COURIER-EXPRESS/TRI-COUNTY SUNDAY
CE VALUE-GUIDE

Retail and Classified Rates

www.thecourierexpress.com

“We help you make money!”

Also publishing Jeffersonian Democrat and Leader-Vindicator

500 Jeffers St., P.O. Box 407
DuBois, PA 15801-0407
814-371-4200 or 1-800-442-4217
fax 814-371-3241

P.O. Box 498
Brookville, PA 15825-1234
814-849-6737 or 814-849-5339
fax 814-849-4333

435 Broad Street, P.O. Box 158
New Bethlehem, PA 16242
814-275-3131 - fax 814-275-3531
leadervindicator@windstream.net

ads@thecourierexpress.com classified@thecourierexpress.com
1. PERSONNEL
Devin D. Hamilton, Publisher

2. TERMS OF PAYMENT
Terms: All invoices net, payable 10 days from receipt.
Claims for adjustment must be made within three days of publication. Billing adjustment claims must be made within three days of invoice receipt. Balances 30 days past due are subject to a 1 ½% per month (18% annual) service charge.

3. GENERAL POLICY
The Courier-Express reserves the right to edit, classify or reject any advertisement or new copy at any time. Liability of the newspaper for any error in an advertisement shall not exceed the cost of space occupied by the error. If for any reason an advertisement is not published, the publisher assumes no liability for any consequences.

The Courier-Express assumes no responsibility or liability for publication of ad copy submitted to it by an advertiser. Any liability claim arising from the contents of advertising, including but not limited to defamation, misrepresentation, invasion of privacy, unfair competitive or trade practice, copy right, trademark or patent infringement or plagiarism is assumed by the advertiser, and advertising copy is accepted for publication under the express condition that the advertiser will indemnify and hold harmless The Courier-Express from all claims and liability resulting there from.

4. ROP DISPLAY RATES
Courier-Express & Tri-County Sunday

LOCAL OPEN RATE
Sunday $16.05; Daily $13.35

<table>
<thead>
<tr>
<th>Inches Per Year</th>
<th>Annual Contract Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sunday</td>
</tr>
<tr>
<td>100</td>
<td>$12.60</td>
</tr>
<tr>
<td>200</td>
<td>$12.35</td>
</tr>
<tr>
<td>500</td>
<td>$11.90</td>
</tr>
<tr>
<td>1000</td>
<td>$11.50</td>
</tr>
<tr>
<td>2000</td>
<td>$11.00</td>
</tr>
<tr>
<td>4000</td>
<td>$10.45</td>
</tr>
<tr>
<td>6000</td>
<td>$10.10</td>
</tr>
<tr>
<td>8000</td>
<td>$9.60</td>
</tr>
</tbody>
</table>

CE Value Guide

LOCAL OPEN RATE $19.45
Additional rates upon request. Special pickup rate available for the Courier-Express and Tri-County Sunday advertisers.

5. ROP ads up to 10 inches will appear on the internet for a fee of $5.00. ROP ads more than 10 inches will appear on the internet for a fee of $10.00. Certain exclusions may apply.

6. PRE-PRINT INSERTION RATES
Courier-Express & Tri-County Sunday

Pre-print inserts must not exceed 11 3/8” x 12”. Minimum Insertion quantity of 5,000. Minimum charge applies.

NON-CONTRACT RATES
Up to 8 Broadsheet or 16 Tabloid size pages $59/thousand
10-12 Broadsheet or 20-24 Tabloid size pages $64/thousand
14-16 Broadsheet or 28-32 Tabloid size pages $69/thousand*

CONTRACT RATES APPLY TO FULL DISTRIBUTION
Zoned pre-prints subject to availability plus $5/m surcharge where applicable.

<table>
<thead>
<tr>
<th>Number of Insertions Per Contract Year</th>
<th>Cost Per Thousand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Tabloid or Smaller Size</td>
<td>10-20</td>
</tr>
<tr>
<td>Up to 4 or 8</td>
<td>$51.00</td>
</tr>
<tr>
<td>6 or 12</td>
<td>$52.00</td>
</tr>
<tr>
<td>8 or 16</td>
<td>$53.00</td>
</tr>
<tr>
<td>10 or 20</td>
<td>$56.00</td>
</tr>
<tr>
<td>12 or 24</td>
<td>$57.00</td>
</tr>
<tr>
<td>14 or 28</td>
<td>$61.00</td>
</tr>
<tr>
<td>16 or 32*</td>
<td>$63.00</td>
</tr>
</tbody>
</table>

*For each additional two broadsheet or four tabloid pages, please add $2.00 per thousand.

