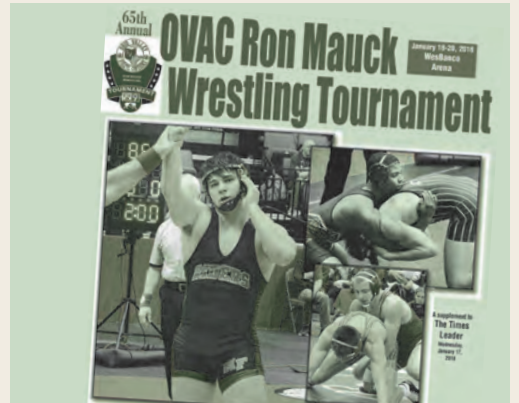
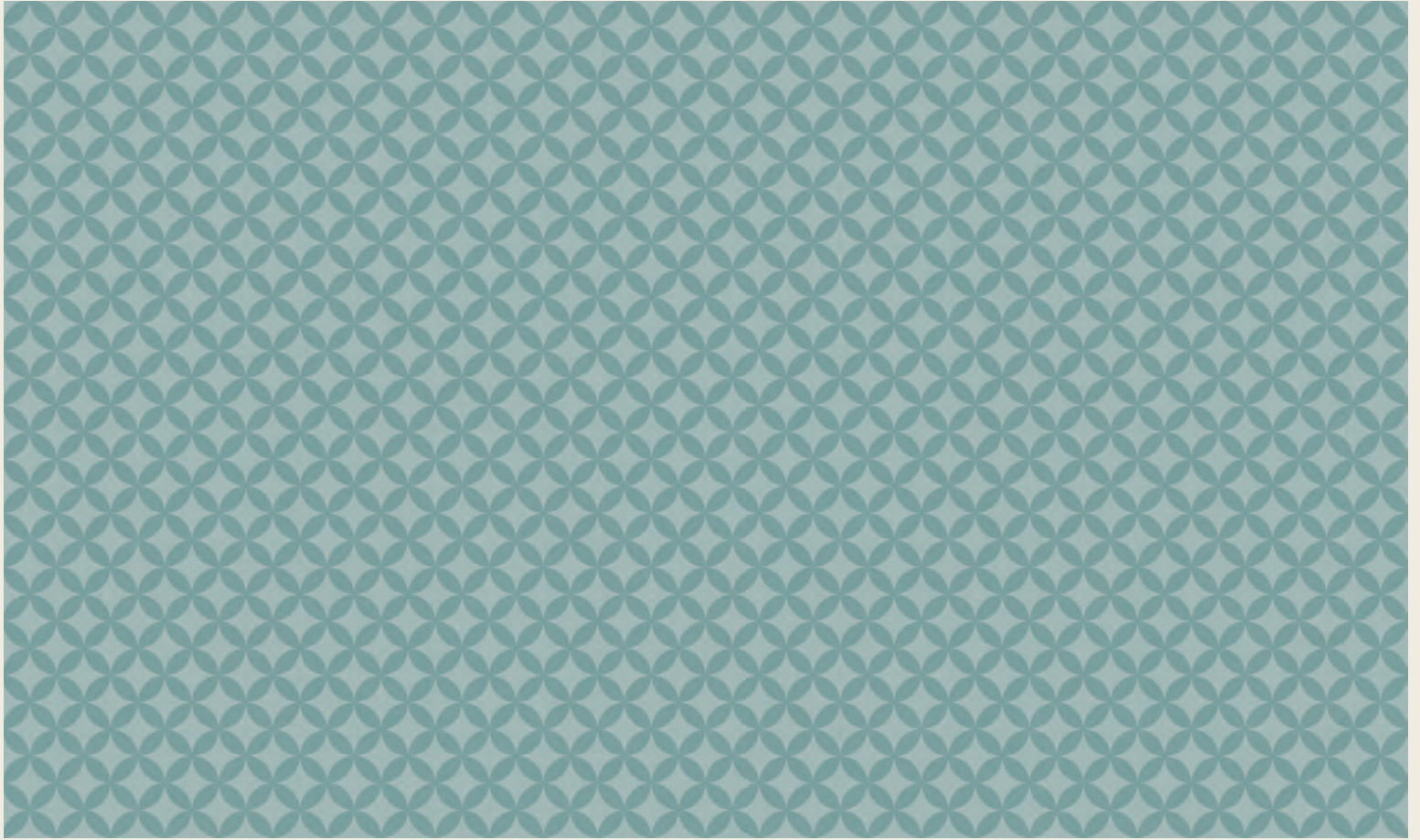




