

# THE ALPENA NEWS

## RATE CARD

Effective January 1, 2019

### Alpena Public Schools and Recreation Department Millage

Alpena Public Schools	\$13,849
Alpena Recreation Department	\$22,855
Alpena Public Schools and Recreation Department	\$8,500
Alpena Public Schools and Recreation Department	\$17,500
Alpena Public Schools and Recreation Department	\$32,500
Alpena Public Schools and Recreation Department	\$2,400
Alpena Public Schools and Recreation Department	\$5,000
Alpena Public Schools and Recreation Department	\$1,125
Alpena Public Schools and Recreation Department	\$3,000
Alpena Public Schools and Recreation Department	\$6,200
Alpena Public Schools and Recreation Department	\$10,000
<b>Total</b>	<b>\$17,210</b>



**Lincoln gets grant for wastewater system**

By JACOB COOPER  
LINCOLN, Mich. — A grant from the Michigan Department of Transportation will help Lincoln Township build a new wastewater treatment plant. The grant is for \$200,000 and will be used to pay for the design and construction of the plant. The plant is located on the east side of Lincoln Township and will serve the community of Lincoln. The plant is expected to be completed in 2020.

**Branch**

Branch is a new branch of the Alpena News. It is located in the downtown area of Alpena. The branch is open from 9 AM to 5 PM, Monday through Friday. It is a great place to pick up your copy of the Alpena News.

**THE ALPENA NEWS**

[www.thealpenanews.com](http://www.thealpenanews.com)

**SHOPPERS' express**

**1038 - Personal**

Application deadline: Tuesday, January 17, 2012.

**1034 - Helping Hands**

13" color tv, \$10.  
989-356-6808

Hobby golf bag with phone 12" \$20.  
989-354-3570

K170 Cannon printer, like new, \$35.  
989-766-2455

Nascar 1:24 model display case, \$15.  
989-727-2017

RCA TV, 27" with remote, works great, \$50. 989-354-2558

Ryobi 9" band saw, excellent condition, \$50. 989-356-9518

**1038 - Personal**

Application deadline: Tuesday, January 17, 2012.

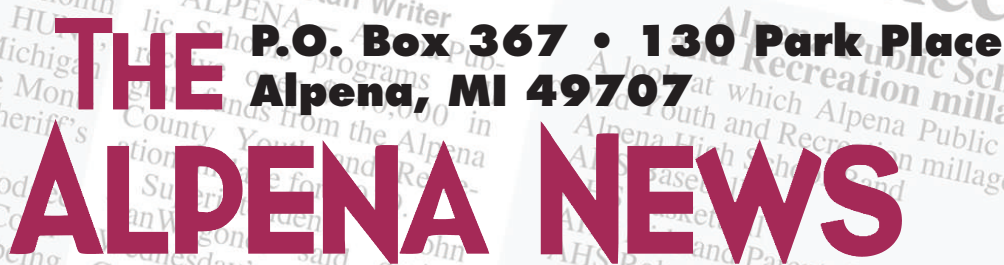
**1038 - Personal**

Application deadline: Tuesday, January 17, 2012.

**1038 - Personal**

Application deadline: Tuesday, January 17, 2012.







## 6. ROP Display Rates

# Alpena News Volume Discount Plan

Annual Inches	Column Inch Rates
150 - 299	\$16.23
300 - 449	\$15.90
450 - 749	\$15.76
750 - 1,499	\$15.36
1,500 - 2,999	\$15.16
3,000 - 4,499	\$15.11

Annual Inches	Column Inch Rates
4,500 - 5,999	\$14.88
6,000 - 7,999	\$14.72
8,000 - 10,000	\$14.52
Open Rate	\$19.01
Church and Charity	\$12.87
National Advertising Rate	\$26.74

## Brand Builders

- Frequency and Reach
- 100% Market Coverage - Carrier mail & demand
- Visibility using the most recognized publications in the market

**Every week your ad will appear in The Alpena News on the days of your choice.**  
**Every day exposure for your ad on the homepage of [www.thealpenanews.com](http://www.thealpenanews.com).**

### Brand Builder

Choose from either a

2 col. x 2" or a 1 col. x 4" ad.

6 ads.....	\$156.61 per week
4 ads.....	\$110.09 per week
3 ads.....	\$87.45 per week

Choose from either a

2 col. x 3" or a 1 col. x 6" ad.

