

# Review Times Marketer

## Expand your advertising message with the Review Times Marketer.

The Marketer is delivered by the Review Times to non-subscribing households in the Fostoria area. Get the best coverage...with the Review Times, and then reach the rest of your market with the Marketer wrap for Total Market Coverage!

This weekly publication is distributed every Saturday to an additional 4,250 non-subscribing households in the Fostoria area.

**Front Page** - Your process color ad will appear on the front of the Marketer and will be distributed every week for 4 weeks!.....

**Full page - \$550.00; half page - \$275.00; quarter page - \$137.50**

**Back Page** - Your spot color ad on the back of the Marketer will be distributed every week for 4 weeks!...**half page - \$200.00; quarter page - \$100.00**

**Front Page Corner Note** - Your advertising message will appear on the front page corner and will be distributed every week for 4 weeks!.....**\$50.00**

### Preprints

Reach an additional 4,250 non-subscribing households in the Fostoria area weekly at your applicable Review Times preprint rate.

## Deadlines - Display, Legal and Auction

Publication Day	Ads must be Placed/Cancelled By	For Proof Ad Must be in by
Monday	Friday Noon	Thursday 3:00 p.m.
Tuesday	Friday 4:00 p.m.	Friday noon
Wednesday	Monday 4:00 p.m.	Monday Noon
Thursday	Tuesday 4:00 p.m.	Tuesday Noon
Friday	Wednesday 4:00 p.m.	Wednesday Noon
Saturday	Thursday 4:00 p.m.	Thursday Noon

Color Advertising - One day earlier than above  
Proofs must be returned by 4:00 p.m. day prior  
Weekend - Tuesday at 5:00 p.m. each week

### Ads provided on disk or by e-mail

**Required format is .pdf, Acrobat 4.0 or higher; all fonts embedded; all color CMYK; resolution 200 DPI max. on photos; frequency 100 LPI.**

**Ads must be received a minimum of three days before run date.**

**E-mail to [advertising@reviewtimes.com](mailto:advertising@reviewtimes.com)**

**When e-mailing ads put advertiser name and publication date in subject line.**

### Classified Ads

4:30 p.m. the day before publication except Friday noon for Saturday; Friday 4:30 p.m. for Monday.

## Mechanical Measurements

### RETAIL

(6 column format)

1 column - 1 <sup>13</sup>/<sub>16</sub> "   
 2 column - 3 <sup>3</sup>/<sub>4</sub> "   
 3 column - 5 <sup>3</sup>/<sub>4</sub> "   
 4 column - 7 <sup>11</sup>/<sub>16</sub> "   
 5 column - 9 <sup>11</sup>/<sub>16</sub> "   
 6 column - 11 <sup>5</sup>/<sub>8</sub> "   
 13 column - 24"

### CLASSIFIED

(8 column format)

1 column - 1 <sup>3</sup>/<sub>8</sub> "   
 2 column - 2 <sup>13</sup>/<sub>16</sub> "   
 3 column - 4 <sup>5</sup>/<sub>16</sub> "   
 4 column - 5 <sup>3</sup>/<sub>4</sub> "   
 5 column - 7 <sup>1</sup>/<sub>4</sub> "   
 6 column - 8 <sup>11</sup>/<sub>16</sub> "   
 7 column - 10 <sup>3</sup>/<sub>16</sub> "   
 8 column - 11 <sup>5</sup>/<sub>8</sub> "

### TABLOID

(5 column format)

1 column - 2"   
 2 column - 4 <sup>1</sup>/<sub>8</sub> "   
 3 column - 6 <sup>5</sup>/<sub>16</sub> "   
 4 column - 8 <sup>7</sup>/<sub>16</sub> "   
 5 column - 10 <sup>9</sup>/<sub>16</sub> "

## Advertising Depth Requirements

**Maximum Depth 21.25 inches/Minimum Depth 1 inch**

**All advertisements 19" in depth or greater will be billed at the full depth of 21.25"**

# ReviewTimes.com

We offer a variety of advertising opportunities, all designed to provide you with the most effective means of placing your message on the areas leading news website.

