

# The Bradford Era

43 MAIN STREET, P.O. BOX 365  
 BRADFORD, PENNSYLVANIA 16701  
 PHONE: (814) 368-3173 FAX: (814) 362-6510  
 www.bradfordera.com

## CLASSIFIED RATES

(Effective April 1, 2010)

Minimum Ad - 3 Lines, 1 Day \$8.29

No. of Lines	2 Times	3 Times	4 Times	5 Times	6 Times
3	10.46	13.43	15.72	19.64	23.56
4	13.94	17.92	20.95	26.19	31.43
5	17.42	22.40	26.19	32.73	39.28
6	20.91	26.89	31.43	39.28	47.14
7	24.40	31.37	36.67	45.83	53.94
8	27.88	35.83	41.88	52.38	62.84
9	31.37	40.32	44.7.14	58.92	70.71

DEADLINE: 3 p.m. Mon-Thurs for following issue, Fri 2:30 p.m. for Sat, 3 p.m. for Mon issue. Outside the Bradford Era area; \$1.41 per line per day, in advance.

**10 lines - double cost of 5 lines. 11 lines add cost of 5 and 6 lines, etc. 3 insertions 1.53 per line per day. 4-9 insertions 1.37 per line per day. 10 to 23 insertions 1.18 per line per day. 24 or more insertions 1.01 per line per day.**

**If the Bradford Era box number is used, add \$6.15. Postage for mailing replies \$5.25.**

A billing charge of 10% is added to all ads charged and not paid within 10 days from date of invoice.

## CLASSIFIED DISPLAY

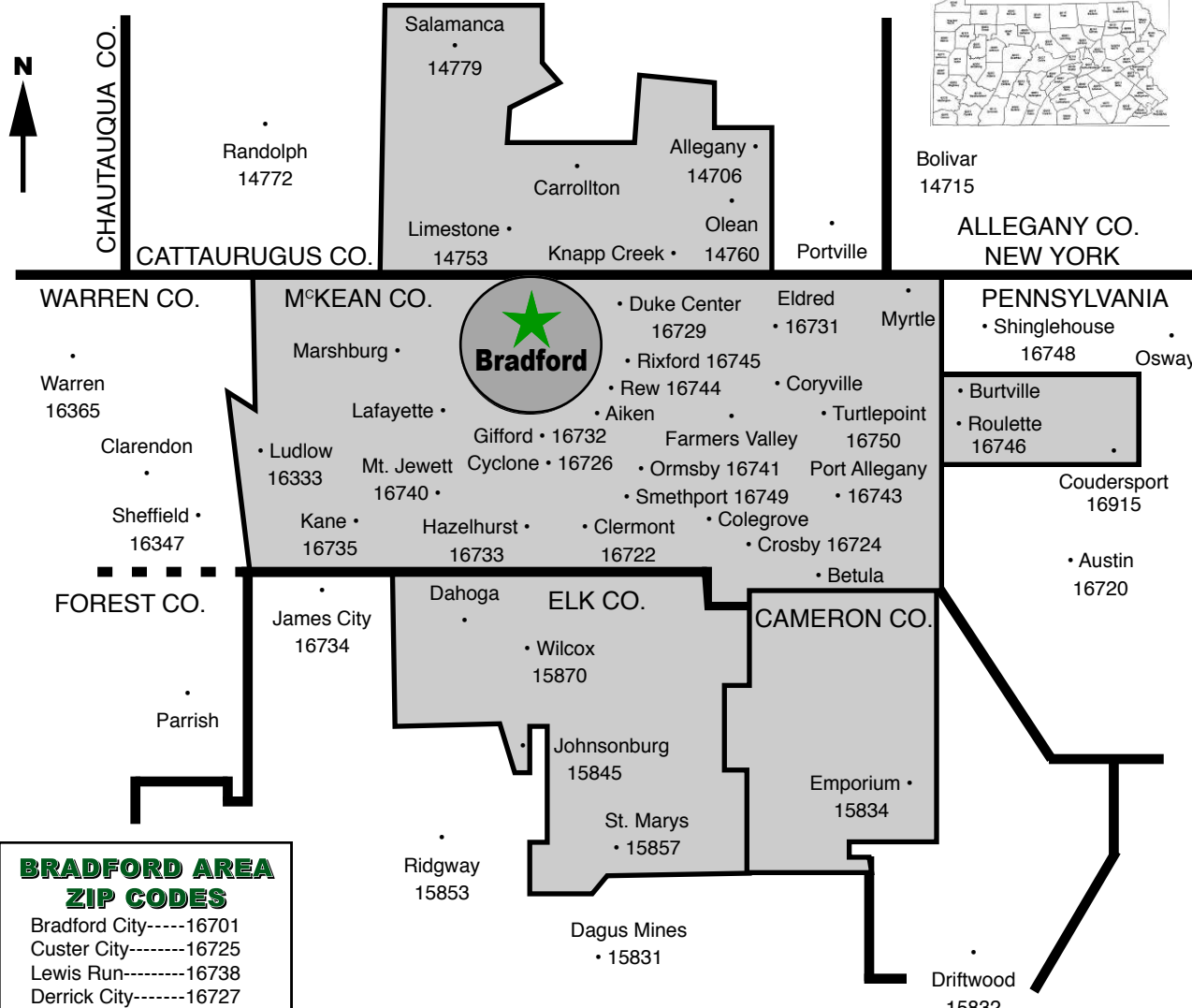
\$10.16 per inch (1-29 insertions)  
 Contract rates - \$8.19

A service charge of 1.5 percent (18 percent yearly) applied on all accounts over 30 days.

