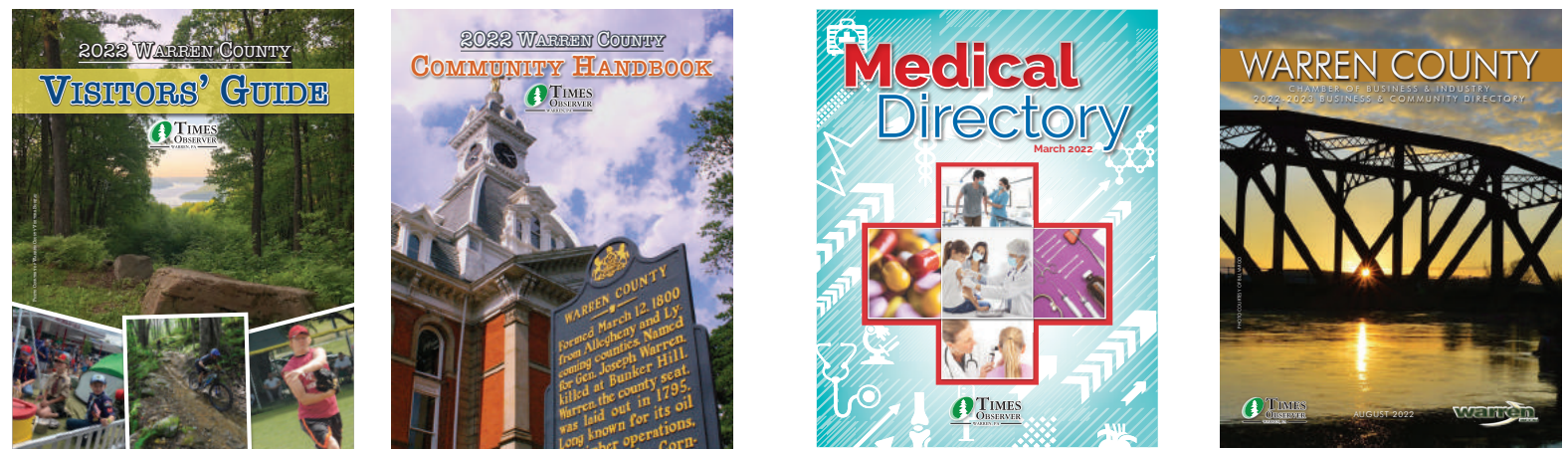
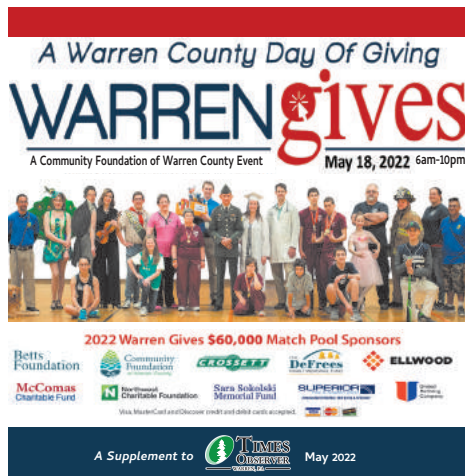


Your multimedia source for local news and information.



2023 MEDIA GUIDE



Print Advertising



Ad Sizes & Base Rates



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



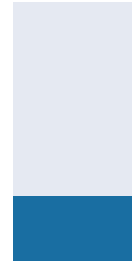
1/2 Page V
3 Col X 21.25 In
Mon - Sat
\$450.00
Color \$60



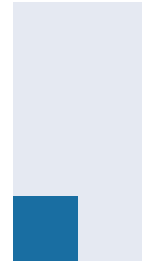
1/2 Page H
6 Col X 10.5 In
Mon - Sat
\$450.00
Color \$60



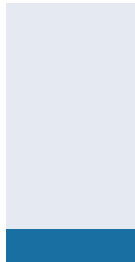
1/4 Page V
3 Col X 10.5 In
Mon - Sat
\$265.00
Color \$50



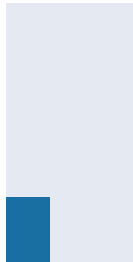
1/4 Page H
6 Col X 5.25 In
Mon - Sat
\$265.00
Color \$50



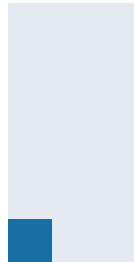
1/8 Page V
3 Col X 5 In
Mon - Sat
\$170.00
Color \$30



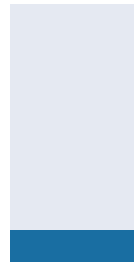
1/8 Page H
6 Col X 2.5 In
Mon - Sat
\$170.00
Color \$30



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	\$26.00 Per Column Inch (PCI)
Charity & Card of Thanks	\$22.55 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.

TV BOOK

Special Rates apply. Ask your Times Observer Advertising Representative for details.