6 ads.....	\$228.82 per week
4 ads.....	\$159.05 per week
3 ads.....	\$125.09 per week

## THE BRAND BUILDER PROGRAM PROVIDES

Valuable advertising that gives you the power to truly dominate your market.

## BRAND BUILDER AWARENESS PROGRAM

Your Brand Builder Ad May Include:

- A Benefit Headline
- Company Name/Logo
- Slogan
- One Graphic Element
- Phone Number & Address

### Brand Builder Complete

Choose from

3 ads...Two 2 col x 2" & One 2 col x 5".....	\$165.79 per week
5 ads...Four 2 col x 2" & One 2 col x 7".....	\$189.51 per week
7 ads...Six 2 col x 2" & One 2 col x 8".....	\$195.61 per week

OR

3 ads...Two 2 col x 3" & One 2 col x 5".....	\$191.27 per week
5 ads...Four 2 col x 3" & One 2 col x 7".....	\$214.07 per week
7 ads...Six 2 col x 3" & One 2 col x 8".....	\$220.69 per week

## Maximize Sales • Profits • Traffic

W I T H

# MIGHTY MITES



### 3 Times a Week for 4 Weeks

2 inch ad (1 col x 2") for \$64.80 each week  
 3 inch ad (1 col x 3") for \$97.20 each week  
 4 inch ad (1 col x 4") for \$129.60 each week

### 3 Times a Week for 8 Weeks

2 inch ad (1 col x 2") for \$58.50 each week  
 3 inch ad (1 col x 3") for \$87.75 each week  
 4 inch ad (1 col x 4") for \$117.00 each week

### 3 Times a Week for 13 Weeks

2 inch ad (1 col x 2") for \$54.00 each week  
 3 inch ad (1 col x 3") for \$81.00 each week  
 4 inch ad (1 col x 4") for \$108.00 each week

~ 3 ~

**4 Weeks**  
 \$10.80 An inch

**8 Weeks**  
 \$9.75 An inch

**13 Weeks**  
 \$9.00 An inch





# SHOPPERS' eXpress

**Now reach over 18,000 households in four counties with one ad. This saturation product has a weekend distribution - Guaranteed!**

\*Ask about our Frequency Discounts, Pick-up and Monthly Volume Specials

\* A 30-Day notice will be given for any rate revisions.

**1st Time \$10.97 2nd Time \$10.71 3rd Time \$10.20**  
**Pickup from News.....\$7.86**

**7. Combination Rates**

Does not apply  
**8. Color Rates**

Contact Sales Consultant for Prices

**9. Preprints**

Our advertising consultants can assist you in developing a marketing strategy to reach over 18,000 households with your preprint. If you need just a particular geographical location with your preprint, zoning is available through The Alpena News and Shoppers' eXpress.

## 2019 Preprint Insertion Rates

### Full Run (Newspaper or eXpress)

	OPEN	13 TIMES	26 TIMES
# of Pages			
2	\$46	\$44	\$41
4	\$46	\$44	\$41
8	\$52	\$49	\$46
16	\$60	\$55	\$52
24	\$67	\$64	\$59
32 or more*	\$81	\$76	\$71

\*Every additional 4 pages after 32 is another \$2.00 per thousand.

**We ask that preprints reach The Alpena News & Shoppers' eXpress seven days prior to the insertion date. Some products are pre-inserted. Deadline for cancellation is 7 days prior to publish date.**

**Deliver to:**

**The Alpena News & Shoppers' eXpress**  
**130 Park Place,**  
**Alpena, MI 49707**  
**Monday thru Friday**  
**8:30 a.m. to 4:00 p.m.**



# 2019 "Sticky" Rates

These colorful stickers are placed on the front of the newspaper on the date of your choice (exclude Saturdays) and can be quite the eye catcher. Make them into a coupon, and you'll have your customers coming in the next day! A variety of shapes are also available. Insertion deadlines and terms apply.

**We Print & Insert**  
**\$115/1,000**

**You Print & Insert**  
**\$99/1,000**

**Volume Discount - 3 times or more a year**  
**\$90/\$1,000**

**10. Special ROP Units** Does not apply.

**11. Split Run** Does not apply.

**12. Special Services**

Our advertising consultants can assist you in capturing Co-op advertising dollars for your business. In addition, our creative layout department can provide you with a custom designed ad program to generate the sales results you desire.