## CLASSIFIED DISPLAY COLUMN MEASURE

1 Column	-	1.178 inches	-	7.068p
2 Columns	-	2.426 inches	-	14.556p
3 Columns	-	3.655 inches	-	21.93p
4 Columns	-	4.921 inches	-	29.526p
5 Columns	-	6.169 inches	-	37.014p
6 Columns	-	7.408 inches	-	44.448p
7 Columns	-	8.665 inches	-	51.99p
8 Columns	-	9.912 inches	-	59.472p
9 Columns	-	11.16 inches	-	66.96p

**48 hour deadline - see schedule inside  
 Internet Charge \$1<sup>00</sup> per week**



# The Bradford Era

**SERVING CATTARAUGUS, M'KEAN, ELK, POTTER AND CAMERON COUNTIES**

**The Bradford Era is a morning newspaper published daily except Sundays, Independence Day (July 5), and Christmas (December 26).**

## DISPLAY ADVERTISING LOCAL CONTRACT RATES

AVAILABLE ONLY TO AN ESTABLISHED LOCAL  
RETAIL MERCANTILE BUSINESS

Up to 500" per month.....\$12.18 per inch  
Over 500" per month.....\$11.99 per inch

## POLITICAL ADVERTISEMENTS

\$14.41 per column inch. Payable in advance.

## READER ADVERTISEMENTS

\$2.55 per count line in classified 'Personal' column.  
Payable in advance.

## COLOR

Cost per color.....\$125  
Color reservations - 5 working days prior to publication date.  
Minimum size color ad is 30 inches.  
Advertising may be run in color only at the publisher's discretion.

## LEGAL NOTICES

Column width: 7 picas, 2.6 points

First insertion.....\$1.35 per agate line  
Second insertion.....\$1.33 per agate line  
No Changes  
Third insertion.....\$1.31 per agate line  
No changes  
\$5.00 Notary Fee per affidavit

48 hour deadline (see deadlines). Not taken by phone.

## LEGAL DISPLAY

Cost per inch is the same as above figuring  
14 agate lines per inch.

## DISPLAY ADVERTISING OPEN SPACE RATES

April 1, 2010

## BULK RETAIL RATES

Under 30" per month.....\$14.41 per inch  
31"-60" per month.....\$13.86 per inch  
61"-150" per month.....\$13.12 per inch  
151"-300" per month.....\$12.66 per inch  
301"-400" per month.....\$12.24 per inch  
401"-500" per month.....\$12.18 per inch  
Over 500" per month.....\$11.99 per inch  
13 week contract.....\$12.18 per inch

## PRE-PAID INSERTS

Up to and including 8 tabloid pages.....\$674.00  
12 tabloid pages.....\$706.00  
16 tabloid pages.....\$744.00  
20 tabloid pages.....\$758.00  
24 tabloid pages.....\$848.00  
28-32 tabloid pages.....\$893.00

**T.M.C. (Total Market Coverage) available to Zip Code 16701 only. RATES UPON REQUEST.**

Other sizes quoted.

Full size broadsheet counts as 2 (two) tabloid pages.

All inserts must be submitted in advance to the publisher for approval.

Inserts must be shipped prepaid and received no later than 10 day prior to distribution date. Delivery at our loading platform Monday thru Friday 9 a.m.-5 p.m.

The newspaper reserves the right to reject inserts that do not conform to the policy of The Bradford Era.

The advertiser is responsible for the payment of any differences in second class Post Office rate and third class Post Office rate of the publication should this insert be distributed in any form other than second class for more than 50% of the total print run.

## DEADLINE FOR ALL DISPLAY ADVERTISING

Monday at noon.....ad for Wednesday's Era  
Tuesday at noon.....ad for Thursday's Era  
Wednesday at noon.....ad for Friday's era  
Thursday at noon.....ad for Saturday's Era  
Friday at noon.....ad for Monday's Era  
Friday at 2 p.m.....ad for Tuesday's Era

**Copy must be in The Bradford Era office before the deadline to guarantee insertion.**

## DISPLAY COLUMN MEASURES

1 Column.....1.779"  
2 Column.....3.6556"  
3 Column.....5.531"  
4 Column.....7.408"  
5 Column.....9.284"  
6 Column.....11.16"

Minimum ad depth in inches must equal or exceed width in columns. Minimum size 1x1 1/2".

Ad depth measuring in fraction of inches will be charged for full one half inch.

Ads measuring 19 1/2 inches will be charged full column depth, 21 1/4".

129 inches per page.

## ADDITIONAL INFORMATION

Proofs are NOT delivered.

An advertisement canceled after it has been set will be charged at \$2.55 per inch.

A service charge of 1.5 percent (18 percent yearly) will be applied to all accounts unpaid after 30 days.

2% discount if paid within 10 days from invoice date.

Local contract rates are sold for exclusive use of contract advertiser and may not be resold or re-billed.

Any cancellation of advertising contract must be mutually agreed upon. Otherwise, short term rates will apply.

The publisher reserves the right to decline to publish any advertising copy which does not conform to the policy of The Bradford Era.

Electronic files must be in a .pdf format. Please be sure that all fonts are embedded.

RGB color format will not be accepted. **Color ads must be sent in CMYK color format.**

There will be no enlargement charge for complete ads that increase column width and length.

It is understood that if any tax on advertising not existing now shall become effective, the advertising rate shall be increased in the amount sufficient to absorb and cover such tax.

The Newspaper's liability for an error will not exceed the space occupied by the error. Not responsible for failure to print, publish or circulate due to acts of God, etc.