POST-IT NOTES

Full run option only - Daily or Saturday availability

Printed & Inserted - \$150/CPM

Inserted Only - \$85/CPM

INSERT DELIVERY

Inserts should be delivered to:

Times Observer, c/o The Post Journal,
 15 West First Street,
 Jamestown, NY 14701

Between 9 a.m. and 3 p.m., Monday through Friday at least five business days prior to insertion.

DEADLINES

DISPLAY ADS

Publication Day

Monday
 Tuesday
 Wednesday
 Thursday
 Friday
 Saturday
 TV Tab

Copy Deadline

Thursday, 3pm
 Friday, 3pm
 Monday, 3pm
 Tuesday, 3pm
 Wednesday, 3pm
 Thursday, 1pm
 Friday, 1pm

PREPRINT RATES, FREQUENCY DISCOUNTS

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

Full Run-5000	Open	12x	26x	52x
2pp	\$225 flat charge			
4 - 24pp	\$58	\$55	\$52	\$48
26+pp	\$62	\$61	\$59	\$56

A minimum insertion charge of \$225 per insertion will apply. To qualify for preprint frequency rates, account balances must be paid within terms.

No zoning - Full run required.
 Insertion days are Thursdays and Saturdays



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
--------------------------	------------------------	--------------------------	------------------------	--------------------------	-------------------------

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
--------------------------	------------------------	--------------------------	------------------------	--------------------------	------------------------

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"/>	
--------------------------	--	--------------------------	--	--------------------------	--

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 RATES

OPEN \$18.50 PCI

CONSECUTIVE INSERTION OPEN LINE RATES*

3 Days	\$3.50
4 - 6 Days	\$3.30
7- 23 Days.....	\$2.85
14-22 Daysa	\$2.50
24 Days or More	\$2.40

*4 line minimum per insertion.

EMPLOYMENT RATES

OPEN EMPLOYMENT DISPLAY RATES

1- 2 Days	\$24.00 pci
3 Days (consecutive run).....	\$22.00 pci

CONTRACT EMPLOYMENT DISPLAY/LINE RATES

Annual Levels	Rates
\$2,000	\$20.00 / \$2.00 per line
\$5,000	\$19.50 / \$1.95 per line
\$10,000	\$19.00 / \$1.90 per line

Contract Display based on 10 Line/Column Inch

JOB PRODUCT INTERNET BUNDLES

Ask us about Real Match!



TTR	Diversity Pack	Social Boost Pack	Performance Boost Pack	Proactive Package
TTR	TTR	TTR	TTR	TTR
	Diversity Boost	Social Boost	Performance Boost	Performance Boost
	Featured Job	Priority Search	Social Boost	Social Boost
	Priority Search	Featured Job	Priority Search	Priority Search
			Featured Job	Featured Job
				Resume Boost
				Email Boost
College Boost		Resume Boost		
Diversity Boost		Email Boost	Resume Boost	
Priority Search	College Boost	Diversity Boost	Diversity Boost	Diversity Boost
Featured Job	Resume Boost	Featured Employer	Featured Employer	Featured Employer

CLASSIFIED DEADLINES

IN-COLUMN CLASSIFIED LINE ADS

Publication Day	Copy Deadline
Monday	Friday, 3pm
Tuesday	Monday, 3pm
Wednesday	Tuesday, 3pm
Thursday	Wednesday, 3pm
Friday	Thursday, 3pm
Saturday	Friday, 3pm

MECHANICAL REQ. CLASSIFIED DISPLAY

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

Column Widths:

1 column	1.163"
2 columns	2.425"
3 columns	3.688"
4 columns	4.950"
5 columns	6.213"
6 columns	7.475"
7 columns	8.738"
8 columns	10.000"

LEGAL DISPLAY

\$18.48 PCI

PROOF OF PUBLICATION

\$15 Each

SERVICE DIRECTORY

Publishes daily in Classified - Monday - Saturday. Copy changes permitted weekly.

Deadline: Thursday, 11 am for following week

1-2 months (24 consecutive times min.) \$8.25 pci

3-5 months (72 consecutive times min.) \$6.15 pci

6-12 months (144 consecutive times min.) \$4.35 pci

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

69,338

Monthly Users

530,889

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*

PERSONNEL

PUBLISHER	MICHAEL BIRD
ADVERTISING DIRECTOR	DEBRA BRUNNER
EDITOR	JOHN D'AGOSTINO
ADVERTISING SALES LEAD	STACY STONE
SPECIAL PROMOTIONS	AUDRA NILES
CLASSIFIED	LORI BYERS

NATIONAL REPRESENTATION

MID-ATLANTIC NEWSPAPER SERVICES
 3899 N. Front St., Harrisburg, PA 17110 - (717) 703-3030

ADVERTISING SERVICES

At the Times Observer we don't just sell advertising, we sell solutions. We offer you access to more potential customers than any other local media. Our sales representatives are trained to help you use a multitude of newspaper advertising options to solve problems and grow your business. Our execs can help you turn an idea into an effective campaign that will bring results.