The Times Leader

2019 MEDIA KIT



Our Mission

The Times Leader has built a large, local audience serving Belmont county and surrounding counties - more than 18,981 readers every day in print and online. Our daily print audience is 16,282 readers and our average daily online audience is 2,300. Our mission is to match our audience with your customers through an individualized marketing strategy using our print and online products.

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 front page ad-a-notes, we can customize an effective campaign just for you.

Contact Us

200 South Fourth Street, Martins Ferry, Ohio 43935 | 740.633.1131 | www.timesleaderonline.com



With more than 18,981 readers every day
Our audience gives you a large target to reach.

Print Audience

16,282
Daily Readers

23,695
Sunday Readers

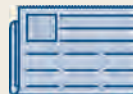
Median age shows newspaper
platforms well-distributed

Newspaper Readers*

53.5

National News (55.8)

Local Television Evening News (55.1)



Visiting Newspaper
Website

41.4

Typical adult going online (43.8)



Visiting Newspaper
On Mobile

38.6

Facebook (41.3), Huffington Post: (39.4)



**Weekly newspaper readers*

*SOURCE: Nielsen Scarborough: Median Age of
204,000 Respondents & Media Usage*

Digital Audience

193,157
Monthly Unique Users

496,331
Monthly User Sessions

1,219,377
Monthly Pageviews

*SOURCE: Google Analytics 3-Month Average
Oct. 1, 2018-Dec. 31, 2018*

Print Advertising

Sample Ad Sizes & Pricing



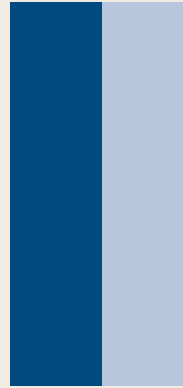
Double Truck
13 Col X 21 In
Total \$4,258.80



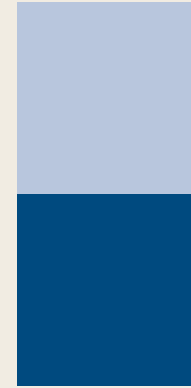
Full Page
6 Col X 21 In
Total \$1,978.20



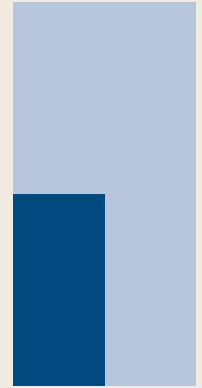
3/4 Page
6 Col X 15.75 In
Total \$1,422.00



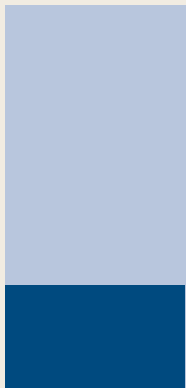
1/2 Page V
3 Col X 21 In
Total \$1,001.70



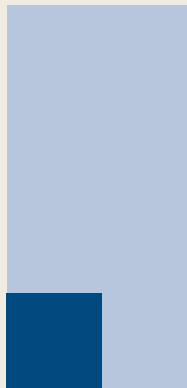
1/2 Page H
6 Col X 10.5 In
Total \$1,001.70



