



Snyder County Times, Inc.

Union County Times

RETAIL RATE CARD

Office Address:

405 E. Main Street
Middleburg, PA 17842

Mailing Address:

P.O. Box 356
Middleburg, PA 17842

Phone: (570) 837-6065

Fax: (570) 837-0776

Email: scuc@ptd.net

Website: www.snydercountytimes.com

The Snyder County Times is a direct mail weekly newspaper published on Saturday and mailed directly to over 15,000 homes in Snyder, Juniata, & Mifflin County.

The Union County Times is a direct mail advertising publication published every Saturday and mailed directly to the over 9,000 homes in Union County.

Both direct mail publications were designed to give advertisers the comfort of knowing they have sent their advertising message to the majority of the homes in the coverage area.

1. Display Advertising Rates - Direct Mail

• **Front Page Rates** -

One Publication: **\$9.00** per column inch per paper.

Must have 1-2 weeks notice in advance

• **Back Page Rates** -

One Publication: **\$8.00** per column inch per paper.

• **Inside Page Rates** -

• One Publication: **\$7.50** per column inch

• **\$5.50** per column inch pick up rate for the second paper

• **To qualify for the "both publications" rate, advertiser must place the same ad in each publication.**

* Requested placement .50 cents a column inch extra.

2. Commission/Terms of Payment

• All rates are **net** and non-commissionable. No cash discounts.

3. Business Directory

• Business ads run in Business Directory Section of the Snyder County Times and Union County Times.

• 1x2 Ad: \$21.50 per week for both papers

4. Business Classifieds

Includes: Help wanted, situations wanted, For Sale, etc. (25 words or less \$10, .10¢ for each word after 25).

• For \$10.00 per week.

• Display Classifieds: \$8.00 per column inch.

5. Legal Rates

Legals - 1.25 per line.

Proof - \$5.00.

6. Color Rates

- Black & 1st Color \$75.00
- Black & 2nd Color \$150.00
- Black & 3rd Color \$205.00
- Process Color \$285.00

7. Preprinted Insert Rates

• Based on full circulation of any one publication.

1 to 11 inserts/yr: 1 to 6 pgs. - **\$65** per 1,000
8 to 10 pgs. - **\$75** per 1,000
12 or more pgs. - **\$85** per 1,000

12 to 51 inserts/yr: 1 to 6 pgs. - **\$60** per 1,000
8 to 10 pgs. - **\$70** per 1,000
12 or more pgs. - **\$80** per 1,000

52 or more/yr: 1 to 6 pgs. - **\$55** per 1,000
8 to 10 pgs. - **\$60** per 1,000
12 or more pgs. - **\$70** per 1,000

• *There is an extra charge of \$5 per 1,000 inserts if we pick up and deliver inserts to printer or if you don't take the full circulation.*

8. R.O.P. Depth Requirements

Standard newspaper page: 6 columns - 11 5/8" x 21 1/2"

Standard tab page: 5 columns - 10 15/16" x 11 5/8"

9. Mechanical Requirements

Newspaper

Columns **Inches Wide**

1	1.833"
2	3.792"
3	5.750"
4	7.708"
5	9.667"
6	11.625"

Tab

Columns **Inches Wide**

1	1.90"
2	3.99"
3	6.07"
4	8.16"
5	10.24"

10. Special Services

1. Proofs will be delivered to the advertiser's place of business within the retail trading zone upon request of ads of 10" and larger, smaller ads will be available at the Snyder County Times Office.

2. Tearsheets are .25¢ each.

3. Photography is provided on location in the retail trading zone free of charge providing it is used in the Snyder County Times and Union County Times.

4. Prices for ad copies: Full page \$20.00; half page \$10.00; 1/4 page \$7.00; and under 1/4 page \$5.00.

11. Copy Regulations

a. Creative art services available at the rate of \$20.00 per hour.

b. No position sold or guaranteed.

c. Gutter in double truck charged as one full column

d. Any ad set and cancelled without another run date will be charged for composing.

e. Type Lines and art work will not be set upside down

f. The Snyder County Times will not be responsible for printing material left 30 days after publication.

g. Pictures taken for your ad can be bought for a \$1.00 a photo.

12. Snyder County Direct Mail Distribution

Beaver Springs 17812.....	655
Beavertown 17813.....	802
Freeburg 17827.....	326
Hummels Wharf 17831.....	220
Kreamer 17833.....	205
McClure 17841.....	1,710
Middleburg 17842.....	3,158
Mt. Pleasant Mills 17853.....	1,161
Paxtonville 17861.....	90
Penns Creek 17862.....	230
Port Trevorton 17864.....	785
Richfield 17086.....	873
Selinsgrove 17870.....	5,738
Shamokin Dam 17876.....	277
Troxelville 17882.....	49

Total Households 16,279

13. Union County Direct Mail Distribution

Hartleton 17829.....	69
Laurelton 17835.....	140
Lewisburg 17837.....	3,790
Mifflinburg 17844.....	3,928
Millmont 17845.....	796
New Berlin 17855.....	463
Swengel 17880.....	26
Vicksburg 17883.....	48
Weikert 17885.....	50
Winfield RD1 17889.....	542

Total Households 9,852

These numbers are adjusted periodically to reflect postal address changes.

Effective July 1, 2007:

14. General Rate Policy

- The Snyder County Times reserves the right to reject or revise any copy which considers objectionable, either because said copy is not keeping with usual newspaper standards of propriety or for any other reason deemed material by the Publisher. In any event, the advertiser or advertiser’s agency assumes liability for the content of all advertising copy printed and agrees to hold harmless from all claims arising there for made against the Snyder County Times or its subsidiary publication.

- All advertising is payable in advance unless the advertiser has first established credit with the Publisher wherein payment is due by the 30th of the month following insertion. If payment is not received in 3 months, it will be handed in for collection.

- Fraudulent, dishonest or misleading advertising will not knowingly be accepted.

- Verbal agreements, promises, waivers, understandings, or conditions of any nature not contained in this rate card shall not be binding upon the publisher.

- Publisher is not responsible for copy omission, typographical, or any unintentional errors that may occur in advertisement. Liability of Publisher is limited to only amount of space consumed by such error. All advertising accepted on his basis.

- Every consideration will be given to requested position for ad placement. Under no circumstances is ad position guaranteed. However, if an ad position is desired, .50 a column inch will added to the price per column inch.

- Ft. Page Ads will be charged for ads that reserved space and are cancelled at the last minute. You will be charged at front page rate. **The deadline for canceling a front page ad is Tuesday at 10:00 a.m.** Front Page ads are to be reserved 1 month prior (if inches allow). Front Page ad can be denied on accounts not paid up to date.

- The **deadline** for placing or canceling an advertisement in the Snyder County Times and The Union County Times is **12 noon Wednesday** for the Saturday publications. There will be **NO** exceptions on the policy.

- No ads will be placed on the front top sections of both publications.

15. Personnel

Publisher.....	Susan Weaver
Advertising Manager.....	Susan Weaver