

2022 National Rate Card

MORNING JOURNAL

www.morningjournalnews.com

"Serving Columbiana County, Ohio and surrounding communities"

Circulation: Daily Saturday

Morning Journal:4,725.....4,886

Black & White Rates:

Open Rate: \$34.67 pci.....Daily/Weekend

*Volume Discounts (Per Year)

1,500 inches.....\$24.15 pci

7,500 inches.....\$21.85 pci

20,000 inches.....\$18.40 pci

* Signed Contact Required

SALEM NEWS

www.salemnews.net

"Serving Northern Columbiana County and Southern Mahoning County, Ohio"

Circulation: Daily Saturday

Salem News:2,271..... 2,352

Black & White Rates:

Open Rate: \$26.50 pci.....Daily/Weekend

*Volume Discounts (Per Year)

1,500 inches.....\$18.46 pci

7,500 inches.....\$16.70 pci

20,000 inches.....\$14.06 pci

* Signed Contact Required



www.reviewonline.com

"Serving Southern Columbiana County, Ohio and Northern Hancock County, West Virginia"

Circulation: Daily Saturday

The Review:2,988.....3,085

Black & White Rates:

Open Rate: \$32.94 pci.....Daily/Weekend

*Volume Discounts (Per Year)

1,500 inches.....\$22.95 pci

7,500 inches.....\$20.76 pci

20,000 inches.....\$17.48 pci

* Signed Contact Required

Following information is applicable for all three Columbiana County Newspapers.

1. Personnel

Tammie McIntosh, Columbiana County Publisher
Lisa Ludovici, Columbiana County Advertising Director
330-424-9541
lludovici@mojonews.com

2. Commissions & Discounts

Recognized agencies are entitled to a 15% commission on the national rate. Advertisers may be billed for an ad only if credit has been approved, otherwise, all ads are on a cash with copy basis.

3. Color RatesDaily/Weekend

Use Black & White rate plus following applicable costs:

1x	6-12x	13-25x	26+
\$370	\$320	\$275	\$230

4. Digital File Transfer

We are a fully paginated newspaper. Digital files are preferred and can be transferred to us in the following ways:
A. E-mail ads in PDF format to: lludovici@mojonews.com
B. We also accept files sent to us on CD, or flash drive.

5. Open National Preprint Rates

Preprinted inserts are accepted Wednesday, Thursday and Saturday

Pages	Open	26-52x/yr
Single Sheet.....	\$46m	\$38m
2 pg/4 tab	\$49m	\$40m
4 pg/8 tab	\$51m	\$42m
6 pg/12 tab	\$53m	\$44m
8 pg/16 tab	\$56m	\$48m
10 pg/20 tab	\$63m	\$51m
12 pg/24 tab	\$71m	\$54m
14 pg/28 tab	\$75m	\$59m

Full Run Required

6. Contract & Copy Regulations

1. Contracts cannot be back-dated prior to first day of month which it is issued.
2. No restriction on size of ads that may be used to fulfill contract.
3. Contracts must be signed in advance to qualify for discounts.
4. Color charges not included. Discounts apply only to B/W open rate.
5. In absence of contract all advertising billed at open rate.

7. Mechanical Requirements

Column	Retail	Classified
1.....	1.583"	1.022"
2.....	3.266"	2.144"
3.....	4.959"	3.266"
4.....	6.632"	4.388"
5.....	8.315"	5.510"
6.....	10.000"	6.632"
7.....		7.754"
8.....		8.876"
9.....		10.000"
Double Truck		20.963"

Depth is 20"

8. Deadlines

Publication.....	Deadline
Monday	Thursday 3 PM
Tuesday	Friday 3 PM
Wednesday.....	Monday 4 PM
Thursday	Tuesday 4 PM
Friday	Wednesday 4 PM
Saturday	Thursday 10 AM

330-424-9541
308 Maple Street
Lisbon, OH 44432