PRINTING SERVICES

The Times Observer offers full service printing and distribution of broadsheet, tabloid and single sheet inserts. Contact your sales representative or our advertising department for complete details or pricing information.

GENERAL RATE POLICY

NON-AGREEMENT ADVERTISERS:

- Transient advertising is payable in advance.

ANNUAL RATE AGREEMENT:

- Advertising charges are paid in advance of publication until the advertiser has established credit and opened an account with the newspaper.
- Charges to an account are due and payable on the 10th day of the month following publication.
- There is a 1.5% per month service charge to accounts extended beyond 25 days. Credit is not extended to any advertiser for more than 60 days.
- Publisher reserves the right to revise rates on 30 days notice.
- As a convenience, Mastercard, Visa, American Express and Discover are accepted for payment.
- Annual bulk agreements: Billing will be adjusted at the end of the agreement year to reflect the annual volume run, and where applicable, to reflect a higher yearly rate, resulting in a Charge Back.
- Co-Op advertising: The rates in this rate book will apply.
- All advertising credit balances must be taken in-kind (i.e. through additional advertising) and must be taken in one year.
- The Times Observer will not extend credit for advertising orders or space reservations that claim sequential liability.
- The Times Observer does not accept brokered advertising.

PUBLISHER'S LIABILITY FOR ERROR:

- The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors is strictly limited to the publication of the advertisement in any subsequent issue or a credit to your account to be used within one year.
- Please check your advertisement on the first day of publication for errors. The Times Observer will not give credit after the first insertion for ads which repeat.

INDEMNIFICATION:

- The advertiser and/or advertising agency agrees to defend and indemnify 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.

GENERAL RATE POLICY

POLITICAL ADVERTISERS:

- Political advertising is payable in advance, upon placement of advertising order. All political advertising must conform to Federal guidelines and adhere to Pennsylvania Fair Campaign Codes.
- Political advertisements must contain a "Paid by..." acknowledgment.

COPY REGULATIONS

- The Times Observer reserves the right to edit, alter, or reject any advertisement.
- The Times Observer is not responsible for orders, cancellations or corrections given over the telephone. Written confirmation of orders, cancellations or corrections must be received prior to publication.
- The Times Observer reserves the right to identify copy with the word "advertisement."
- Position is not guaranteed. However, the Times Observer will make an effort to accommodate an advertiser's wishes. Guaranteed position will be charged 25% additional.
- For the value received, advertisers hereby assign the Times Observer all rights, title and interest, including copyright interest, to all layouts of the advertisements placed in said newspaper which represent the creative effort of the newspaper and/or utilization of its own illustrations, labor, composition or material.
- 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.
- If an advertisement is set but not published the advertiser may be charged at 50% of the ad's earned rate.
- Ads more than 19 inches deep will be charged full page depth, a total of 21 1/4 inches.
- Minimum depth for any advertisement is 1 inch.

DIGITAL AD TRANSFERS

- Advertisements created elsewhere can be accepted in a variety of forms. The Times Observer has the following software packages on a Mac platform from which we can output ads: Adobe Indesign, Multi-Ad Creator Pro, and Quark Xpress. Fonts, photo files and related art must be included with the original document for a successful output. The Times Observer cannot accept files created in Microsoft Publisher.

ADVERTISING E-MAIL CONTACTS

Advertising Director: Debra Brunner • dbrunner@post-journal.com

Stacy Hathaway Stone • sstone@timesobserver.com

Classified: Lori Byers • lbyers@post-journal.com

Inside Sales/Promotions: Audra Niles • aniles@timesobserver.com

OPPORTUNITIES

The Times Observer provides readers with a rich editorial environment and various sections suited to their individual interests. Advertisers can place their messages in sections that have the highest likelihood of being read and acted upon by their target audience.

We strive to provide our readers with superior news, commentary and information, while creating a marketplace for area businesses to sell their goods and services.



205 Pennsylvania Ave W.
 Warren, Pa., 16365
 (814) 723-8200
 (814) 723-9543 Fax

www.timesobserver.com

Brand Builders

BRAND AWARENESS PROGRAM

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

Your Brand Builders ad may include:

- One benefit headline
- Company name/logo
- One graphic element
- Phone number and address.

2 col x 2" or 1 col x 4" ad	Per month	Annual investment	Total savings
3 per week	\$297	\$3,568	\$8,578
4 per week	\$362	\$4,348	\$11,774
6 per week	\$466	\$5,596	\$22,329
2 col x 3" or 1 col x 6" ad	Per month	Annual investment	Total savings
3 per week	\$420	\$5,050	\$13,401
4 per week	\$518	\$6,220	\$17,844
6 per week	\$974	\$8,092	\$23,972

One-year contract allows the above rates to remain fixed during the contract period and exempt from rate increases. All contracts canceled before expiration date will be billed an earned contract for volume fulfilled.

CITY AND RETAIL TRADING ZONES DISTRIBUTION/CIRCULATION

Warren Times Observer offers morning distribution with delivery guaranteed by 6:00 am weekdays and 7:00 am Saturday. 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.

