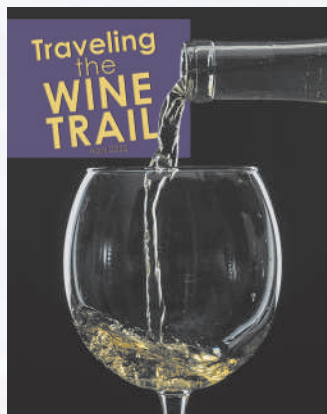




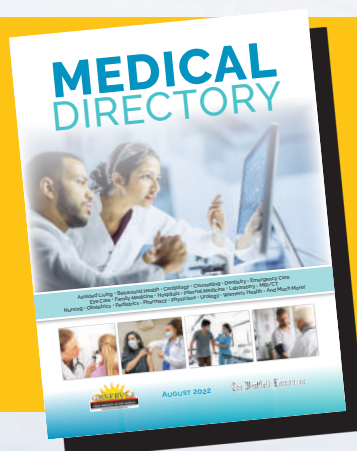
YOUR WINDOW TO THE WORLD:

www.observertoday.com

Your Daily Multi-Media Source for Local, Reliable News and Information in Northern Chautauqua County and Surrounding Areas.



2023 MEDIA GUIDE



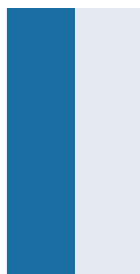
Print Advertising



Ad Sizes & Base Rates



Full Page
6 Col X 21.25 In
Mon - Sat
\$720.00
Color \$80



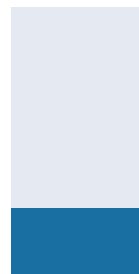
1/2 Page V
3 Col X 21.25 In
Mon - Sat
\$450.00
Color \$60



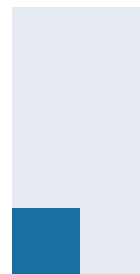
1/2 Page H
6 Col X 10.5 In
Mon - Sat
\$450.00
Color \$60



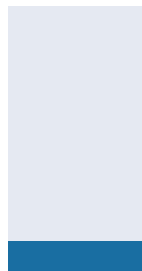
1/4 Page V
3 Col X 10.5 In
Mon - Sat
\$265.00
Color \$50



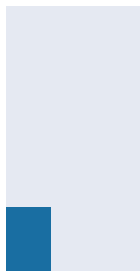
1/4 Page H
6 Col X 5.25 In
Mon - Sat
\$265.00
Color \$50



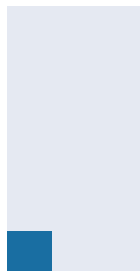
1/8 Page V
3 Col X 5 In
Mon - Sat
\$170.00
Color \$30



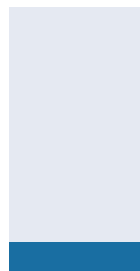
1/8 Page H
6 Col X 2.5 In
Mon - Sat
\$170.00
Color \$30



1/12 Page
2 Col X 5 In
Mon - Sat
\$135.00
Color \$20



1/20 Page
2 Col X 3 In
Mon - Sat
\$85.00
Color \$15



Business Banner
Front of Section
6 Col X 2.5 In
\$200.00
Color \$30

Mechanicals:

1 Col = 1.58 inches • 2 Col = 3.26 inches
3 Col = 4.95 inches • 4 Col = 6.63 inches
5 Col = 8.31 inches • 6 Col = 10 inches

Rates apply only to the modular ad sizes shown.
Non-modular advertising is available on a per column inch basis at the open rate of \$25.00 pci.
Frequency discounts cannot be applied to non-modular advertising.



Consecutive Week Packages



Consecutive Week Packages

Commitment	Run Discount
4 Weeks	15%
8 Weeks	25%
13 Weeks	35%

.....
Signed contract required.
Consecutive week packages require that at least one ad be published every week in consecutive weeks for the number weeks contracted.
.....



Frequency Discounts

Frequency	Run Discount
2x Week	40%
3x Week	50%
4x Week	60%

.....
Frequency discounts only apply to duplicate ads published within seven days of the original ad's publication.
.....



