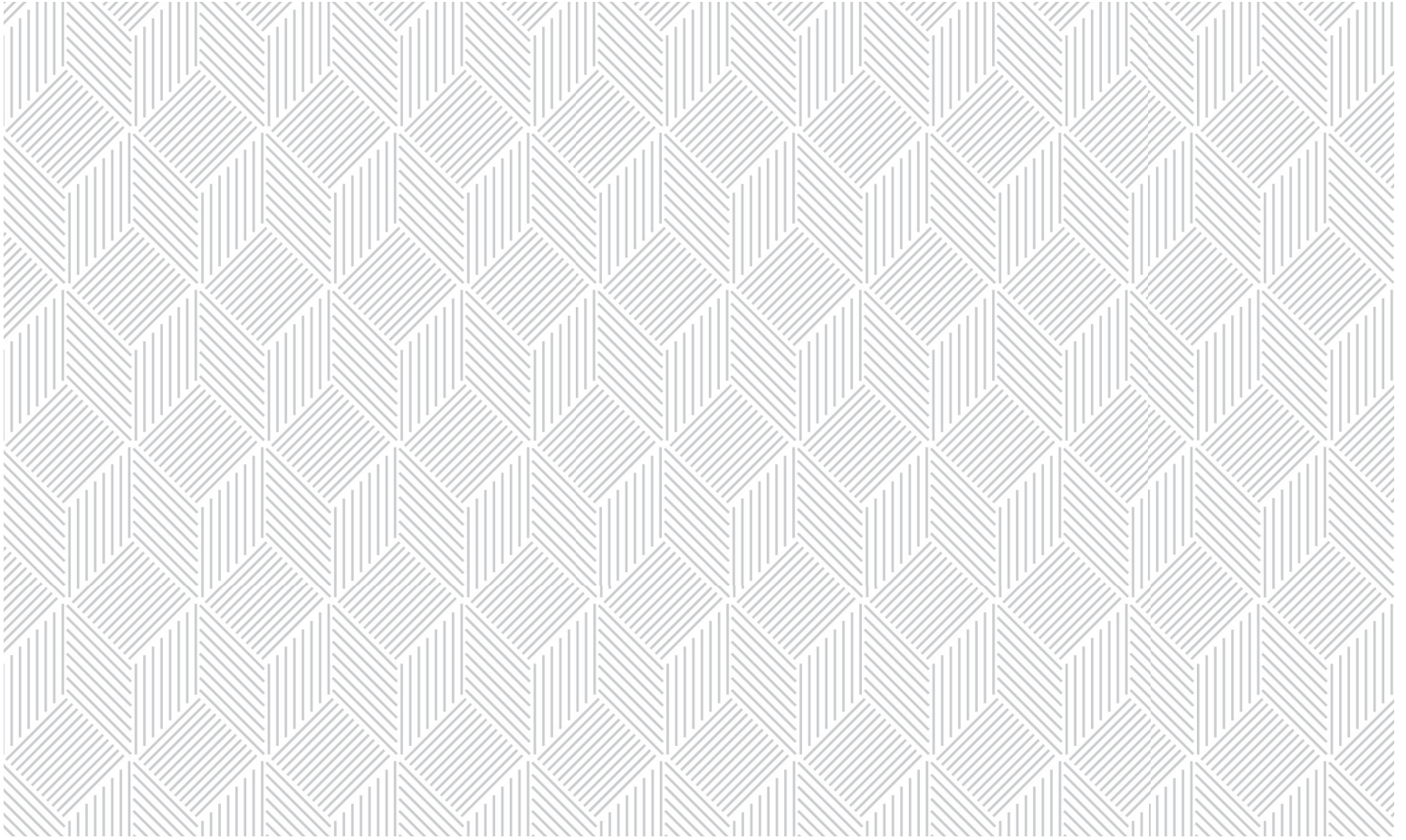


SALEM NEWS

2019 MEDIA KIT





Our Mission

The Salem News has built a large, local audience serving Salem and northern Columbiana County, Ohio - more than 7,918 readers every day in print and online. Our daily print audience is 6,348 readers and our average daily online audience is 1,570. Our mission is to match our audience with your customers through an individualized marketing strategy using our print and online product.

Our Philosophy

Our advertising consultants are taught to listen first. We want to hear about your business, your customers and your goals. Then, we'll provide the consultation, creative services and targeted audience you need.

Our Pledge

We pledge diversity. We offer a very diverse product portfolio. From online advertising options, to display ads, to inserts and specialty print products, we can customize an effective campaign just for you.