**13. ROP Requirements**

No advertisements will be run upside down. All advertisements must have borders or top & bottom rules.

**14. Closing Times**

Deadlines are established for the benefit of the advertiser, so we may give each advertisement the attention (layout and composition) it deserves.

**MONDAY ADS.....Wednesday, 4 p.m.**

**TUESDAY ADS.....Thursday, 4 p.m.**

**WEDNESDAY ADS.....Friday, 4 p.m.**

**THURSDAY ADS.....Monday, 4 p.m.**

**FRIDAY ADS.....Tuesday, 4 p.m.**

**SATURDAY ADS.....Wednesday, 12 noon**

**SHOPPERS' EXPRESS.....Wednesday, 12 noon**

*Most holiday weeks will have early deadlines, ask your advertising consultant.*

- Pre-print deadlines are 7 days prior to publish date
- TV magazine and special editions 4 p.m. - 7 working days prior to publication.
- Color ads, special effect ads, multi page sections 4 p.m. - 4 working days prior to publication.



# 15. Mechanical Measurements

## Display Width

1 Column width.....	1.583"	4 Column Width.....	6.632"
2 Column Width.....	3.266"	5 Column Width.....	8.315"
3 Column Width.....	4.949"	6 Column Width.....	10"

	Display	Classified	eXpress
Page Width	10"	10"	10"
Page Depth	21.5"	21.5"	10"
1 Column Width	1.583"	1.163"	1.583"
Inches Per Page	129"	172"	60"
	6x21.5"	8x21.5"	6x10"

# SATURDAY PUBLICATION

## TV Spotlight

### Weekly Guide to TV Programming

3 column x 2" to 6 column x 5" Ad space available starting as low as \$33.00 per week.



3 col x 2" Ad	
13 weeks....	\$37.50/week
26 weeks....	\$35.70/week
52 weeks....	\$33.00/week

3 col x 4" Ad	
13 weeks....	\$75.00/week
26 weeks....	\$71.40/week
52 weeks....	\$66.00/week

3 col x 5" Ad	
13 weeks....	\$93.75/week
26 weeks....	\$89.25/week
52 weeks....	\$82.50/week

6 col x 5" Ad	
13 weeks...	\$187.50/week
26 weeks...	\$178.50/week
52 weeks...	\$165.00/week

Back Cover (Process)	
3 col x 5" Ad	
13 weeks...	\$121.00/week
26 weeks...	\$116.00/week
52 weeks...	\$110.00/week
Front Page Strip Ad (Process)	
13 weeks....	\$80.00/week
26 weeks....	\$75.00/week
52 weeks....	\$66.00/week

\*Color Rate \$25.00



# SPECIAL SECTIONS 2019



- Health & Fitness
- Money Matters
- Bridal Guide
- Business Expo
- Chamber of Commerce Tab
- Young at Heart (4 per year)
- Relay For Life Kick-Off Tab
- March Madness
- Sunrise Side's Best Nominations
- Home Basics Tab
- Sunrise Side's Best Winners
- Home Improvement
- Volunteer
- Easter Church Services
- Business Card Directory
- Proud to be an American
- Graduation
- Celebrating Alcona
- Discover Magazine
- Celebrating Presque Isle
- Estate Planning
- How To Choose
- Alpena CRTC Special Edition
- Alcona Business Directory
- Brown Trout
- 4th of July Events
- Celebrating Montmorency
- Glossy Medical Directory
- Presque Isle Business Directory
- Alpena County Fair
- Posen Potato Festival
- Wedding Planner
- Elk Festival
- NFL Schedule
- Senior Expo
- Hope & Heroes
- Alpena County Business Directory
- Homes of Distinction
- Public Safety Tab
- Hunting Guide
- Home Care Coalition
- Thanksgiving Special Edition
- Christmas Greetings
- Christmas Church Services
- Baby's 1st Christmas
- Holiday Cookbook
- New Years Greetings

## BI-MONTHLY PUBLICATIONS Time Out

A magazine for Today's Family  
Published the last  
Saturday of every other month.



