# **Advertise in the Delphos Herald**

The Delphos Herald advertising department is open from 8:00am to 5:00pm, Monday through Friday.

To advertise in The Delphos Herald, you can contact the advertising department directly by phone at either (419) 695-0015 or (800) 589-6950 or email Marilyn Hoffman at mhoffman@delphosherald.com or Peter Ricker at pwricker@delphosherald.com.

# **Deadlines**

Monday: 9:00 am on the preceding Thursday

Tuesday: 12:00pm on the preceding Friday
Wednesday: 12:00pm on the preceding Monday
Thursday: 12:00pm on the preceding Tuesday
Friday: 12:00pm on the preceding Wednesday

Saturday: 12:00pm on the preceding Thursday

Rates

Open Rates Monday Tuesday - Saturday Repeat

\$13.60 \$10.75 \$7.50

Contract Rates: Annual Bulk

129-350 inches

\$12.00

\$9.45 \$6.55 351-750 inches \$11.30 \$8.80 \$6.20

751-1250 inches \$10.50 \$8.10 \$5.75

1251-2000 inches

\$9.15

\$7.05

\$5.05

2001" or more \$7.95 \$6.20 \$4.40

Civic, non-profit \$10.00 \$8.00 \$5.50

**Monday Rates:** Include The Herald Extra (TMC)

Repeat Rates: Same ad within a week with no Monday discounts

#### **Classified Line Ads**

**2-5 days:** \$0.30 a word

**6-9 days:** \$0.25 a word **10 or more days:** \$0.20 a word

The Delphos Herald has a 2-day, 15-word minimum for classified line ads.

Minimum display sizes: Classified - 2?; Display - 4?

# **Good Times**

# Full Page (10.25 x 10.25):

1 time - \$400; 3 times \$390; 6- \$380

**Half Page (10.25 x 5):** 1 time - \$260; 3 - \$255; 6-\$250

# Quarter Page (5 x 5):

1 time - \$165; 3-\$160; 6-\$150;

# **Eighth Page (5 x 2.5):**

#### **Business Card:**

1 time - \$100; 3- \$95; 6-\$90

1 time-\$65; 3-\$60; 6-\$55

Let the Good Times Roll is a monthly publication for baby boomers and active seniors.

# **Color Inserts**

One Color: \$100 Two Colors: \$180 Full Color: \$240

# **Pre-Print Inserts**

Full Runs	
\$58.00 per M	\$53.00
\$51.00 per M	\$46.00
\$56.00 per M	\$51.00
\$54.00 per M	\$49.00
\$52.00 per M	\$47.00
\$51.00 per M	\$46.00
	\$51.00 per M \$56.00 per M \$54.00 per M \$52.00 per M

For 16 page tab or 8 standard or larger, add \$2 per M for every 2 standard or 4 tabloid size pages.

Total Market Coverage (TMC) requires 15,069 (2% spoilage).

Inserts must arrive 7 days before insertion date.

# Ship inserts to:

# **Delphos Herald/Eagle Print**

111 East Fourth St., Delphos, OH 45833 (419) 695-0015

(800) 589-6950

#### **Mechanical Measurements**

ROP Pages (6 columns) lassified Pages (8 columns)

1 Columbit: Columbn:

**2 Columns:** 3.42 **2 Columns:** 2.5

**3 Columns** : 5.2 **3 Columns**:

4 Columns : 7 4 Columns:

**5 Columns** : 8.75 **5 Columns**:

6 Columns : 10.5 6 Columns:

Gutter: 1/8? 7 Columns:

**Full Page:** 10.5 x 21.25

8 Columns: 10.66 Gutter: 1/8?

**Full Page:** 11.63? x 21.5?

# ON LINE ADVERTISING

LEADERBOARD: 3 mo.-\$95; 6 mo.-\$85; 12 mo.-\$75

MEDIUM RECTANGLE: 3 mo.-\$85; 6 mo.-\$75; 12 mo.-\$65

RECTANGLE: 3 mo.-\$65; 6 mo.-\$60; 12 mo.-\$50

Terms of Payments, Regulations, Etc.

It is a condition of contracts that when the advertiser fails to furnish copy as the form contract specifies, the Publisher shall charge the minimum space specified in said contract. The Publisher reserves the right to reject or revise any advertising copy.

The Publisher may refuse to accept copy not furnished before established deadline, and the Publisher at its discretion accept such late copy, no proof will be submitted to advertiser before publication, nor will Publisher accept liability for errors therein.

The Publisher assumes no responsibility for typographical errors when proof has been submitted in advance of publication to advertisers, his agent or representative, and in for more than the cost of that part or parts of advertising error.

The Publisher does not guarantee any position but gives preference to daily advertisers.

A composition charge of \$1.50 per column inch will be made on any or all copy which been set in type with proof furnished to the advertiser, but at the advertiser's election published. The same charge will be made for any changes ordered by the advertisers, excess of five inches from the original copy by the Publisher.

Contracts are not available for advertisement of transient amusements.

Cash in advance is required for all political advertising and for all advertising of close-out or similar sales.

Advertising layouts prepared by The Herald may not be reproduced without permission. The Herald.

Our credit policy provides that any remaining balance on a monthly statement received us, which is unpaid at the end of 30 days be subject to a financing charge at the rate per month. To avoid a financing charge, any month-end statement balance must completely paid or credited within 30 days.

No security interest is or will be retained or acquired under this account.

The Publisher reserves the right to revise at any time upon 30 days notice, and all contracts are accepted subject to this condition.