Single Sheet Contract Rates
Piece must not exceed 8.5” x 11”.

<table>
<thead>
<tr>
<th>Size</th>
<th>Open</th>
<th>10-20</th>
<th>21-30</th>
<th>Over 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Tabloid or Smaller Size</td>
<td>$49/M</td>
<td>$43/M</td>
<td>$39/M</td>
<td>$34/M</td>
</tr>
</tbody>
</table>
CE Value Guide

NON-CONTRACT RATES
Up to 8 Broadsheet or 16 Tabloid pages........... $73/thousand
10-12 Broadsheet or 20-24 Tabloid pages ....... $84/thousand
14-16 Broadsheet or 28-32 Tabloid pages ...... $101/thousand
Over 16 Broadsheet or 36 Tabloid pages ...... $124/thousand

CONTRACT RATES

<table>
<thead>
<tr>
<th>Number of Inserts Per Contract Year</th>
<th>Cost Per Thousand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 4 or 8</td>
<td>$63.00 $62.00 $61.00 $60.00</td>
</tr>
<tr>
<td>6 or 12</td>
<td>$66.00 $65.00 $64.00 $63.00</td>
</tr>
<tr>
<td>8 or 16</td>
<td>$68.00 $67.00 $66.00 $65.00</td>
</tr>
<tr>
<td>10 or 20</td>
<td>$72.00 $71.00 $70.00 $69.00</td>
</tr>
<tr>
<td>12 or 24</td>
<td>$78.00 $77.00 $76.00 $75.00</td>
</tr>
<tr>
<td>14 or 28</td>
<td>$82.00 $81.00 $80.00 $79.00</td>
</tr>
<tr>
<td>16 or 32</td>
<td>$87.00 $86.00 $85.00 $84.00</td>
</tr>
<tr>
<td>18 or 36</td>
<td>$91.00 $90.00 $89.00 $88.00</td>
</tr>
<tr>
<td>20 or 40</td>
<td>$96.00 $95.00 $94.00 $93.00</td>
</tr>
<tr>
<td>22 or 44</td>
<td>$99.00 $98.00 $97.00 $96.00</td>
</tr>
<tr>
<td>24 or 48</td>
<td>$103.00 $102.00 $101.00 $100.00</td>
</tr>
<tr>
<td>26 or 52</td>
<td>$106.00 $104.00 $103.00 $102.00</td>
</tr>
</tbody>
</table>

SINGLE SHEET CONTRACT RATES

<table>
<thead>
<tr>
<th>Piece must not exceed 8.5” x 11”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open</td>
</tr>
<tr>
<td>10-20</td>
</tr>
<tr>
<td>21-30</td>
</tr>
<tr>
<td>Over 30</td>
</tr>
</tbody>
</table>

For total market distribution 22,000.

Reservations for pre-prints must be made 10 days prior to insertion date and pre-print shipments must arrive at The Courier-Express 5 days prior to insertion. Pre-print size must not exceed 11 3/8” x 12”.

Shipments are to be delivered F.O.B. to The Courier-Express, 500 Jeffers Street, DuBois, PA 15801.

Receiving hours are 6:00 am to 2:00 pm Monday thru Friday.

No postal permit may appear in the section, nor may there be any indication at any place in the section that it was prepared for mailing, or that delivery elsewhere is being made by mail. If United States postal service rules that the insert is not eligible for inclusion at second class rates, the advertiser agrees to pay any additional charges levied against The Courier-Express.

In the event of failure to fulfill a multiple pre-print agreement, adjusted billing will be made at the bracket fulfilled, or at the single insert rate.

Post-it™ Notes $150/m for full distribution Monday-Friday. Must be pre-printed, not to exceed 3” x 3”.