Contact Us

161 North Lincoln Avenue, Salem, Ohio 44460 | 330-332-4601 | www.salemnews.net



With more than 6,348 readers every day
Our audience gives you a large target to reach.

Print Audience

6,348
Daily Readers

6,387
Sunday Readers



Mature: 76% range in age from
30 to 69.



Educated: 75% hold a
bachelor's degree



Affluent: 54% have income of
\$75,000 or more

Digital Audience

47,108
Monthly Unique Users

124,007
Monthly User Sessions

390,388
Monthly Pageviews

Print Advertising



Retail Display: Sample Ad Sizes & Pricing



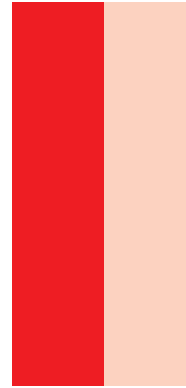
Double Truck
13 Col X 20 In
Daily + Sunday
\$1,443.00



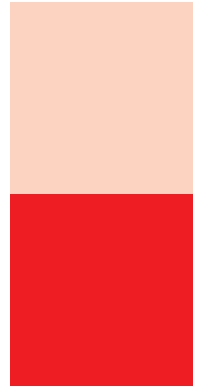
Full Page
6 Col X 20 In
Daily + Sunday
\$786.00



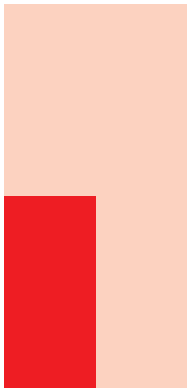
3/4 Page
6 Col X 15 In
Daily + Sunday
\$630.00



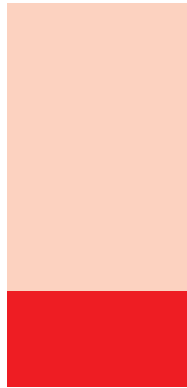
1/2 Page V
3 Col X 20 In
Daily + Sunday
\$459.00



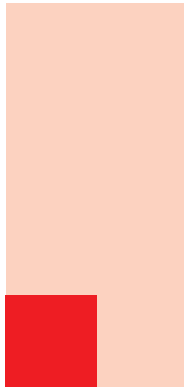
1/2 Page H
6 Col X 10 In
Daily + Sunday
\$459.00



1/4 Page V
3 Col X 10 In
Daily + Sunday
\$262.50



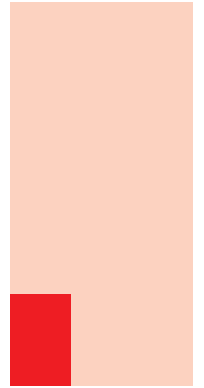
1/4 Page H
6 Col X 5 In
Daily + Sunday
\$262.50



1/8 Page V
3 Col X 5 In
Daily + Sunday
\$150.75



1/8 Page H
6 Col X 2.5 In
Daily + Sunday
\$150.75



1/12 Page
2 Col X 5 In
Daily + Sunday
\$110.50

Mechanicals:

1 Col = 1.583 inches • 2 Col = 3.266 inches • 3 Col = 4.949 inches • 4 Col = 6.632 inches • 5 Col = 8.315 inches • 6 Col = 10 inches

Rates apply only to the CAPS modular ad sizes shown. Non-modular advertising is available on a per column inch basis at the open rate of 21.40 pci. Frequency discounts cannot be applied to non-modular advertising.

CAPS Color Rates



Ad Size	Per Ad Rate	Ad Size	Per Ad Rate
Double Truck	\$130.00	1/4 Page	\$15.00
Full Page	\$60.00	1/8 Page	\$7.50
3/4 Page	\$45.00	1/12 Page	\$5.00
Half Page	\$30.00		

Consecutive Week Packages



Consecutive Week Packages

Commitment	1-Run Discount
1 Weeks	0%
4 Weeks	15%
8 Weeks	25%
13 Weeks	35%

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



Frequency Discounts

Frequency	Discount
1x Week	0%
2x Week	40%
3x Week	50%
4x Week	60%
7x Week	75%

Frequency discounts only apply to duplicate ads published within seven days of the original ad's publication. Discounts are only applicable to the CAPS program.