Calculator

Base Rate	\$ _____
Consecutive Week Discount	_____ % \$ - _____
Adjusted Ad Price	\$ _____
Frequency Discount	_____ % \$ - _____
Ad Price	\$ _____
Weekly Cost	\$ _____
Package Cost	\$ _____

NON-MODULAR ADVERTISING RATES

Open Rate	\$25.00 Per Column Inch (PCI)
Charity & Card of Thanks	\$23.00 PCI

REPEAT DISCOUNTS

Advertisements that run at non-modular rates and repeat with no copy changes within the next six publishing days will receive the following discounts.

Second Run, 25% off; Third - Sixth Runs, 30% off.
Discounts may not be combined with any other offer.

POST-IT NOTES

Full run option only - Daily or Saturday availability
Printed & Inserted - \$150/CPM
Inserted Only - \$85/CPM

BRAND BUILDERS PACKAGES

Brand Builders advertising was created to assist businesses in gaining market share by increasing their name awareness. The program employs creative newspaper advertising, designed in a manner to position a business in the minds of a consumer before the need for their product or service arises. Brand Builders is not a quick fix, but rather a methodical, affordable long-term plan. 12 month and 6 month packages are available.

Prices as low as \$297 a month with an internet component for a daily readership of over 12,000!

PREPRINT RATES, FREQUENCY DISCOUNTS

Cost Per Thousand (CPM), or noted as flat charge.
Broadsheet preprinted insert pages count as two tabloid pages

Full Run				
Tab Pages	Open	12x	26x	52x
Single	\$225 flat charge			
4 - 24	\$58	\$55	\$52	\$48
26+	\$62	\$61	\$59	\$56

Full net press run required on all insertions. Inserts accepted Thursdays and Saturdays.

A minimum charge of \$225 net will apply to all insertions.

Maximum preprint size without folding: 10.5" x 11"

To qualify for preprint frequency rates, account balances must be paid within terms.

Inserts should be delivered to OBSERVER, c/o Post-Journal, 15 West First Street, Jamestown, NY 14701 between 9 a.m. and 3 p.m., Monday through Friday at least 10 publishing days prior to insertion.



Advertising Summary

☐ Consecutive Week Print Package

Choose A Duration:

<input type="checkbox"/>	4 Weeks • 15% Discount	<input type="checkbox"/>	8 Weeks • 25% Discount	<input type="checkbox"/>	13 Weeks • 35% Discount
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Ad Size: _____ Monday-Friday: _____ Saturday: _____ Sunday: _____

Anticipated Advertising Frequency:

<input type="checkbox"/>	2x Week • 40% Discount	<input type="checkbox"/>	3x Week • 50% Discount	<input type="checkbox"/>	4x Week • 60% Discount
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Ad Size: _____ Monday-Friday: _____ Saturday: _____ Sunday: _____

☐ Color - Cost Per Modular Ad Size

<input type="checkbox"/>	Process	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	
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Ad Size: _____ Color Cost: _____

☐ Digital Advertising

Choose An Ad Size:

<input type="checkbox"/>	Leaderboard	<input type="checkbox"/>	Half Page	<input type="checkbox"/>	Large Rectangle	<input type="checkbox"/>	Mobile
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Discount: _____ CPM: _____ # of Impressions: _____

☐ Miscellaneous

<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	
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Recap Start: _____ End: _____

Estimated Weekly Investment: _____ Total Investment: _____

Business Name: _____ Acct. Number: _____

Authorized Representative (print name): _____

Signature: _____ Date: _____

Newspaper/Account Executive: _____

Newspaper/Sales Manager: _____

Classified Network



CLASSIFIED RATES

LOCAL DISPLAY OPEN RATES

\$22.00 PCI

LOCAL / NON PROFIT

\$20.00 PCI

CONSECUTIVE INSERTION OPEN LINE RATES*

3 Days.....	\$2.75
4 - 6 Days	\$2.55
7 - 13 Days	\$2.20
14 - 22 Days	\$2.00
23 Days or More.....	\$1.85
*4 line minimum per insertion.	

