

REVIEW TIMES

Fostoria's Newspaper



2017 Rate Card



REVIEW TIMES

Contact Us

113 East Center Street
Fostoria, Ohio 44830

(419) 435-6641
Fax (419) 435-9073

www.reviewtimes.com
advertising@reviewtimes.com

Personnel

Karl Heminger - President
Scott Scherf - General Manager
Randy Ward - Corporate Finance Director
Rob Jenney - Circulation 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: 13,441
Median Age: 36.3
Households in Fostoria: 5,523
Average Household Size: 2.32

Households in Tri-County Area:
Seneca County: 22,453
Hancock County: 31,649
Wood County: 48,242

All information derived from 2010 U.S. Census

Promotional Calendar

January	Super Bowl
February	Community Update
March	Healthy Living March Mayhem
April	Home Improvement Bridal Guide
May	Graduation Section National Police Week
June	Fostorian Relay for Life
July	Flag Page
August	High School Football Back to School
September	Fall Shape Up Kids' Health & Safety High School Band
October	Election Guide Fall Bridal Fire Prevention
November	Christmas Gift Guide 1
December	Basketball Christmas Gift Guide 2

Retail Advertising ROP Rates

Monthly Earned Rate Schedule - 6 column format

Inches Monthly	Per column inch
1-33	\$10.50
33.25-127.50	\$10.40
127.75-255	\$10.00
255.25-382.5	\$ 9.65
382.75 and up.....	contact your advertising representative

Charity (subject to newspaper definition).....\$ 7.50
 Political (flat rate-paid in advance).....\$10.40

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.

At Your Service.....\$24 weekly
 Increase your frequency and put your business in front of your customers two days a week with a one column by two inch ad in "At Your Service."

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.

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	\$9.75
44.25-170	\$8.70
170.25-340	\$8.55
340.25-510	\$8.25
510.25 and up.....	contact your advertising representative

Public Sale Rates - Flat Rate - \$9.75 per inch
 Legal Rate/Government Rate -
 Classified \$8.70 per inch/Retail \$10.40 per inch
 National Rate-Use monthly earned rate-non-commissionable

Artwork is available within classified line ad columns for an additional \$1.00 plus the cost of additional inches.

All classified in-column ads will be placed on reviewtimes.com - for only 50¢ daily.

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

Service Directory.....\$2.00 day/\$12.00 weekly
 Based on calendar month - 3 line minimum in the Review Times and reviewtimes.com.

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
 Monday-Friday = 2,700 Saturday = 2,700

	Quantity Per Year	Cost Per Thousand
Single Sheet	1 to 5	\$38.50 per M
Multiple Sheet	1 to 5	\$48.50 per M

(Up to 24 tab/12 broadsheet)

Contact your Review Times advertising Consultant for contract opportunities

Number of preprints needed for full circulation Monday-Friday = 2,800; Saturday = 2,800.

For larger preprints add additional amounts as shown.
 Tabs over 24 pages, add \$4.00/M for every 4 pages.
 Broadsheets over 12 pages, add \$4.00 /M for every 2 pages.
 Surcharge - 25% for less than full circ. & 50% for less than 1,000

Total Market Coverage with **The Ad-Vantage**, delivered by mail, reaches an additional 4,000 households for a combined Saturday delivery of 6,700.

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



The Courier - Findlay Review Times - Fostoria

Published each Saturday and delivered to over 19,000 non-subscribers. Any ad published in The Courier or Review Times qualifies to run in the next two consecutive "Ad-Vantage issues."

(non-commissionable)
Display ads closing time:
Tuesday 5p.m.
\$6.60 per column inch
Rate applies if same ad runs in
The Courier or Review Times.

AD-VANTAGE BUSINESS BUILDER
An advertiser must run an ad 3" to 33"
each week. Contact your Adv.
Consultant for details.

AD-VANTAGE National ROP Advertising
use monthly earned rates
(non-commissionable)

Classified Line Rate .72
 Classified Deadline: Wednesday-4:30 p.m.

COLOR RATES

One color & black (per page) - \$73.00
 Two colors & black (per page) - \$95.00
 Process color (per page) - \$120.00

PREPRINTS

Up to 24 tab or 12 broadsheet pages
 "Monday Plus" To Non-Subscribers
 (11" x 12 1/4" Max.)
Non-commissionable

Open Rate
Single Sheet \$43.00 per M
1-5 per year
Multiple Pages \$53.00 per M
 (Up to 24 tab/12 broadsheet)

Contact your sales representative for
contract opportunities.

Tab size preprints over 24 pages, add
 \$4.00 per M for every 4 pages.

Broadsheet preprints over 12 pages, add
 \$4.00 per M for every 2 pages.

(Minimum 4,000 copies - Review Times)
 We reserve the right to reject inserts over
 a certain weight and page count.

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 3:00 p.m.	Friday 3:00 p.m.
Wednesday	Monday 3:00 p.m.	Monday Noon
Thursday	Tuesday 3:00 p.m.	Tuesday Noon
Friday	Wednesday 3:00 p.m.	Wednesday Noon
Saturday	Thursday 3:00 p.m.	Thursday Noon

Color Advertising - One day earlier than above
 Weekend Magazine - Tuesday prior to publication

Classified Ads

4:30 p.m. the day before publication except Monday ad deadline is Friday 5:00 p.m.

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

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

Mechanical Measurements

RETAIL

(6 column format)

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

CLASSIFIED

(8 column format)

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

TABLOID

(5 column format)

1 column - 2"
 2 column - 4 ¹/₈"
 3 column - 6 ⁵/₁₆"
 4 column - 8 ⁷/₁₆"
 5 column - 10 ⁹/₁₆"

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. This premium position offers four availabilities.
\$125 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.
\$100 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.
\$100 per month per availability

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

Discounts 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, let Findlay Digital Design help you have a web presence today. Ask your Review Times representative for more information.