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nouncements  
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NOTICE OF  
Trot & Trot  
Attorneys For Services  
31440 Northwestern Highway,  
Suite 200  
Farmington Hills, Michigan  
48334-2525  
File #388430P01  
(01-02101-23)

NOTICE TO CREDITORS  
Decedent's Estate  
FILE NO. 11-015339-DE  
Estate of James A. Vicher

love & cherish  
Expenses paid.  
Rose  
1-888-449-0803

Customer Service  
Rep  
Great North Foods a  
wholesale grocer

Call Toda  
or any  
Use Joy







## 18. Comics

A full-color comics section is offered with every Saturday's Weekend Edition.

**Outside Pages ~ 52 weeks.....\$4.00/column inch**

**Outside Pages ~ 26 weeks.....\$4.25/column inch**

**Outside Pages ~ 13 weeks.....\$4.50/column inch**

(Outside Pages are Process color)

**Inside Pages ~ 52 Weeks.....\$3.00/column inch**

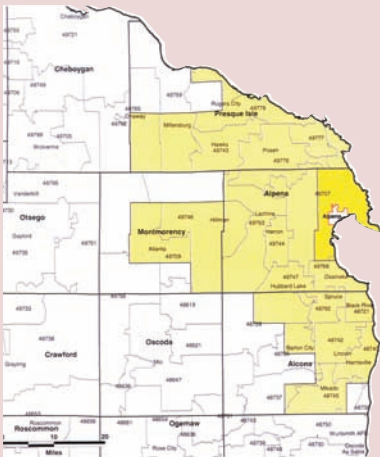
**Inside Pages ~ 26 Weeks.....\$3.25/column inch**

**Inside Pages ~ 13 Weeks.....\$3.50/column inch**

## 19. Magazines

A television viewing magazine is published every Saturday. Full process color, as well as black and white advertising, is available in this section. Regular rates apply.

## 20. Circulation



The Alpena News was established in 1899.  
Price per copy, 50¢ daily • \$1.25 Saturday.  
**Phone 989-354-5426**

### Serving 4 Counties

Alliance for Audited Material audited figures as of September 2017 were Monday - Friday 7,157 and Saturday 7,921. The Alpena News services Alpena, Alcona, Montmorency and Presque Isle Counties.



The  
Audit  
Bureau

The Shoppers' eXpress is distributed to over 18,000 households and distribution sites in Alpena, Presque Isle, Alcona and Montmorency Counties.

	Basic Post/TJN	TTR Package	Feature or Priority	Diversity Package	Social Package	Performance Package
<b>7 Day</b>	\$63.00					
<b>14 Day</b>	\$92.00	\$150.00	\$175.00	\$215.00	\$250.00	\$320.00
<b>14 Day</b>		\$199.00	\$225.00	\$275.00	\$299.00	\$375.00

#### Suggested Package Description

<b>Basic Post (TJN Boost)</b>	TJN Boost
<b>TotalTalentReach</b>	TotalTalentReach
<b>Feature or Priority Package</b>	TotalTalentReach + (Featured Job or Priority Search)
<b>Diversity Package</b>	TotalTalentReach + Diversity Boost
<b>Social Package</b>	TotalTalentReach + Feature Job/Priority Search + Social Boost
<b>Performance Package</b>	TotalTalentReach + Feature Job/Priority Search + Social Boost + Performance Package
<b>Proactive Package -</b>	TotalTalentReach + Feature Job/Priority Search + Social Boost + Performance Package + Resume Boost + Email Boost

Upgrade Products	Retail Rate
<b>Ala Carte and 30 Day Online Pricing</b>	
Social Boost	\$100.00
Resume Boost	\$100.00
Diversity Boost	\$70.00
College Boost	\$75.00
Priority Search *	\$40.00
Featured Job *	\$40.00
Featured Employer	\$100.00
Performance Boost	\$100.00
Email Boost	\$75.00
Video Boost	\$150.00
<b>TotalTalentReach (TTR)</b>	<b>\$199.00</b>



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BELOW IF YOU ARE IN  
ACTIVE MILITARY DUTY.

ATTN PURCHASERS: This  
sale may be rescinded by the  
foreclosing mortgagee. In  
that event, your damages, if  
any, shall be limited to the  
amount of the purchase price  
paid for the property.

NOTICE IS HEREBY GIVEN  
that, by virtue of the power of  
sale contained in each Mortgage  
and pursuant to the applicable  
foreclosure statute, both the Mortgage and Real  
estate interest therein, shall be sold to the highest bidder at a public  
sale to be held at the County Clerk's Office, Alpena County, Michigan,  
on the 15th day of November, 2017, at 10:00 AM.

