline
- Company name/logo

- One graphic element
- Phone number and address

Stay Top  
of Mind  
for  
long-term  
results!

# PRE-PRINTS

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## Pre-Print Insertion Rates

Minimum 60# paper

Times Per Year	1-6	7-13	14-26	27-39	40-52	53+
Single Sheet	\$70.40	67.10	\$61.60	\$59.40	\$57.20	\$55.00
4-24 pages	\$81.40	\$75.90	\$71.50	\$67.10	\$61.60	\$59.40
25+ pages	\$84.70	\$81.40	\$75.90	\$71.50	\$69.30	\$61.60

- Costs are per thousand
- Full run only •
- Deadline is ten days prior to insertion date
- Thanksgiving Deadline is 21 days prior.

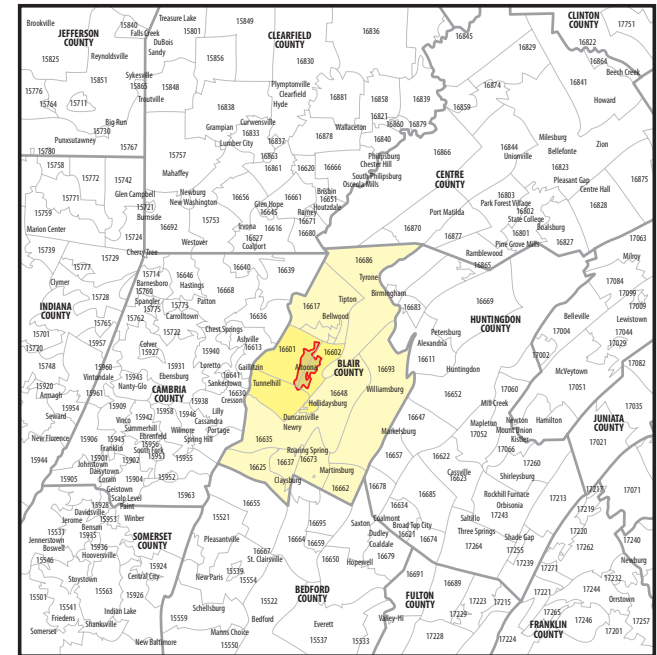
## Delivered 6 Days A Week!

## Pre-Print Copy Sizes

Size: No wider than 10.5 inches, no longer than 11 inches, minimum size: 9.5 inches wide and 4 inches deep. No smaller than #10 envelope.



Serving all of Blair County  
and portions of Bedford, Huntingdon,  
Cambria, Clearfield, and Centre counties



# DIGITAL

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Applies to 728x90, 160x600 and 300x250 creative units.

Open Rate \$14 CPM ROS

Targeting additional \$3/CPM

IMPRESSIONS Per Month	GOLD 12-Month Agreement (Cost Per Month)	SILVER 6-Month Agreement (Cost Per Month)	BRONZE 3-Month Agreement (Cost Per Month)
30,000	\$270	\$300	\$330
40,000	\$360	\$400	\$440
50,000	\$450	\$500	\$550

\*Rates subject to ROS (Run of Site) Placement\*

## Additional Opportunities

### Homepage fixed Pencil Ad

960x250/960x30  
\$265 flat/day.  
Call Rep for availability.

Video (.mp4)  
300x250  
\$235 flat/mo.

JPG or GIF Format  
File size cannot exceed 200KB  
\* Targeted:  
additional \$2/CPM  
CPM (cost per 1,000)

Sizes:  
728 x 90, 160 x 600,  
300 x 250 — \$15 CPM\*  
300 x 600 — \$17 CPM\*

# Altoona Mirror

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## Altoona Mirror

### ADVERTISING AGREEMENT FOR 2026

Account Number: \_\_\_\_\_

Effective Date: \_\_\_\_\_

We, the undersigned, authorize the Altoona Mirror to  
publish advertising on our behalf as follows:

Annual Bulk Contract (level): \_\_\_\_\_

ROP Rate:

Daily \_\_\_\_\_ Sunday \_\_\_\_\_

Classified Rate:

Daily \_\_\_\_\_ Sunday \_\_\_\_\_

Monthly Earned Contract (level): \_\_\_\_\_

Preprints (level): \_\_\_\_\_

Weekly Annual Contract: \_\_\_\_\_

Break Page (level): \_\_\_\_\_

Color (level): \_\_\_\_\_

Brand Maintenance Program: \_\_\_\_\_

### TERMS AND CONDITIONS

An up-to-date credit application must be approved and on file before credit can be extended.

Advertiser agrees to pay all outstanding balances by the due date shown on the invoice/statement. Any disputed rates or quantities must be brought to Newspaper's attention within 60 days of receipt of the invoice/statement.

Contracts are not valid until signed by the Advertising Manager, Publisher or General Manager.

This agreement cannot be invalidated by wrong insertions or omissions on the part of Newspaper. Newspaper shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. Newspaper's liability for other errors is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. In case there is an error in a published price, the advertising department will furnish a letter to Advertiser stating the correct price but will assume no liability if goods are sold at an incorrect price. Claims for errors in advertisements will be allowed for the first insertion only. Advertisers agree to bear the responsibility to promptly check the first published advertisement and notify Newspaper of any inaccuracies or other problems within published materials.

Newspaper reserves the right to reject or cancel any advertisement at any time.

Advertiser agrees to furnish advertising copy by established deadlines.

Advertiser and/or advertising agency agrees to defend and indemnify Newspaper against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertisement.

The Publisher reserves the right upon 30 days written notice to adjust the rates, and this contract is subject to any such revisions.

Newspaper does not accept brokered advertising.

Newspaper will not extend credit for advertising orders or space reservations that claim sequential liability.

All advertising credit balances must be taken in-kind (i.e. through additional advertising) and must be taken within one year.

Any disputes, other than non-payment of amounts due for advertising, will be resolved by binding arbitration in accordance with the Commercial Arbitration Rules of the American Arbitration Association.

Preprint advertisers agree to provide for insertion sufficient

preprints for full run distribution for Sunday products and other days throughout the year when zoning of preprints is not offered. Newspaper will require sufficient preprints for total paid circulation, sufficient preprints for single copy sales and for industry acceptable percentages of returned single copy papers for both dealers and vending machines. Advertiser will also be asked to provide a 2% overage for damage that can occur during the mechanical insertion process. The requested number of preprints will be determined by using current average distribution numbers adjusted seasonally. New requested distribution numbers will be provided quarterly in writing to the agency or Advertiser. In no case will Newspaper be responsible for overages provided by the agency or Advertiser. Newspaper has the right to refuse preprints that cannot be efficiently mechanically inserted. If Newspaper fails to insert a preprint on the correct day, it will insert the preprint in the next available publication.

Newspaper shall not be liable for failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by Newspaper is contained if the failure is due to acts of God or government, strikes, accidents, lack of newsprint, mechanical failure or other circumstances beyond the control of Newspaper.

In the event that any federal, state or local taxes are imposed on the printing of advertising materials, insertion of preprints or on the sale of advertising space, such taxes shall be assumed and paid for by the Advertiser.

Account Executive/Newspaper \_\_\_\_\_ Date \_\_\_\_\_

Newspaper \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

Authorized Representative of Advertiser (print name) \_\_\_\_\_ Date \_\_\_\_\_

Authorized Representative of Advertiser (signature) \_\_\_\_\_ Date \_\_\_\_\_

Advertiser Name \_\_\_\_\_

Mailing Address \_\_\_\_\_



# Altoona Mirror

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- Newspapers
- Digital Marketing
- Email Marketing
- Magazines
- Social Media
- Specialty Products
- Front Page Feature Ads
- Flyers & Brochures

*Serving the community since 1874*