EMPLOYMENT RATES

OPEN EMPLOYMENT DISPLAY/LINE RATES

1 - 2 Days	\$22.00 pci/\$2.20 per line
3 Days (consecutive run)	\$20.00 pci/\$2.00 per line

CONTRACT EMPLOYMENT DISPLAY RATES

Annual Levels	Rates
\$2,000	\$19.00 pci / \$1.90 per line
\$5,000	\$18.50 pci / \$1.85 per line
\$10,000	\$18.00 pci / \$1.80 per line

*Contract Display based on 10 Line/Column Inch

2023 BUSINESS DIRECTORY

Publishes daily in Classified 1 or more inches of classified advertising published each day within the Business Directory for a minimum of...

**30 Days @ \$6.00/inch
2" Ad**



MECHANICAL REQUIREMENTS

CLASSIFIED DISPLAY

Width of Column	1.163 inches
Depth of Column	21.25 inches
Columns Per Page.....	8
Column Inches Per Page.....	170

Column Widths

1 column	1.163 inches
2 columns.....	2.426 inches
3 columns.....	3.689 inches
4 columns.....	4.952 inches
5 columns.....	6.215 inches
6 columns.....	7.478 inches
7 columns.....	8.741 inches
8 columns.....	10.00 inches

DEADLINES

Display ads must be received two days prior to insertion.

For insertion on Saturday/Sunday Weekend Edition deadline is 3:00 pm Thursday. Monday insertion deadline is Friday at noon.

IN-COLUMN CLASSIFIED LINE ADS

Classified line ads must be received by 5:00 pm one business day prior to run.

ADVERTISING DEADLINES

PUBLICATION DAY	DISPLAY/RETAIL	CLASSIFIED DISPLAY
Monday	Thursday, noon	Friday, noon
Tuesday	Friday, 4pm	Friday, 3pm
Wednesday	Monday, 4pm	Monday, 3pm
Thursday	Tuesday, 4pm	Tuesday, 3pm
Friday	Wednesday, 4pm	Wednesday, 3pm
Saturday/Sunday Weekend Edition	Thursday, noon	Thursday, 3pm
TV Magazine	Friday prior to Thursday publication	

Tabs and special product deadlines set by management as necessary.

Digital Advertising



With more than 12,000 readers every day in print and online

Our audience is larger than ever.

Print Audience

10,500

Daily Readers

12,500

Weekend Readers

SOURCE: GOOGLE ANALYTICS 12-MONTH AVERAGE
OCT. 1 - OCT. 31 2022

Digital Audience

101,710

Monthly Users

776,982

Monthly Pageviews

Digital Display Ad Specs

Half Page
300x600 Pixels

Skyscraper
160x600 Pixels

Leaderboard
728x90 Pixels

Large Rectangle
300x250 Pixels

Brand Builder
200x200 Pixels

Pencil
960x30 Pixels
Pencil Open
960x250 Pixels

Mechanicals:

- All ad sizes are in pixels
 - Preferred file formats: JPEG or GIF
 - Maximum file size: 50K
- Sizes shown are not to scale

