

2026 Media Guide

# SALEM NEWS



The Salem News. Delivering Results Like No Other Media!



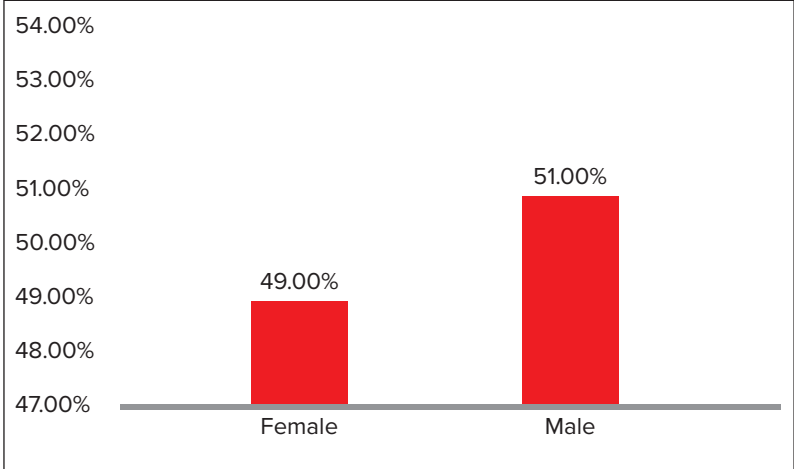
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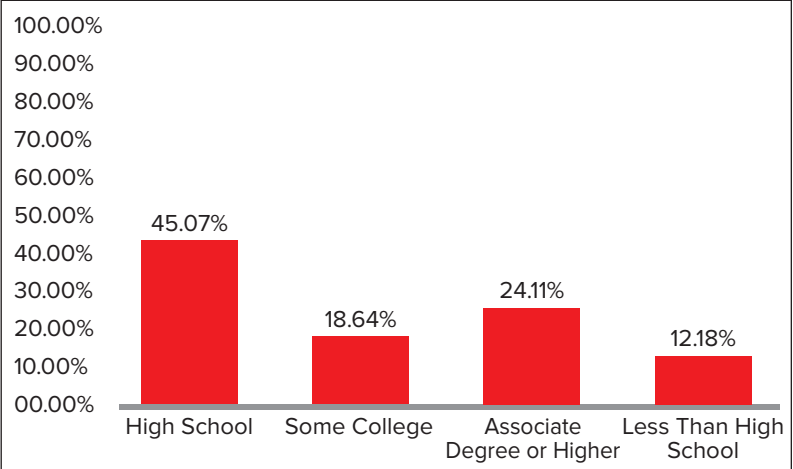
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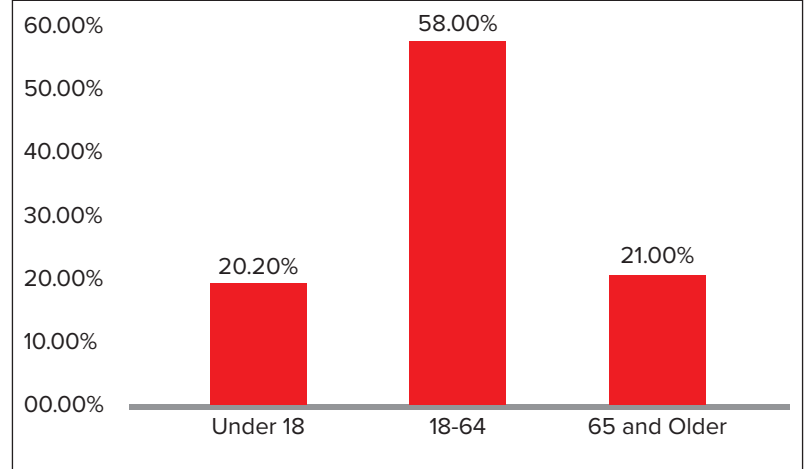
## Who we are.