Rate Calculator

Base Rate	\$ _____
Consecutive Week Discount	_____ % \$ - _____
Adjusted Ad Price	\$ _____
Frequency Discount	_____ % \$ - _____
Final Ad Cost	\$ _____
Cost Per Week	\$ _____
Cost Per Campaign	\$ _____
Color Cost	\$ _____
Total Cost	\$ _____

Retail Advertising Contract Rates

Investment Level	PCI
\$1,500.00	\$18.00
\$2,500.00	\$17.65
\$5,000.00	\$17.25
\$7,500.00	\$16.85
\$10,000.00	\$16.40
\$15,000.00	\$15.95

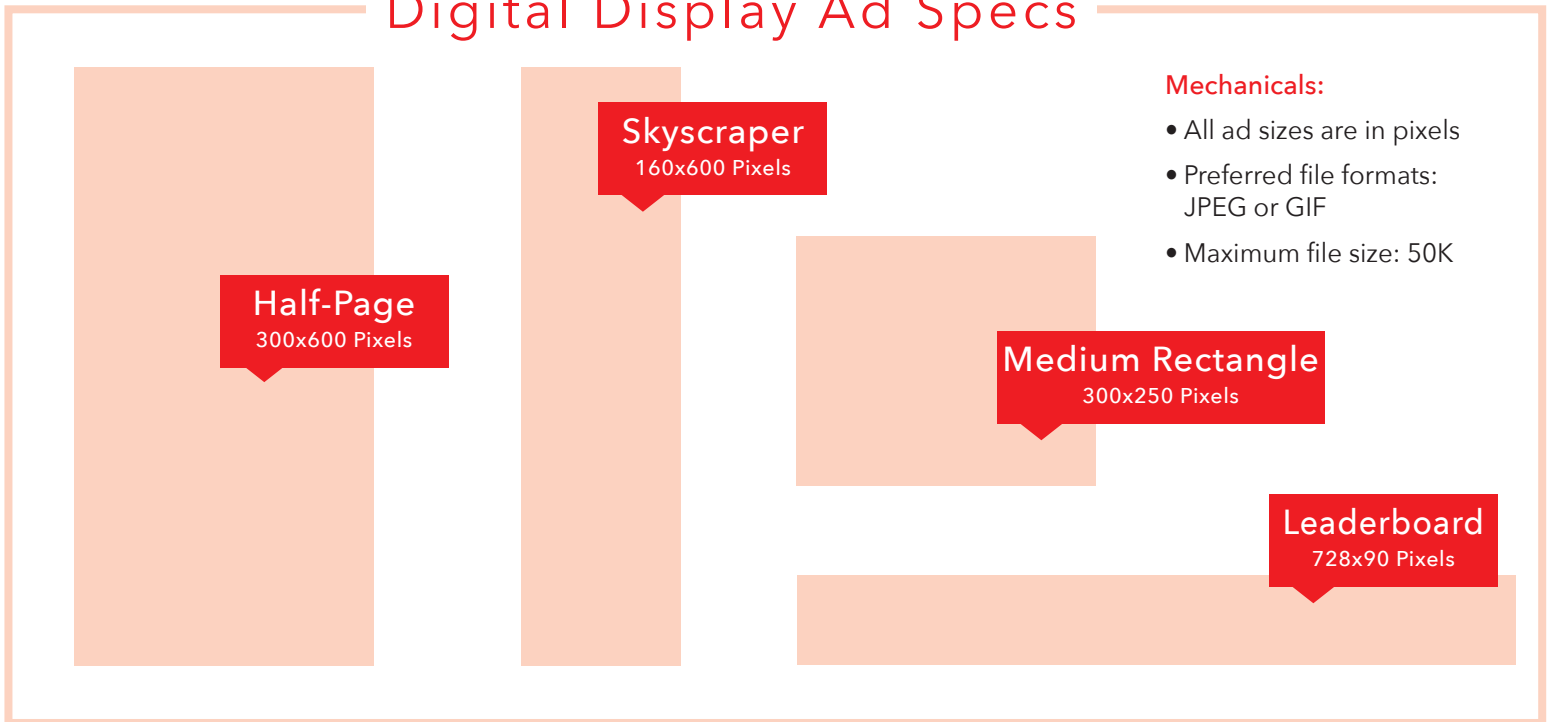


Deadlines

PUBLICATION DAY	DEADLINE
Monday	Thursday 3 p.m.
Tuesday	Friday 3 p.m.
Wednesday	Monday 4 p.m.
Thursday	Tuesday 4 p.m.
Friday	Wednesday 4 p.m.
Saturday	Thursday 3 p.m.
Sunday	Thursday 10 a.m.

Digital Advertising

Digital Display Ad Specs



Use our numbers to boost your number.

Let our websites help drive traffic to your website. We can link ads to your website or Facebook page.

