

STILLWATER VALLEY ADVERTISER

~ DISPLAY ADVERTISING ~

Effective January 1, 2009

OPEN DISPLAY 10.92 col. inch

Unless a lower rate is earned, all display is charged at this rate. This is also the national line rate of 78¢ per line. National is commissionable at 15%. Accounts are analyzed monthly. We bill at earned rates.

STANDING ADS 9.99 col. inch

Two or more inches running unchanged 13 weeks or more. Deduct 10¢ per column inch for 26 weeks. Deduct 15¢ per column inch for 52 weeks.

EARNED RATE A 9.58 col. inch

24 to 47 column inches in a 4-week period.

EARNED RATE B 9.34 col. inch

48 to 84 column inches in a 4-week period.

EARNED RATE C 9.13 col. inch

85 to 191 column inches in a 4-week period.

EARNED RATE D 8.49 col. inch

192 to 287 column inches in a 4-week period.

EARNED RATE E 8.08 col. inch

Over 288 column inches in a 4-week period.

AUCTIONEERS & NON-PROFIT

ORGANIZATIONS 9.13 col. inch

BULK RATES (running every week of the year)

1/2 Page	141.30
1 Page	225.10
2 Pages	409.24
3 Pages	552.62
4 Pages	703.19
5 Pages	841.36
6 Pages	963.03

FAMILY ACTION ADS

Family Action Ads include items for sale or wanted by individual owners. The deadline is 5:00 p.m. Thursday, preceding publication date. There is a maximum of 20 words, with an additional charge of 30¢ per word over 20. The charge is \$10.00, and includes both of Arens Publications' weeklies, the Penny Saver and Stillwater Valley Advertiser. MasterCard and Visa are accepted. The ad also includes the world wide web on our website: arenspub.com.

BUSINESS ACTION ADS

Business Action Ads are ideal for real estate, mobile homes, rentals, appliance dealers, beauty shops, handymen, businessmen who operate from their homes, car dealers, contractors, lawn servicemen, and countless other businesses. The deadline is 5:00 p.m. Thursday preceding publication date. There is a maximum of 15 words, with an additional charge of 30¢ per word over 15 words. Business ads run only one week at a rate of \$10.00, which includes both of Arens Publications' weeklies, the Penny Saver and the Stillwater Valley Advertiser.

ACTION AD BONUS!

Run any Action Ad the second week (and thereafter) at 1/2 price! Must run consecutively and unchanged.

MECHANICAL REQUIREMENTS

The Stillwater Valley Advertiser is a tabloid with a page size of 6 columns (10 1/4 inches) wide, 16 inches deep, for a total of 96 inches. Other column widths include: 5 col. - 8 1/2", 4 col. - 6 3/4", 3 col. - 5", 2 col. - 3 1/4", 1 col. - 1 1/2".

DEADLINES

Display advertising deadline is 10:00 a.m. on the Thursday preceding publication date. All grocery copy is accepted up through agreed time between owner and sales representative. Last minute price changes can be made until noon on Friday. Deadline for process color advertising is 5:00 p.m. Wednesday preceding publication date.

CIRCULATION

Publisher guarantees circulation of more than 10,000 every Monday-Tuesday in the Minster, Ft. Loramie, New Bremen and Anna trading zones. Circulation is controlled to put a paper in every home throughout these trading zones. Free distribution in towns and villages is by regularly supervised carriers. The remaining rural areas are covered by either bulk mailings or independent rural motor route operators.

ERRORS AND OMISSIONS

Liability for errors and/or omissions in the publication of any advertisement by Arens Publications, whether due to negligence or otherwise, is limited to running without charge that portion of the advertisement printed incorrectly. In case of error or omission, the publisher will, upon request, furnish the advertiser with a letter stating that such an error or omission occurred. Arens Publications will not be responsible for errors or omissions in advertising beyond the first insertion. Other than stated as above, Arens Publications assumes no responsibility for any monetary loss or damages resulting from any error or omission in any advertisement.

CREDIT POLICY

Local advertisers may establish credit by furnishing Arens Publications with suitable references and filling out a credit application. Area advertisers are asked to pay for their ad by cash in advance, for the first ad run. All out-of-state, political and going-out-of-business advertisers must submit cash with order. All advertising accounts are payable upon receipt of monthly invoice. All accounts 30 days old are considered past due. In most cases, advertising accounts will automatically be suspended when unpaid balances are 60 days old. Suspended or turned out accounts are subject to review regarding acceptability of future advertising.

MONTHLY SERVICE CHARGE

A monthly service charge of one and one-half percent will be made on all accounts having unpaid balances within 30 days after due date of invoice. Your cooperation in making prompt payments will be appreciated. This policy is important because it helps to make possible the reasonable rates at which you can buy your advertising.

PUBLISHER'S APPROVAL

All advertising is submitted subject to publisher's approval. The publisher reserves the right to reject or decline advertising, or suspend advertising privileges for such periods of time as in his discretion he sees fit. The publisher's responsibility for errors is limited to the corrected publication of that portion of any advertisement which is incorrectly inserted. The publisher grants no special rates, discounts or privileges to anyone. Each advertiser is governed by the prices for space on our current rate sheets, plus any allowable discounts, and is treated on an equal basis with all other clients or advertisers.

COLOR RATE: One Color & Black Ink = \$92.50

BONUS DISCOUNTS:

**40% Off Second or Third Publication's Rate
All ads earn 40% discount if they are run
unchanged for consecutive weeks**

CASH DISCOUNTS:

**Earn a 10% discount on all pre-paid ads,
excluding political, auctions, and
going-out-of-business ads**