Terms & Conditions

1. Payments are due on or before the 10th day of the month following that month in which the advertising is published.
2. Fulfillment. All net advertising dollars spent in a 12-months period with The OBSERVER will apply toward the fulfillment of the advertiser contract except pass thru expenses, legal and late payment fees, and where otherwise noted.
3. Short Rating. If, after the term of this agreement, Advertiser shall have used fewer net dollars, space, or insertions, than agreed to herein, Advertiser's rate for all revenue/space/insertions used during the term shall be increased to the appropriate earned rate indicated on the current rate card dated January 1, 2022 and Advertiser shall pay the difference. In any case, the rate charged will not exceed the costs of continuing the agreement in force until its expiration date. See addendum A for rate levels applied for rate adjustment.
4. Newspaper's Rate Card. The terms and conditions of the Newspaper's Rate Card are incorporated herein by reference. If any terms or conditions of the rate card conflict with the terms of the Agreement, the terms of the Agreement shall govern. The Newspaper may revise its advertising rate card at any time upon 30 days written notice.
5. Right to Edit or Reject. The publishers of The OBSERVER reserve the right to edit, classify or reject at any time any advertisement submitted to their respective newspapers.
6. Payment for Advertising. Advertiser shall pay for the advertising purchased under this Agreement according to the terms indicated on the Newspaper's invoices/billing statements. In the event of a billing dispute, Advertiser must promptly pay all amounts not subject to dispute. Failure to receive tear sheets is not a valid reason to withhold payment. If Advertiser fails to timely pay as provided for the invoices/billing statements, the Newspapers may reject advertising copy and/or immediately cancel any Agreement and Advertiser agrees to indemnify the Newspaper for all expenses incurred in connection with the collection of amounts payable under the Agreement, including court cost and attorneys' fees. Future advertising, even prepaid, may be refused until reimbursement is made. If the Agreement is canceled due to the Advertiser's failure to timely pay, the Newspaper may re-bill the Advertiser at the open or earned contract rate, whichever is applicable. Stated rates for all contract advertising services are conditional on timely payment by cash or check. All past due balances are subject to a 2% per month service charge (minimum charge \$2.00).
7. Joint and Severable Liability. If Advertiser utilizes an agency ("Agency"), Advertiser and Agency shall be jointly and severably liable for complying with all the terms of the Agreement, including payment for all advertising.
8. No Sequential Liability. Insertion orders or an Agreement renders void any statements concerning liability that appear on correspondence from Agency or Advertiser. It is further agreed that The OBSERVER does not accept advertising orders or space reservations claiming sequential liability.
9. Inaccurate rates on insertion orders will be treated as clerical errors and advertisers will be charged at the applicable rate in effect at the time of publication.
10. Typographical Errors, Incorrect Insertions or Omissions. This Agreement cannot be invalidated for typographical errors, incorrect insertions or omissions in advertising published. The OBSERVER agrees to run a corrective advertisement for that portion of the first insertion which may have been rendered valueless by such typographical error, wrong insertion or omission. Advertiser shall notify The OBSERVER of such errors in time for correction before the second insertion. The corrective advertisement or credit shall not exceed the cost of the actual space occupied by the error. The OBSERVER shall not be liable to Advertiser for any loss that results from the incorrect publication (including, without limitation, typographical errors), incorrect insertion or omission of Advertiser's advertisements. Any claim for credit must be in writing and received by The OBSERVER within sixty (60) days from the date of invoice/billing statement or be deemed waived. Undisputed amounts must be paid in full by the due date.
11. Positioning of Advertisements is not guaranteed. The OBSERVER will use reasonable efforts to accommodate the Advertiser's position requests. Failure to meet position requests will not constitute cause for adjustment, refund or rerun. Guaranteed position will be charged 25% additional.
12. Indemnification. Advertiser agrees to indemnify, defend and hold harmless the publisher 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 advertiser's advertisement.
13. For the value received, advertisers hereby assign The OBSERVER all rights, title and interest, including copyright interest, to all layouts of the advertisements placed in The OBSERVER which represent the creative effort of the newspaper and/or utilization of its own illustrations, labor, composition or material.
14. Credit Check. Cash with all orders unless credit is established.
15. Political advertising is payable in advance, upon placement of advertising order. All political advertising must conform to Federal guidelines and adhere to New York State Fair Campaign Codes. Political advertisements must contain a "Paid by..." acknowledgment.
16. The OBSERVER does not accept brokered advertising.
17. If an advertisement is set but not published the advertiser may be charged at 50% of the ad's earned rate.

Effective November 2022

Personnel

PublisherMichael Bird
Advertising Director Debra Brunner
Editor.....John D'Agostino
Circulation DirectorAndrew Gee
Classified.....Lori Byers/Richelle Smith

Representatives

OGDEN PUBLISHING, INC.

Commission and Cash Discounts

Retail and Classified Advertising rates are not commissionable or cash discountable. All rates are net to the newspaper.

Advertising E-Mail Contacts

Advertising Director: dbrunner@post-journal.com

CITY AND RETAIL TRADING ZONES

DISTRIBUTION/CIRCULATION

The OBSERVER offers morning distribution with delivery guaranteed by 6:30 am weekdays, 7:30 am Saturday/Sunday Weekend edition. Approximately 85% of our carrier and delivery force consists of adults, and our complaint ratio for delivery is consistently less than one and a half complaints per thousand papers delivered.

**Over 12,000 Readers Daily
in Print and Online**

Lake Erie