47K

Unique Users
Every Month

124K

User Sessions
Every Month

390K

Pageviews
Every Month

SOURCE: Google Analytics

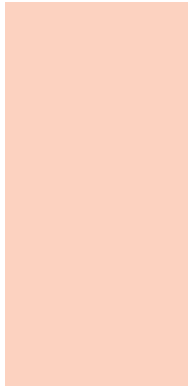
Digital Display Ads

Ad	Size	Rate	Cost Per 50K Impressions
Half-Page	300 x 600 px	\$11.00 cpm	\$550.00
Leaderboard	728 x 90 px	\$11.00 cpm	\$550.00
Medium Rectangle	300 x 250 px	\$11.00 cpm	\$550.00
Skyscraper	160 x 600 px	\$11.00 cpm	\$550.00

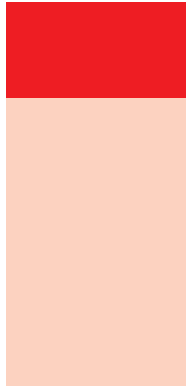


Print Advertising

Classified Display: Sample Ad Sizes & Pricing



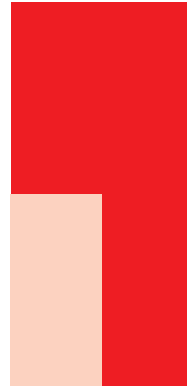
Full Page
9 Col X 20 In
Daily + Sunday
\$786.00



3/4 Page
9 Col X 15 In
Daily + Sunday
\$630.00



1/2 Page H
9 Col X 10 In
Daily + Sunday
\$459.00



1/4 Page V
4 Col X 11.25 In
Daily + Sunday
\$262.50



1/4 Page H
9 Col X 5 In
Daily + Sunday
\$262.50



1/8 Page V
3 Col X 7.5 In
Daily + Sunday
\$150.75



1/8 Page H
9 Col X 2.5 In
Daily + Sunday
\$150.75



1/12 Page
3 Col X 5 In
Daily + Sunday
\$110.50



1/16 Page
3 Col X 3.75 In
Daily + Sunday
\$83.70

Classified Advertising Contract Rates

Investment Level	PCI
\$1,500.00	\$12.00
\$2,500.00	\$11.75
\$5,000.00	\$11.50
\$7,500.00	\$10.93
\$10,000.00	\$11.20
\$15,000.00	\$10.60

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 inches

Rates apply only to the CAPS modular ad sizes shown. Non-modular advertising is available on a per column inch basis at the open rate of \$14.25 pci. Frequency discounts cannot be applied to non-modular advertising.

CAPS Color Rates

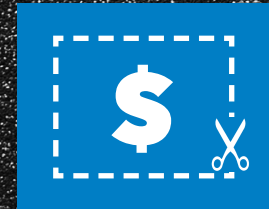


Ad Size	Per Ad Rate	Ad Size	Per Ad Rate
Double Truck	\$130.00	1/4 Page	\$15.00
Full Page	\$60.00	1/8 Page	\$7.50
3/4 Page	\$45.00	1/12 Page	\$5.00
Half Page	\$30.00		

Newspaper Media: The Results are Real.

Newspaper advertising drives action.

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.