**By Gender**



**By Education**



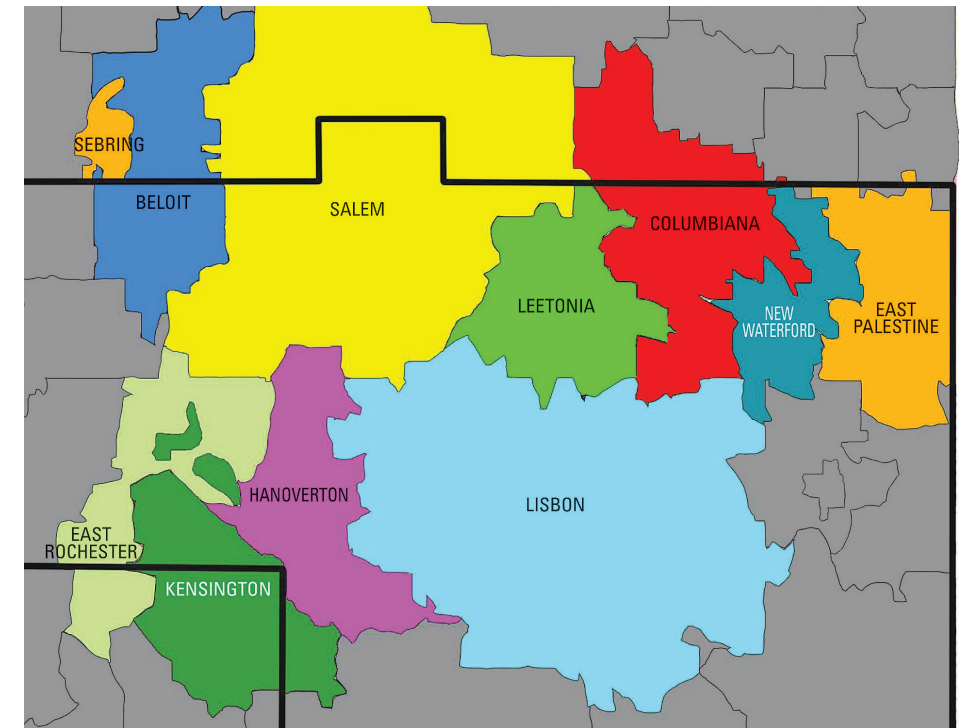
**By Age**



## Who we reach.

The Salem News provides the most in-depth local coverage of events and issues in northern Columbiana County.

The Salem News print product reaches over 2,900 readers everyday Monday through Friday, our weekend edition Saturday morning, while our digital franchise reaches 2,400 additional unique readers each day.





## Retail Advertising Rates & Information

### Contract Rates

Commitment Level	PCI Rates
\$1,500.00	\$21.34
\$2,500.00	\$20.84
\$5,000.00	\$20.40
\$7,500.00	\$19.85
Open Rate	\$25.35

### Color Rates

Ad Size	Per Ad Rate
1/4 Page (Up to 30")	\$100.00
1/2 Page (Up to 60")	\$160.00
Full Page (Over 60")	\$260.00

### Deadlines

Publication Day	Publication Deadline
Monday	Thursday 3:00 p.m.
Tuesday	Friday 3:00 p.m.
Wednesday	Monday 4:00 p.m.
Thursday	Tuesday 4:00 p.m.
Friday	Wednesday 4:00 p.m.
Saturday/Sunday	Thursday 10:00 a.m.

### Mechanicals

- 1 Col = 1.583 inches
- 3 Col = 4.959 inches
- 5 Col = 8.315 inches
- 2 Col = 3.266 inches
- 4 Col = 6.632 inches
- 6 Col = 10.00 inches



# Digital Pricing

Package	Impressions Per Month	1-3 Months	4-6 Months	7+ Months
<b>Premium Digital Display Position – Pencil/Expandable – eCPM</b>				
Dominate	75,000	\$10.00	\$8.00	\$6.00
Competitive	50,000-74,999	\$12.00	\$10.00	\$8.00
Present	25,000-49,999	\$15.00	\$13.00	\$11.00
<b>Display Position – All Others – eCPM Prime Digital</b>				
Dominate	75,000	\$8.00	\$7.00	\$6.00
Competitive	50,000-74,999	\$10.00	\$9.00	\$8.00
Present	25,000-49,999	\$12.00	\$11.00	\$10.00



## Digital Advertising Rates & Information

Commitment Level	Ad Size	Ad Location	Per Month Rate	Monthly Impressions
12 Months	Leaderboard	Home Page	\$235	25,000
6 Months	Skyscraper	Local News	\$490	50,000
3 Months	Banner	Obituaries	\$325	25,000
Open	Varies	Varies	\$18 to \$21 CPM	Variety to Choose From

These are just a few examples of digital packages. There are many other options from which to choose.



## Brand Builders

Our Brand Builders advertising program is designed to create name awareness for your business at a substantial discount. Keep your business in the minds of readers by using frequency. Your message will be seen repeatedly by selecting any of our packages listed below. Our program emphasizes repetitive, modest sized branding ads anywhere from three to six days a week.