1004 - Notices

Winners of Our  
Faith and Hope

Licensed Day Care  
has openings for all  
ages, 7 days, 24  
hours, fun learning  
activities, food pro-

grams. Call 989-354-5426

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in Sciences, B  
or related field  
Previous experience  
in school office  
operations  
preferred.

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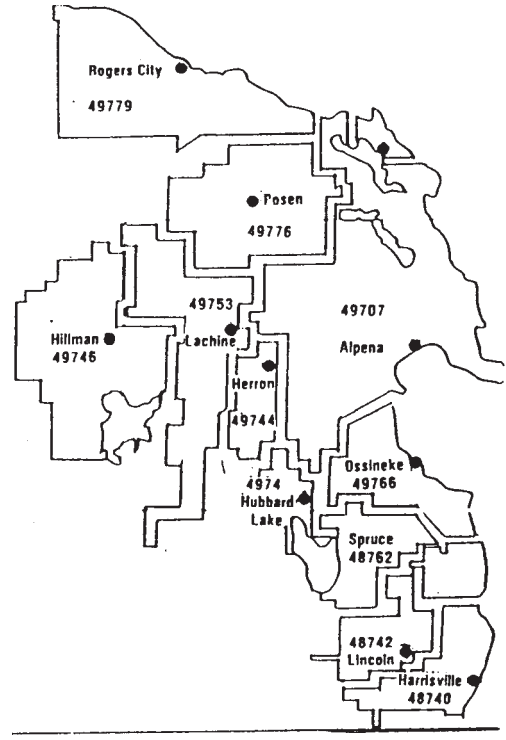
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[illegible]

NOTICE IS HEREBY GIVEN that, by virtue of the power of sale contained in each Mortgage and pursuant to the applicable foreclosure statute, both the Mortgage and Revolving Credit Mortgage have



December 19, 26, January 2, 9, 16)

STATE OF MICHIGAN  
PROBATE COURT  
COUNTY OF ALPENA

NOTICE TO CREDITORS  
Decedent's Estate

FILE NO. 11-015339-DE

Estate of James A. Fletcher

**FIRST DAY**  
ADOPT: A happy,  
secure family years  
old, 1st baby to  
love & cherish  
Expenses paid:  
Rose  
1-888-449-0803

**FIRST DAY**  
Customer Service  
Rep  
Great North Foods

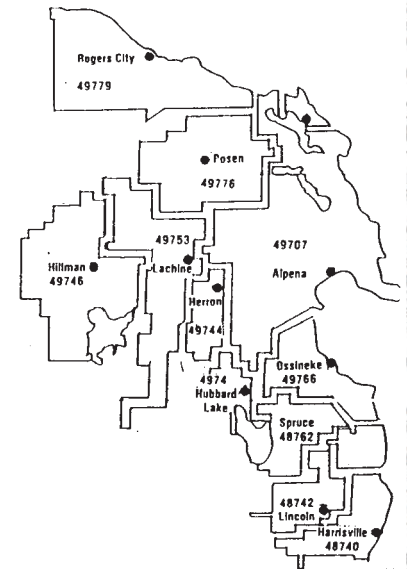


# SATURDAY CIRCULATION

	Zip	Alpena News Saturday	Home Delivery	Single Copy	Non Sub.	Shoppers' eXpress
<b>Zone I</b>	<b>Total</b>	<b>954</b>	<b>665</b>	<b>289</b>	<b>1180</b>	<b>2134</b>
Hawks	49743	82	64	18	87	169
Millersburg	49759	38	23	15	73	111
Onaway	49765	77	22	55	96	173
Posen	49776	218	150	68	160	378
Rogers City	49779	539	406	133	764	1303
<b>Zone II</b>	<b>Total</b>	<b>5074</b>	<b>3717</b>	<b>1357</b>	<b>7466</b>	<b>12540</b>
Alpena	49707	3775	2708	1067	5108	8883
Herron	49744	50	0	50	99	149
Hubbard Lake	48747	397	327	70	552	949
Lachine	49753	157	112	45	592	749
Ossineke	49766	371	286	85	661	1032
Presque Isle	49777	324	284	40	454	778
<b>Zone III</b>	<b>Total</b>	<b>412</b>	<b>198</b>	<b>214</b>	<b>914</b>	<b>1326</b>
Atlanta	49709	71	21	50	0	69
Hillman	49746	343	178	164	914	1257
<b>Zone IV</b>	<b>Total</b>	<b>705</b>	<b>471</b>	<b>234</b>	<b>1184</b>	<b>1889</b>
Barton City	48705	40	20	20	29	69
Black River	48721	38	38	0	54	92
Harrisville	48740	181	124	57	303	484
Lincoln	48742	181	141	40	414	595
Mikado	48745	74	44	30	154	228
Oscoda	48750	96	14	82	82	178
Spruce	48762	95	90	5	148	243
<b>TOTAL</b>		<b>7145</b>	<b>5051</b>	<b>2094</b>	<b>10744</b>	<b>17889</b>
Misc. Zips		63				111
Mail		105				
Digital		237				
<b>TOTAL CIRCULATION</b>		<b>7550</b>				<b>18000</b>