### Home Page Advertising

Your ad will appear in the Sky Scraper position on the home page of [reviewtimes.com](http://reviewtimes.com). This premium position offers four availabilities. **\$60 per month per availability**

### In-Content Advertising

These are ads placed within the actual content of individual articles. Each story will have one In-Content position containing four availabilities. **\$40 per month per availability**

Each day advertising is available on four news stories and one sports story.

### Sky Scraper Advertising

These are ads that are placed on the perimeter of individual articles, and are slightly larger than In-Content ads. Each story will have one Skyscraper position containing four availabilities. **\$40 per month per availability**

Each day advertising is available on four news stories, index pages, along with sports, weather, classified and obituary pages.

A 20% discount is available with an annual contract.

### Other Advertising Opportunities

Several other advertising opportunities are available including video feature sponsorship packages and more. Consult your sales representative for pricing and availability.

If you don't have a website, we will design an advertising page for only \$60. Also, we can design and host your website for you. Ask your sales representative today.

YOUR LOCAL NEWS SOURCE FOR 150 YEARS!



**REVIEW TIMES**  
your town. your life. your paper.



2010 Rate Card

# REVIEW TIMES

## Contact Us

113 E. Center Street  
 P.O. Box 947  
 Fostoria, Ohio 44830  
 (419) 435-6641  
 Fax (419) 435-9073  
 www.reviewtimes.com  
 e-mail: advertising@reviewtimes.com

## Personnel

Karl Heminger - President  
 Mary Perkins - Publisher  
 James D. Zellner - Corporate Marketing Manager  
 Scott Scherf - Brand Manager

## Terms of Payment

No Cash Discount - Advertising will be billed at the close of each month and accounts are payable upon receipt of invoice. Any unpaid balance at the end of the month in which a bill has been rendered will be subject to 1% per month (12% annual) carrying charge. Cash with copy until credit is approved. Mastercard, Visa, American Express & Discover accepted.

## General Policies & Conditions

POSITION - Requests are accepted but not guaranteed. No adjustments will be made because of positioning of an advertisement. No ads are accepted on a "position or omit" basis.

RIGHT TO EDIT AND REJECT - The Review Times reserves the right to edit or reject any copy or layout and reserves the right to cancel any advertisement at any time.

ERRORS - In the event an advertisement contains printer's error, the publisher's liability for the error shall not exceed the charge made by the publisher for the ad which contained the error. Notice of typographical or other errors must be given day of publication. Claims for refunds or credits for more than one incorrect insertion will not be recognized unless notice of error is given before the second insertion. The Review Times cannot assume responsibility for poor quality artwork or print materials furnished by the advertiser or by an agency on behalf of an advertiser.

PROOFS - Proof of ads will be furnished provided copy is received by proof deadline. Corrections on proof ads are the responsibility of the advertiser. Changes/alterations may be subject to a \$50.00 per hour charge depending upon the nature of the change.

Any advertisement canceled after deadline will be billed 20% of the original cost of the ad.

Insertion orders or contracts containing liability disclaimers are not accepted. Agencies are held responsible for payment of invoices on behalf of their clients. In lieu of agency liability, written documentation must be provided by the advertiser assuming responsibility for payment.

## Fast Facts About Seneca County



Fostoria Population: 13,931  
 Median Age: 35.6  
 # Households (Fostoria): 5,565

# Households (Seneca Co.): 22,292

Average Household Size: 2.47

All information derived from 2000 U.S. Census

## Promotional Calendar

Jan.	29	Bridal Guide
Feb.	26	Community Update
March	19	Healthy Living
April	16	Home Improvement
May	28	Graduation Section
June	23	Fostorian
June	25	Relay for Life
Aug.	25	High School Football
Sept.	3	Red Cross Auction
Sept.	22	Fall Shape Up
Sept.	23	Kid's Fest
Sept.	30	High School Band
Oct.	26	Election Guide
Nov.	24	Christmas Gift Guide 1
Dec.	1	Basketball
Dec.	8	Christmas Gift Guide 2