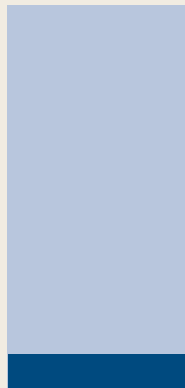
1/4 Page V
3 Col X 10.5 In
Total \$504.00



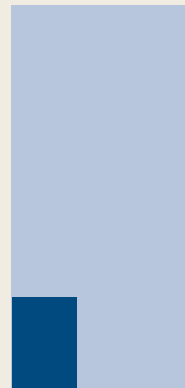
1/4 Page H
6 Col X 5.25 In
Total \$504.00



1/8 Page V
3 Col X 5 In
Total \$241.50



1/8 Page H
6 X 2.5 In
Total \$241.50



1/12 Page
2 Col X 5 In
Total \$162.00

CAPS Advertising Rates

Ad Size	Per Column Inch Rate
Double Truck	\$15.60
Full Page	\$15.70
3/4 Page	\$15.80
Half Page	\$15.90
1/4 Page	\$16.00
1/8 Page	\$16.10
1/12 Page	\$16.20

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 starting at the open rate of \$53.10 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	\$136.50	1/4 Page	\$15.75
Full Page	\$63.00	1/8 Page	\$7.50
3/4 Page	\$45.00	1/12 Page	\$5.00
Half Page	\$31.50		



CAPS Advertising Packages



Consecutive Week Packages

Commitment Discount

1 Week	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 agreed upon.



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.

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	\$ _____

Use the above rate calculator to help plan your advertising program.

Consistant Advertising Produces Sales



Consistent Advertising Produces Sales

Our CAPS program offers you the option to build a consistant advertising plan with your choice of the package and frequency that will work best for you!



CHOOSE YOUR PACKAGE...
CHOOSE YOUR FREQUENCY...
CHOOSE YOUR DISCOUNTS!

Retail Display Rates

Annual Bulk Space Rates (non-commissionable net)

Commitment Level	PCI Rates
200	\$34.20
350	\$33.30
650	\$32.40
950	\$31.50
1,600	\$30.60
Open Rate	\$53.10
Church/Charity Rate	\$36.00



Deadlines

PUBLICATION DAY

Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday
Sunday Lifestyles

PUBLICATION DEADLINE

Thursday 4:00 p.m.
Friday 5:00 p.m.
Friday 5:00 p.m.
Tuesday 4:00 p.m.
Wednesday 4:00 p.m.
Wednesday 5:00 p.m.
Thursday 12:00 p.m.
Monday 12:00 p.m.

Color Rates

1 Color	\$130
2 Color	\$205
Process	\$270

Build your brand with **Brand Builders**

This popular program offers you the most bang for your buck!



Bronze Package

Three 2x2 Ads Per Week
Monthly Investment \$300.00
Annual Investment \$3,600.00

Opal Package

Three 2x3 Ads Per Week
Monthly Investment \$420.00
Annual Investment \$5,040.00

Silver Package

Five 2x2 Ads Per Week
Monthly Investment \$430.00
Annual Investment \$5,160.00

Quartz Package

Five 2x3 Ads Per Week
Monthly Investment \$600.00
Annual Investment \$7,200.00

Gold Package

Seven 2x2 Ads Per Week
Monthly Investment \$510.00
Annual Investment \$6,120.00

Diamond Package

Seven 2x3 Ads Per Week
Monthly Investment \$710.00
Annual Investment \$8,520.00

Market Complete Daily Preprints



Maximizing Distribution and Reach

Market Complete is a new marketing approach that allows our clients to create a daily distribution program that best suits their sales plan and maximizes their reach in the market(s) they believe best suit their needs. **Market Complete** offers a one buy approach that includes the distribution of all of our newspapers in a specific market.