**THE ALPENA NEWS & SHOPPERS' eXpress**





# KEEP YOUR NAME at the Top of Their List!

## 2019 Community Support Pages

### PACKAGE #1

Any One Sponsorship

**\$52.00** Ea.

### PACKAGE #2

2-20 Sponsorships

**\$41.00** Ea.

### PACKAGE #3

21-35 Sponsorships

**\$36.00** Ea.

### PACKAGE #4

36-50 Sponsorships

**\$30.00** Ea.

### PACKAGE #5

51-75 Sponsorships

**\$25.00** Ea.

### PACKAGE #6

76-118 Sponsorships

**\$20.00** Ea.

Traditionally, The Alpena News teams up with the business community to bring awareness pages to our readers. Many of these programs and organizations look to us to help them spread their message. These pages are a way for you to show you care. We've designed packages with volume discounts for those of you who participate in many of the pages. This year, we've included opportunities in our Time Out magazine. If you have any questions just give Stacy Mikesch a call at 989-356-2175 or email: [smikesch@thealpenanews.com](mailto:smikesch@thealpenanews.com).

#### JANUARY

1. Early Cancer Detection
2. Glaucoma Awareness Month
3. National Blood Donor Awareness Month
4. Catholic Schools Week
5. Lutheran Schools Week

TIME OUT for February/March

6. Going Green
7. Black Lake Sturgeon Shiver
8. National Boy Scouts of America Week
9. National Girl Scouts of America Week

#### FEBRUARY

10. National Children's Dental Health Month
11. National Boy Scouts of America Week
12. American Heart Month
13. Free Fishing Weekend
14. National FFA Month (Future Farmers of America)

#### MARCH

15. Red Cross Month
16. National Doctors Day
17. Rockin' & Rollin' for a Cure
18. National Girl Scouts of America Week
19. Agriculture Week
20. Yellow Ribbon Flag Military Tribute

TIME OUT for April / May

21. Reading is Fun Month
22. National Autism Month
23. Month of the Young Child
24. Screen Free Week (no TV, Video & Mobile)

#### APRIL

25. National Child Abuse Prevention Month
26. Alcohol Awareness Month
27. National Day of Prayer
28. Keep America Beautiful Month
29. National Donate Life Month
30. Animal Cruelty Prevention Month
31. National Library Week

#### MAY

32. Law Day
33. Move Over America
34. National Mental Health Month
35. Be Kind to Animals Week
36. Teacher Appreciation Day/Week
37. National Nurses Week
38. D.A.R.E. Thank You & Congrats
39. National Nursing Home Week
40. Memorial Day - Don't Drink & Drive
41. National Safe Boating Week

TIME OUT for June/July

42. Summer Local Activities
43. Burgers, Brat's & Bev BBQ
44. 4th of July Schedule
45. Celebrate Safely
46. Hot Weather Tips of Pets
47. Water Safety Tips

#### JUNE

48. Free Fishing Weekend
49. Friends Together Celebrate
50. Hillman Mill River Days
51. Long Lake Lights Festival
52. National Dairy Month
53. Schools Out - Drive Carefully
54. Flag Day

#### JULY

55. 4th of July - Don't Drink & Drive
56. 4th of July - Schedule of Events
57. Support our Troops Flag

