

2026

AD BARGAIN™

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

Toll Free: (800) 854-8228
814-946-7547 (Fax Attn: Ad Bargain)
Email: adbargainclassifieds@yahoo.com
www.myadbargain.com

6,000 Circulation
Serving 60,000 shoppers in
Clearfield, Blair, Cambria, Centre
and Jefferson Counties.
*Our circulation is audited by Alliance
For Audited Media*

Hours: Monday-Friday 8 a.m. to 4 p.m.

PUBLISHED EVERY WEDNESDAY – 52 Weeks A Year!

DEADLINE: Noon Thursday Before Publication

FRONT & BACK PAGE FEATURE ADS

- Front Top Double Block (10" x 5")..... **\$300.00**
- Front Top (4.95" x 5") **\$210.00**
- Full Top Front (10" x 8.75")..... **\$475.00**
- Half Top Front (4.95" x 8.75") **\$285.00**
- Front Bottom (above fold) (4.95" x 3.5") **\$170.00**
- Front Bottom Banner (8.317" x 2")..... **\$150.00**
- Full Back Page (10" x 21.25") **\$600.00**
- Half Back page (10" x 10.5")..... **\$475.00**

DISPLAY ADVERTISING RATES

- Display Advertising Rates **\$7.70 pci**

COMMERCIAL CLASSIFIED LINE RATES

- Bold Type with color background
First 30 words: \$9.60, each additional word **.25¢**
- Includes Online Listing

NON-COMMERCIAL CLASSIFIED ADS

- First 30 words: \$3.50, each additional word **.25¢**
- Includes Online Listing

Photo Ads:

1 column size: First 30 words **\$6.75**,
each additional word **.25¢**

2 column size: First 30 words **\$12.25**,
each additional word **.25¢**

- Based on 6 column format
- Column Width: 1 1/2" (9 picas)

RETAIL AND CLASSIFIED SIZES

6 column format, 21.25" deep

Columns	Inches	Picas
1 column	1.583"	9p6
2 columns	3.267"	19p7.2
3 columns	4.949"	29p8.4
4 columns	6.633"	39p9.6
5 columns	8.317"	49p10.8
6 columns	10"	60p

PRE-PRINT INSERTION RATES

Minimum 70# paper

\$55.00 per thousand

- Full run only
- **Insert size:** No wider than 10.5", no longer than 11"
- **Minimum size:** 8.5" wide by 5.5" deep
- Preprint Deadline is two weeks prior to insertion date.

Call your media consultant for additional information.

PRE-PRINT PRINTING RATES

Call for quote.

EDITORIAL

Editorial 20% | Advertising 80%

TECHNICAL SPECIFICATIONS

Broadsheet page size: 10" by 21.25"

Printing Method: Offset 85/100 line screen

Half Tone Screening: B/W 85 line screen

Photos: 200 dpi

- 6 column format, 21.25" deep
- Column width 1 1/2" (9 picas)
- Full page, 58.50 column inches

ADVERTISING DEADLINES

Retail and Classified

- Ad Copy Deadline:
Noon Thursday before publication

ADVERTISING CONTACTS

Advertising Director: Tracy Brooks 814-949-7021

Ad Bargain Sales Representative:
Stephanie Huber 814-949-7018

Classified: 814-946-7431, Toll Free (800) 854-8228
adbargainclassifieds@yahoo.com

We accept all major credit cards.