Market Complete includes the daily distribution of:

- Herald Star
- Weirton Daily Times
- The Intelligencer
- Wheeling News-Register
- The Times Leader
- Wetzel Chronicle
- Tyler Star News

Market Complete Daily Pricing

Zones Ordered	Non Contract	13 Times Per Year	26 Times Per Year	52+ Times Per Year
Zone A	\$50.00	\$48.00	\$46.00	\$44.00
Zone B	\$50.00	\$48.00	\$46.00	\$44.00
Zone C	\$50.00	\$48.00	\$46.00	\$44.00
Zone D	\$50.00	\$48.00	\$46.00	\$44.00
Zone E	\$50.00	\$48.00	\$46.00	\$44.00
Zone F	\$50.00	\$48.00	\$46.00	\$44.00
Zone G	\$47.00	\$45.00	\$44.00	\$41.00
Zone H	\$47.00	\$45.00	\$44.00	\$41.00
Zone I	\$45.00	\$43.00	\$42.00	\$39.00

Purchase two zones deduct \$1.00 from CPM. Purchase Three zones deduct \$1.50 from CPM.

A surcharge of \$4.00 cpm will be added to inserts exceeding 48 pages. Zone breakdown available on request.

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

Sunday Preprints

Preprint Program Rates

Commitment Level Tab Pages	Non Contract	6 Per Year	19 Per Year	34 Per Year	52 Per Year
2 Page	\$44.00	\$42.00	\$40.00	\$38.00	\$37.00
4 Page	\$50.25	\$48.25	\$46.25	\$44.25	\$43.25
8 Page	\$50.50	\$48.50	\$46.50	\$44.50	\$43.50
12 Page	\$50.75	\$48.75	\$46.75	\$44.75	\$43.75
16 Page	\$51.00	\$49.00	\$47.00	\$45.00	\$44.00
20 Page	\$57.75	\$54.50	\$51.50	\$48.25	\$46.50
24 Page	\$59.00	\$55.75	\$52.75	\$49.50	\$47.75
28 Page	\$60.50	\$57.25	\$54.00	\$51.00	\$49.00
32 Page	\$61.75	\$58.50	\$55.25	\$52.25	\$50.25
36 Page	\$63.25	\$60.00	\$56.75	\$53.50	\$51.50
40 Page	\$66.00	\$62.75	\$59.50	\$56.25	\$54.00

Classified Advertising Rates

NON-RECRUITMENT

12 Month Contracts; Requires Daily Line Minimum

Lines Per Year	Daily Rate Per Inch	Daily Rate Per Line	Sunday Rate Per Inch	Sunday Rate Per Line
2,500	\$13.23	\$1.10	\$14.21	\$1.18
5,250	\$12.84	\$1.07	\$14.04	\$1.17
10,500	\$12.60	\$1.05	\$13.64	\$1.15
21,000	\$12.18	\$1.02	\$12.72	\$1.12
42,000	\$11.94	\$1.00	\$12.60	\$1.11
73,500	\$11.43	\$0.96	\$12.33	\$1.07

Open Space; Minimum Charge \$35.10

1 to 6 Days	\$2.34	\$28.01	\$2.66	\$35.01
7 to 14 Days	\$2.22	\$26.70	\$2.54	\$30.55
15 + Days	\$2.12	\$25.46	\$2.44	\$29.28

COLOR RATES

Number Of Colors	Open Space	13 Per Year	26 Per Year	52 Per Year
One Color	\$130	\$100	\$85	\$70
Two Colors	\$205	\$120	\$105	\$90
Three Colors	\$270	\$140	\$125	\$110



RECRUITMENT ADVERTISING ONLINE

Now you can increase performance for online recruitment advertising, without being locked into one specific job board. The Job Network offers the ability to post your advertising through a multitude of high performing & relevant national job boards, social media and industry sites targeted to your individual needs based on job descriptions, as well as our local newspaper site.