TIME OUT for August/September

58. National Immunization Month
59. Getting Ready for School
60. Jet's Football Schedule
61. Children's Eye Health Month

#### AUGUST

62. Relay for Life Banner
63. 4-H Auction Congratulations
64. Salute to Service Animals
65. Back to School Safety

#### SEPTEMBER

66. National Farm Safety & Health Week
67. Suicide Prevention Month
68. 911 Tribute Flag
69. 10 Signs of Alzheimer's
70. International Day of Peace
71. National Hunting & Fishing Day

TIME OUT for October/November

72. National Dental Hygiene Month
73. Anti-Bullying Week
74. Halloween Safety Tips

#### OCTOBER

75. National Dental Hygiene Month
76. Domestic Violence Awareness Month
77. Fire Prevention Week
78. Halloween Safety Tips
79. National Veterinary Technicians Week

#### NOVEMBER

80. National Day of Giving - Giving Tuesday Event
81. National Family Literacy Day
82. National Hospice Month
83. National Diabetes Awareness Month
84. Veteran's Day Salute
85. National Adoption Awareness Day
86. National Nurse Practitioner Week

TIME OUT for December/January

87. Military Family Appreciation Month
88. ABC's of Christmas
89. New Year's - Don't Drink & Drive

#### DECEMBER

90. Gifts for the Outdoors Person
91. Give from the Heart
92. Lucky Deer Hunters report
93. New Year's - Don't Drink & Drive
94. Thin Blue Line



# TheAlpenaNews.com

## THE ALPENA NEWS

Digital advertising options  
for The Alpena News

- TheAlpenaNews.com
- iPhone and Android apps
- All Access e-editions

The newspapers' digital options offer the most comprehensive online report of news, sports and information about the Alpena County, Michigan area available anywhere.

### TheAlpenaNews.com

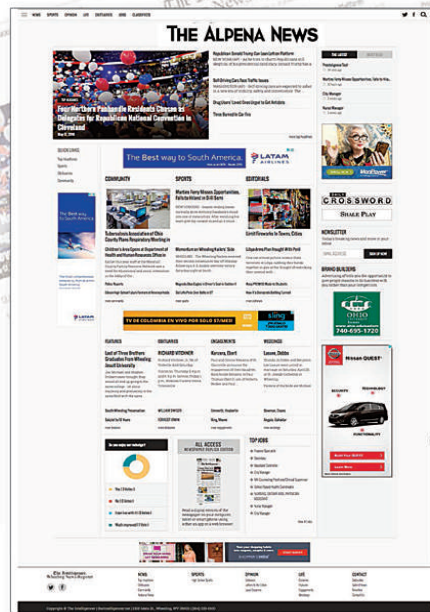
Each month our site is visited by more than 129,584 readers who view more than 33,000 pages. The responsive designed site seamlessly scales to be comfortably viewed on a computer, tablet or smartphone, allowing readers in the area and around the world to view the one of the most comprehensive report on the Alpena County area on the web. The site has a robust archive, containing stories dating back to 2009.

### iPhone and Android apps

Our iPhone and Android apps give people a quick look at today's news and are extremely popular in our community. Both apps are found on the smartphones of thousands of area readers. The iPhone app typically gets around 140,000 page views per month, the Android app, around 32,000.

### All Access apps

Our All-Access apps allow subscribers to view our printed edition on a tablet or smartphone by using an interface that allows them to comfortably enjoy their newspaper regardless of their location.



**FIRST DAY**

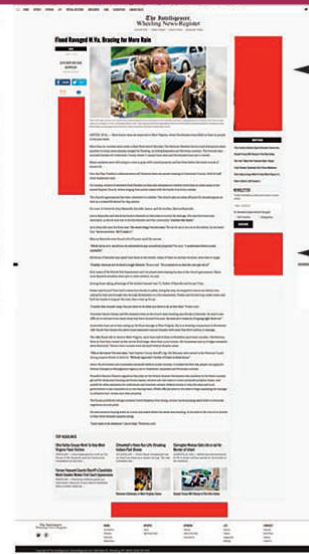
Customer Service

Rep

Great North Foods a grocer



728x90  
160x600  
200x200  
Brand  
Builder



300x600  
300x250

The site is populated with several popular ad sizes that are well suited to display a variety of messages. The location on the page will change slightly depending on story length as well as whether the ad is on the home page, story index or story level of the site. This guide will outline each option available. See the back page of this guide for specs on all ad sizes.

## Targeting

Ads can be scheduled to display either **Run of Site**, or **Targeted**.