One Year 4" Package	Monthly Investment	Yearly Investment
Three 4" ads per week	\$364	\$4,368
Six 4" ads per week	\$598	\$7,176
<hr/>		
One Year 6" Package		
Three 6" ads per week	\$481	\$5,772
Six 6" ads per week	\$780	\$9,360

Six-Month 4" Package	Monthly Investment	Yearly Investment
Three 4" ads per week	\$442	\$2,652
Six 4" ads per week	\$728	\$4,368
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Six-Month 6" Package		
Three 6" ads per week	\$520	\$3,120
Six 6" ads per week	\$858	\$5,148



### Preprints

- Our audience of more than 2,900 readers everyday offers you a large target of potential customers.
- Seven in ten consumers cite Sunday or weekday newspaper edition as their main coupon source.
- Nearly eight in ten adults have taken action in the past 30 days from a newspaper ad, including half who made a purchase.

Tab	Open Rate	13X Year	26X Year	52X Year
2	\$53	\$46	\$45	\$43
4	\$66	\$56	\$53	\$50
8	\$66	\$56	\$53	\$50
12	\$66	\$56	\$53	\$51
16	\$66	\$56	\$54	\$53
20	\$77	\$65	\$62	\$59
24	\$77	\$70	\$65	\$61
28	\$78	\$74	\$70	\$65
32	\$84	\$78	\$75	\$70
36+	\$86	\$81	\$77	\$72

### Packaging Tips

- Improperly packed inserts can cause misses or multiples. We offer these important guidelines:
- Stack inserts on non-returnable 4-way wooden pallets designed for use with forklift trucks.
  - Standard Pallet should be 40 x 48 inches with two runners 4 inches off the floor.
  - Add a protective cover to the bottom of pallet to protect inserts from green lumber and another on top to protect from the weather.
  - Do not double stack pallets. • Skids must be tagged with insert name, date of insertion, and quantity.
  - Small quantities can be delivered in boxes identified on the outside with insert name and quantity in each box.
- Delivery Address:** Morning Journal, 308 Maple Street, Lisbon, Ohio 44432  
**Delivery Hours:** Monday - Friday 8 a.m. - 3 p.m., No deliveries on Saturday or Sunday

### Specifications are as follows:

- **GLOSSY:** Weight spec 70# and higher, size spec 4”H x 6”W minimum, 10”H x 10”W maximum unless folded.
- **STANDARD STOCK:** Weight spec 40# and higher, size spec 4”H x 6”W minimum, 10”H x 10”W maximum unless folded. \*It is strongly suggested that any single sheet under weight spec should be folded to insure better product quality.



## Classified Advertising Rates

### Contract Rates

Investment Level	PCI Rates
\$1,500.00	\$14.19
\$2,500.00	\$13.91
\$5,000.00	\$13.64
\$7,500.00	\$12.87
National Classified Gross Rate	\$27.50
Classified Open Rate	\$16.83

### Mechanicals

1 Col = 1.022 inches

2 Col = 2.144 inches

3 Col = 3.266 inches

4 Col = 4.388 inches

5 Col = 5.510 inches

6 Col = 6.632 inches

7 Col = 7.754 inches

8 Col = 8.876 inches

9 Col = 10.0 inches



### Columbiana County Showcase of Homes

Publishes Monthly Saturday in The Review, Morning Journal & Salem News

	Open	6-Month	12-Month
Half Page	\$160.00	\$130.00*	\$105.00*
1-2 Pages	\$195.00 pp	\$155.00* pp	\$145.00* pp
3+ Pages	\$170.00 pp	\$140.00* pp	\$115.00* pp
Back Page	\$370.00	\$320.00*	\$260.00*

\*Signed contract required.  
All ads include full color.

**Deadline:** Monday at noon prior to publication.

### TV Weekly

Publishes in The Review, Morning Journal & Salem News

	52 Weeks	26 Weeks	13 Weeks
Front Page 4x2.5	\$140.00	\$155.00	\$170.00
Front Page 1x4.5	\$85.00	\$95.00	\$110.00
2x4	\$100.00	\$110.00	\$135.00
2x2	\$70.00	\$80.00	\$95.00
1x3.5	\$60.00	\$70.00	\$90.00
1x1.5	\$45.00	\$55.00	\$70.00
2x2.5	\$85.00	\$100.00	\$125.00
2x3	\$90.00	\$105.00	\$120.00
Inside 4x2	\$100.00	\$115.00	\$130.00
Inside Back 4x4	\$165.00	\$180.00	\$195.00
Back Page	\$370.00	\$460.00	\$575.00

\*These are weekly rates.



## Contact Us

### Personnel

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