Contact one of our Classified Advertising Consultants to help you decide which of our specialized packages can benefit your specific needs.

jobs.timesleaderonline.com

RECRUITMENT

12 Month Contracts

Lines Per Year	Daily Rate Per Line	Daily Rate Per Inch	Sunday Rate Per Line	Sunday Rate Per Inch
2,500	\$1.22	\$14.69	\$1.31	\$15.60
5,250	\$1.21	\$14.55	\$1.30	\$15.47
10,500	\$1.18	\$14.29	\$1.26	\$15.08
21,000	\$1.15	\$13.89	\$1.17	\$14.16
42,000	\$1.13	\$13.64	\$1.16	\$14.04
73,500	\$1.10	\$13.24	\$1.14	\$13.77

Open Space; Minimum Charge \$52.50

1 to 6 Days	\$3.50	\$41.96	\$3.83	\$45.90
7 to 14 Days	\$2.95	\$35.40	\$3.39	\$40.65
15 + Days	\$2.35	\$28.19	\$2.79	\$32.85

Special Advertising Opportunities

Home Buying Guide

Double Truck \$657.00
Full Page \$328.00
Half Page \$197.00
Quarter Page \$85.00

Used Car Sales Directory

3 Days per Week/
Price Per Week \$8.75

Hot Ads

Place Your Non-Recruitment
Newspaper Ad Online.

Home Buying Guide 2019

Publish Date	Deadline
Thurs. Jan. 10	Wed. Dec. 19
Thurs. Feb. 14	Wed. Jan. 23
Thurs. Mar. 14	Wed. Feb. 20
Thurs. Apr. 11	Wed. Mar. 20
Thurs. May 9	Wed. Apr. 17
Thurs. June 13	Wed. May 22
Thurs. July 11	Wed. June 19
Thurs. Aug. 8	Wed. July 17
Thurs. Sept. 12	Wed. Aug. 21
Thurs. Oct. 10	Wed. Sept. 18
Thurs. Nov. 14	Wed. Oct. 23
Thurs. Dec. 12	Wed. Nov. 20
Thurs. Jan. 9	Wed. Dec. 18