SOURCE:
News Media
Alliance
October 2016

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

Salem News c/o
Morning Journal
308 Maple Street
Lisbon, Ohio 44432

Delivery Hours

Monday - Friday 8 a.m. - 3 p.m.
No deliveries on Saturday or Sunday

Preprints

Preprint Program Rates

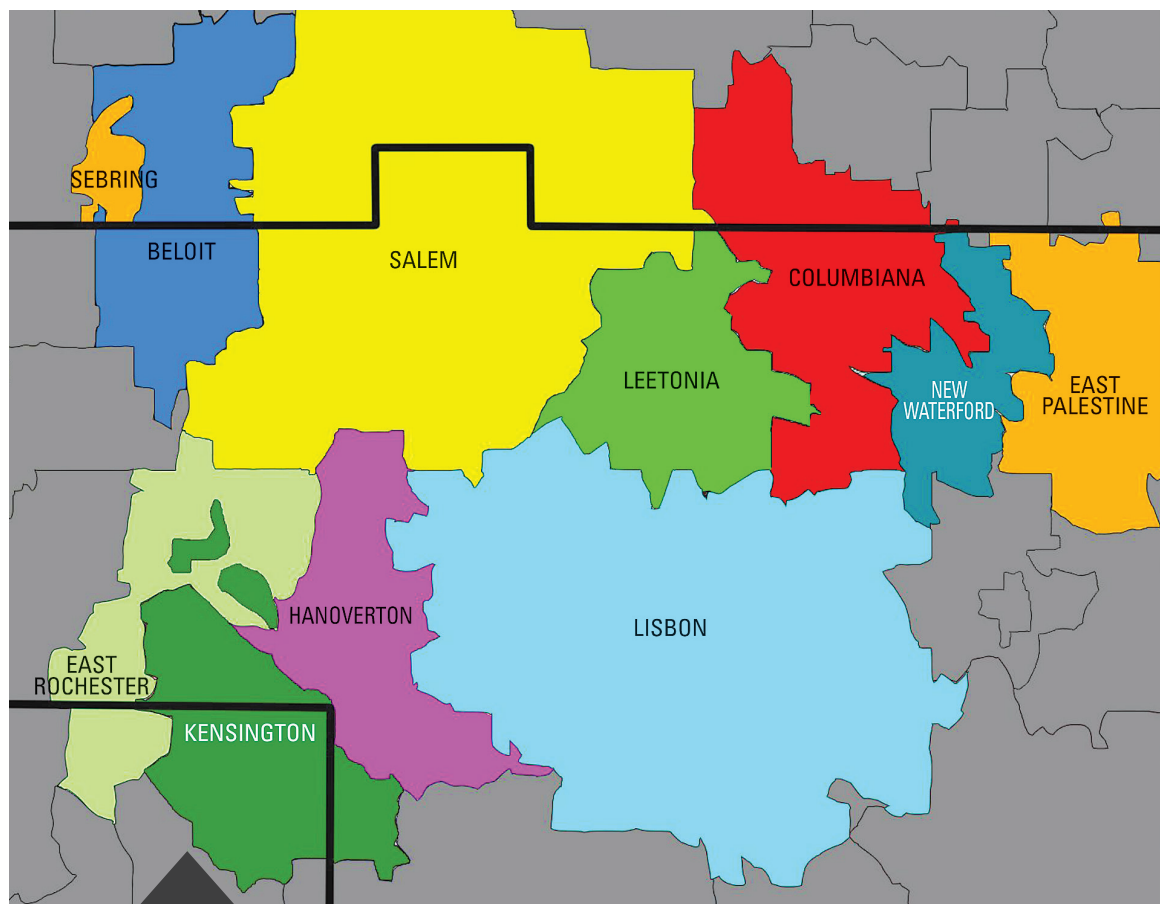
Tab	Open Rate Per M	6-13 Year Per M	14-20 Year Per M	21-25 Year Per M	26-52 Year Per M
2	\$44.00	\$41.00	\$40.00	\$38.00	\$36.00
4	\$48.00	\$46.00	\$44.00	\$42.00	\$40.00
8	\$48.00	\$46.00	\$44.00	\$42.00	\$40.00
12	\$48.00	\$46.00	\$44.00	\$42.00	\$40.00
16	\$48.00	\$46.00	\$44.00	\$42.00	\$40.00
20	\$52.00	\$50.00	\$48.00	\$46.00	\$44.00
24	\$52.00	\$50.00	\$48.00	\$46.00	\$44.00
28	\$52.00	\$50.00	\$48.00	\$46.00	\$44.00
32	\$52.00	\$50.00	\$48.00	\$46.00	\$44.00
36	\$52.00	\$50.00	\$48.00	\$46.00	\$44.00
40+	\$56.00	\$54.00	\$52.00	\$50.00	\$48.00

For larger sizes add \$1.00 more per page.

Preprint reservations should be made 14 days in advance of the distribution date. Signed agreements are required for contract rates. Contracted preprints qualify toward fulfillment of the advertiser's annual ROP bulk space contract.

Inserts must be full run daily, Sunday and Thanksgiving Day.

2019 SALEM NEWS MEDIA KIT



ZIP CODES

OHIO

Lisbon	44432
Salem	44460
Leetonia	44431
Washingtonville	44490
East Palestine	44413
Columbiana	44408
New Waterford	44445
Hanoverton	44423
Kensington	44427
E. Rochester	44625
Beloit	44609
Sebring	44672
Winona	44493

**Reach local readers
with the Salem News**

6,348

**Daily
Readers**

6,387

**Sunday
Readers**

Total Average Paid Circulation Combo

Total Average Paid Circulation Daily

2,760

Total Average Paid Circulation Sunday

2,777

Member of Alliance for Audited Media

Personnel

Beth Volosin, Publisher & Advertising Director
Heidi Grimm, Circulation Director

Mailing Address

Salem News
161 North Lincoln Avenue, Salem, Ohio 44460
330.332.4601

SALEM NEWS

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