Run of site ads will display an equal number of times per day and may appear on any page of the site, anywhere and at any time. Targeted ads may require fewer impressions to reach your intended audience because the views are filtered.

Targeted ads allow you to control how your ads appear by defining the audience to whom you want the ad to appear. There are five ways you can target your ad.

**1. By section** - Targeting an ad by section will limit the pages on the site on which your ad may appear. This will increase its frequency.

**2. Geo.** Geo targeting makes your ad appear only in certain geographic areas. Targeting at the state level is very common because it can eliminate readers who may not be able to purchase your goods or service.



**3. Day of the week** - Allows you to target a specific ad message that you may wish to promote only on certain days of the week.

**4. Time of day** - Targeting by time allows you to target an audience at a particular time of day.

**5. Frequency** - Limits the number of times a person may see your ad and saves the impressions so other potential customers will view your message.





300x600

Half Page - wide  
300x600

This is the largest ad on the site and is sure to be seen by anyone using it. The ad can be found on the right side of most pages on our site.

Cost per thousand (CPM)

	Open	100,000	200,000	300,000*
Targeted	\$18	\$16	\$15	\$13
Run of site	\$16	\$14	\$13	\$12

*\*The more impressions you commit to, the lower your rate.  
Total impressions should be completed within a year.*

728x90



LEADERBOARD  
728X90

A popular size, the 728x90 leaderboard can be found embedded with the story listings on the home page and index level of our sites. The ad is well suited for advertisers requiring a wide logo or artwork. The leaderboard is one of the most popular size of ads on the Internet.

Cost per thousand (CPM)

	Open	100,000	200,000	300,000*
Targeted	\$15	\$13	\$11	\$9
Run of site	\$14	\$12	\$10	\$8

*\*The more impressions you commit to, the lower your rate.  
Total impressions should be completed within a year.*





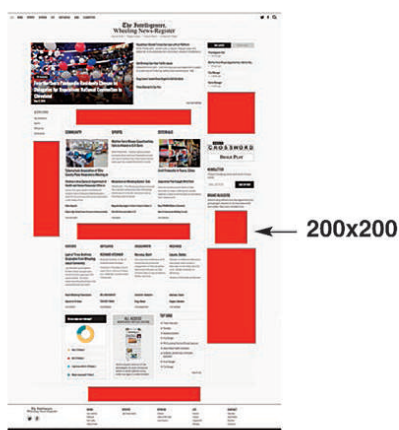
**RECTANGLE**  
**300x250**

A 300x250 can normally be found high on the right hand side of the page. The ad is a great choice for advertisers wanting to get a lot of information into a compact space. The proportions are very close to a typical newspaper ad, making it easy to make your digital ad consistent with your print one. A portion of your impressions can also be displayed on our popular e-edition, where the 300x250 displays alongside articles on the site.

#### Cost per thousand (CPM)

	Open	100,000	200,000	300,000*
Targeted	\$15	\$13	\$11	\$9
Run of site	\$14	\$12	\$10	\$8

*\*The more impressions you commit to, the lower your rate.  
Total impressions should be completed within a year.*



**Brand Builder**  
**200x200**

The 200x200 Brand Builder ad is included in our popular Brand Builders frequency package. Brand Builders is designed to keep your business in front of potential customers both in print and online. With a 200x200 Brand Builder ad online, your message will rotate with those of others in the program.

#### Other special ads

Corner peel, leave behind pencils, Videos and baseboard units are also available on our website. Our mobile apps also have advertising opportunities. Please ask your newspaper representative about these unique sizes.



Skyscraper



Skyscraper  
160x600



The skyscraper can be found directly under the navigation on most pages.  
The tall ad is well suited for stacks of details, or photos of products.

Cost per thousand (CPM)

	Open	100,000	200,000	300,000*
Targeted	\$15	\$13	\$11	\$9
Run of site	\$14	\$12	\$10	\$8

*\*The more impressions you commit to, the lower your rate.  
Total impressions should be completed within a year.*

#### All ads

Ads submit to the newspaper should be either a jpg or gif file. Advertisers should indicate what web address the ad should link to. All ad files should be 100k or less.

Skyscraper  
160x600

Leaderboard  
728x90

Large rectangle  
300x250

Half Page  
300x600

Brand Builder  
200x200

No more than 100K  
Must provide url address for click through  
Can be .jpg or .gif