CLASSIFIED COLUMN WIDTHS

1 Column = 1.163 Inches
2 Column = 2.426 Inches
3 Column = 3.689 Inches
4 Column = 4.952 Inches

5 Column = 6.215 Inches
6 Column = 7.478 Inches
7 Column = 8.741 Inches
8 Column = 10 Inches

DEADLINES

Publication Day: Sunday

Publication Day: Monday

Publication Day: Tuesday

Publication Day: Wednesday

Publication Day: Thursday

Publication Day: Friday

Publication Day: Saturday

Line Ads Friday

Line Ads Friday

Line Ads Monday

Line Ads Tuesday

Line Ads Wednesday

Line Ads Thursday

Line Ads Friday

Display Ads Wednesday

Display Ads Thursday

Display Ads Friday

Display Ads Friday

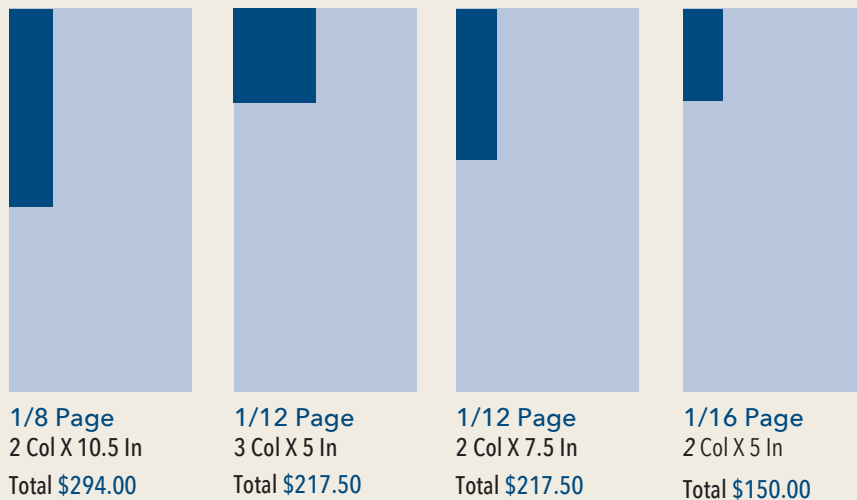
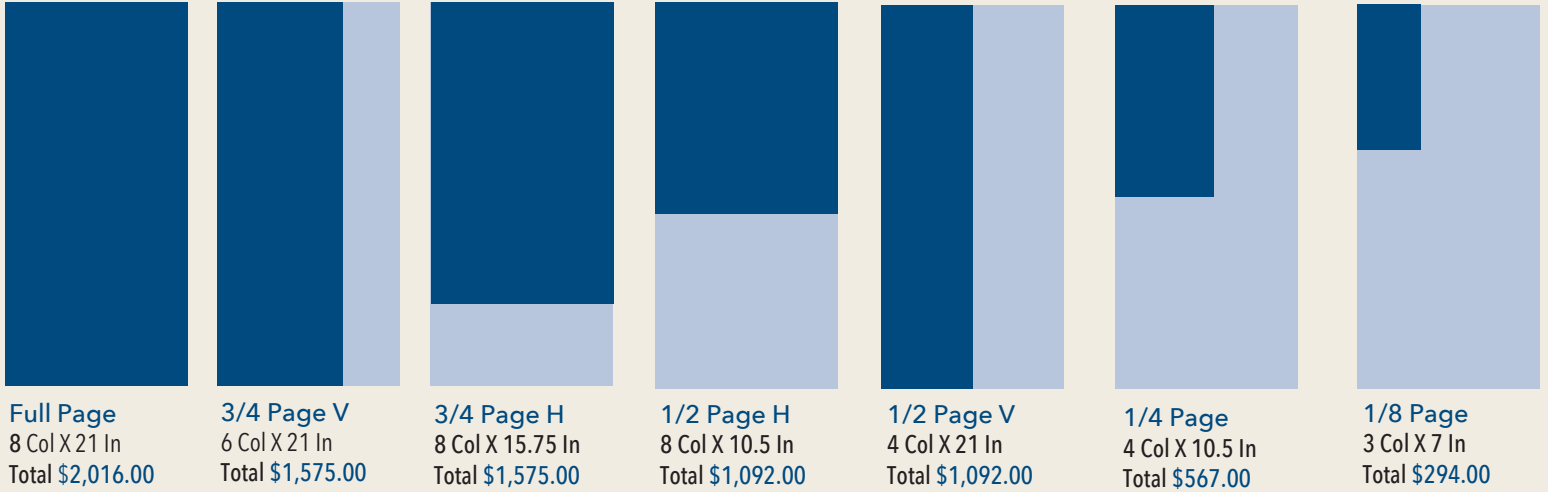
Display Ads Monday

Display Ads Tuesday

Display Ads Wednesday

Classified Display

Sample Ad Sizes & Pricing



CAPS Advertising Rates

Ad Size	Per Column Inch Rate
Full Page	\$11.80
3/4 Page	\$11.85
Half Page	\$11.95
1/4 Page	\$12.00
1/8 Page	\$12.10
1/12 Page	\$12.15
1/16 Page	\$15.12

Mechanicals:

1 Col = 1.163 inches • 2 Col = 2.426 inches • 3 Col = 3.689 inches • 4 Col = 4.952 inches • 5 Col = 6.215 inches • 6 Col = 7.478 inches
7 Col = 8.741 inches • 8 Col = 10 inches

Rates apply only to the CAPS modular ad sizes shown. Non-modular advertising is available on a per column inch basis starting at the open rate of \$35.10 pci. Frequency discounts cannot be applied to non-modular advertising.