## Retail Advertising ROP Rates

### Monthly Earned Rate Schedule - 6 column format

Inches Monthly	Per column inch
1-33.75	\$10.70
34-132.75	\$10.55
133-264.75	\$10.00
265-396.75	\$9.65
397 and up	contact your advertising representative

Charity (subject to newspaper definition).....\$7.85

**Stretch your advertising budget and increase your impact!**  
 Any display advertisement using the above rates repeated within 6 publication days will receive a 25% discount with the second insertion.

### WEEKEND

This section offers our readers' favorite topics, columns and pages every Saturday in the Review Times and The Courier. Call your advertising representative for more information.

### REVIEW TIMES BUSINESS BUILDER CONTRACT

An advertiser must run an ad 3" to 33" each week. Contact your Review Times advertising representative for pricing and additional information about our Business Builder Program.

### BUILD RECOGNITION! TOMA and BEST BET Programs

Whether trying to build recognition for a new business, or trying to re-establish a more mature business, our TOMA and Best Bet programs may be just what you're looking for.

## Classified Advertising Rates

### Monthly Earned Rate Schedule - 8 column format

Inches Monthly	Per column inch
1-44.75	\$9.80
45-176.75	\$8.90
177-352.75	\$8.55
353-528.75	\$8.25
529 and up	contact your advertising representative

**Stretch your advertising budget and increase your impact!**  
 Any display advertisement using the above rates repeated within 6 publication days will receive a 25% discount with the second insertion. Increase the reach of your line ad with **reviewtimes.com** for only 50 cents per day!

**Public Sale Rates - Flat Rate - \$9.78 per inch**  
**Legal Rates - Flat Rate - \$9.78 per inch**

### Replies to your advertising...

Replies to classified ads can be sent to box numbers at the Review Times. (Mailed once a week for 30 days.)  
 Replies picked up - \$6.00 Replies Mailed - \$13.00

**Bulletin Board Ads**.....\$11.42 per inch  
 No Proof Available - Deadline 4:00 day prior

### At Your Service

Increase your frequency with "At Your Service." Put your business in front of your customers two day a week with "At Your Service." Call for more information.

## Why Use Color?

Readers say they notice color ads 55% more than black and white advertisements!

### Color Rates

One color and black (per page)	\$105
Two colors and black (per page)	\$145
Process color (per page)	\$175

## Retail Preprint Rates

Review Times paid circulation - 3,750  
 Quantity needed for full distribution - 4,000

	Quantity Per Year	Cost Per Thousand
Single Sheet	1 to 5	\$36.50 per M
Multiple Sheet	1 to 5	\$46.50 per M

(Up to 24 tab/12 broadsheet)

**For information on contract opportunities, contact your Review Times advertising Representative.**

For larger preprints add additional amounts as shown. Tabs over 24 pages, add \$2.00/M for every 4 pages. Broadsheets over 12 pages, add \$2.00 /M for every 2 pages. Surcharge - 25% for less than 3,000 & 50% for less than 1,000

Total Market Coverage with **The Marketer** reaches an additional 4,250 households for a combined 8,000 reach.

Preprints must fall within the following size specifications in order to be mechanically inserted - Maximum Size 11" x 12 1/4", Minimum Size 6 1/2" x 6 1/2".

Do not quarter fold.

**Delivery not more than 10 working days or less than 3 working days before publication. Review Times inserts are to be delivered to The Courier - 701 W. Sandusky Street, Findlay.**

If delivered more than 10 days ahead, will be subject to storage charges. Limit skids to 5' high. Do not stack skids.

Preprint inches do not apply toward monthly retail earned rate. Back billed if contract is not fulfilled. Discounts are based on a signed up-to-date annual contract.

Zoning of preprints not available.

**Rates subject to change**