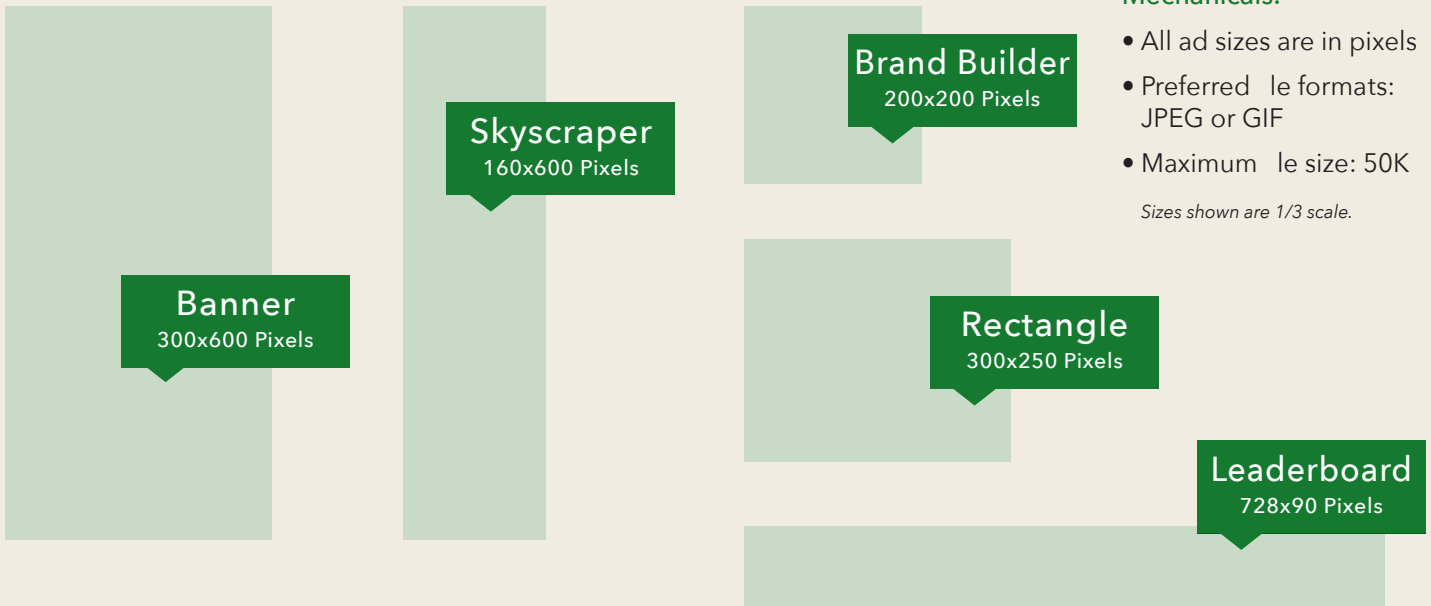
CAPS Color Rates



Ad Size	Per Ad Rate	Ad Size	Per Ad Rate
Full Page	\$84.00	1/8 Page	\$10.50
3/4 Page	\$63.00	1/12 Page	\$7.50
Half Page	\$42.00	1/16 Page	\$5.00
1/4 Page	\$21.00		

Digital Advertising

Digital Display Ad Specs



Use our numbers to boost your number.

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



Digital Display Ads

Length of Agreement	Size	Rate	Number of Impressions
12 Months	Leaderboard Home Page	\$270 Per Month	30,000 Impressions
6 Months	Skyscraper Local News	\$237.50 Per Month	25,000 Impressions
3 Months	Banner Obituaries	\$300 Per Month	25,000 Impressions
Open	Varies	Average Rate \$18-\$21 cpm	Variety of Impression Packages to choose from

*These are just examples of online packages. There are many other options to pick from.



**No matter who
you're trying
to reach...
we deliver!**



Advertising

Pam Bennett

Advertising Director

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Amy Butler

Advertising Sales Manager

Ext. 718 - abutler@timesleaderonline.com

Classified and Inside Sales

Shellie Higgins

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The Times Leader

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TO SUBSCRIBE: 740.633.1131

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