7. COLOR RATES

<table>
<thead>
<tr>
<th>Per advertisement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tri-County Sunday</td>
</tr>
<tr>
<td>Courier-Express</td>
</tr>
<tr>
<td>CE Value Guide</td>
</tr>
<tr>
<td>Black &amp; 1 Color</td>
</tr>
<tr>
<td>$145</td>
</tr>
<tr>
<td>Black &amp; 2 Colors</td>
</tr>
<tr>
<td>$225</td>
</tr>
<tr>
<td>Black &amp; 3 Colors</td>
</tr>
<tr>
<td>$305</td>
</tr>
</tbody>
</table>

8. SPECIAL SERVICES

<table>
<thead>
<tr>
<th>“We-Prints” - 8½” x 11” single sheets printed and inserted in Courier-Express/Tri-County Sunday for a flat per thousand rate. 5,000 minimum. (Average complexity).</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price per 1,000 for first 4,000....................$103</td>
</tr>
<tr>
<td>Each Additional 1,000...................................$70</td>
</tr>
<tr>
<td>Affidavits Furnished Upon Request.................$7.50</td>
</tr>
<tr>
<td>Archival Story Copies Per Page......................$1.00</td>
</tr>
<tr>
<td>Reproduction Copies (up to 11”x17”).................$3.00</td>
</tr>
</tbody>
</table>

Art preparation or other unusual production requirements are subject to additional charges.

9. SPECIAL PAGES
Appearing on a scheduled basis: Business & Finance, Farm & Grange, Outdoors, Church Page.

10. CONTRACT & COPY REGULATIONS
a. Contract pre-print insertion rates apply to full circulation in the Courier-Express and Tri-County Sunday, or a minimum of 5,000 in the CE Value Guide.

b. Cancellations will not be accepted by publisher after closing date.

c. Additional column charge for gutter printing.

d. All ads measuring in odd fractions of column inches are rounded up and charged for the next full quarter inch.

e. Ads measuring 19 inches and over will be charged full column depth.

f. Proof copies of advertisements will not be delivered, but are available to be seen in the advertising department up to noon the day before publication.

9. SPECIAL PAGES
Appearing on a scheduled basis: Business & Finance, Farm & Grange, Outdoors, Church Page.

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e. Ads measuring 19 inches and over will be charged full column depth.

f. Proof copies of advertisements will not be delivered, but are available to be seen in the advertising department up to noon the day before publication.

g. A charge for composition will be made for all ads ordered and then killed without insertion. If advertiser makes substantial copy changes after ad is set, the advertiser will be charged for the cost of alterations.

h. Page position cannot be guaranteed. The rates on this card are for run-of-paper position. Special position requests will be honored to the best of our ability, but will not be considered as reserved.

i. Publisher is not bound by any terms or conditions, printed or otherwise appearing on order blanks, advertiser’s forms or copy instructions when in conflict with terms and conditions on publisher’s rate card or policies.

11. CLOSING TIMES
Display advertising copy for the Courier-Express must be submitted in final form by 3pm, two business days prior to publication, 1pm Friday for Monday’s publication, 4:30pm Wednesday for Sunday’s publication. Copy for CE Value Guide must be submitted by Noon Wednesday prior to publication.

12. MECHANICAL MEASUREMENTS
PRINTING PROCESS: Offset, 6 Columns Per Page

<table>
<thead>
<tr>
<th>Standard 21.5”</th>
<th>Tabloid 11.1667”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Picas</td>
<td>Inches</td>
</tr>
<tr>
<td>1 column</td>
<td>10p4 1.7222”</td>
</tr>
<tr>
<td>2 columns</td>
<td>21p8 3.6111”</td>
</tr>
<tr>
<td>3 columns</td>
<td>33p0 5.5”</td>
</tr>
<tr>
<td>4 columns</td>
<td>44p4 7.3889”</td>
</tr>
<tr>
<td>5 columns</td>
<td>55p8 9.2778”</td>
</tr>
<tr>
<td>6 columns</td>
<td>67p0 11.1667”</td>
</tr>
</tbody>
</table>
13. SPECIAL CLASSIFICATION RATES

**POLITICAL**
Retail Display Sunday ................ $16.05 per column inch
Retail Display Daily ................. $13.35 per column inch
Classified Display Sunday .......... $11.40 per column inch
Classified Display Daily .......... $10.45 per column inch
All ads must be pre-paid. All ads must adhere to all laws governing political advertising.

**NON-PROFIT RETAIL DISPLAY**
Sunday ...................................... $12.85 per column inch
Daily .......................................... $10.65 per column inch

**LEGAL ADVERTISING**
Sunday ........................................ $2.30 per line
Daily ........................................... $2.15 per line

**BUSINESS CARD**
One column inch, running 26 consecutive days without change (includes 4 Sundays and 22 CE) ....................... $213.99

14. CLASSIFIED ADVERTISING

Line ads will appear on the Internet for a fee of $2.50 per week additional. Certain exclusions apply.

**LINE ADS**
Ads must RUN CONSECUTIVE days with no changes to receive discounts. Minimum $6.86.
Sunday .............$1.58/line  Daily ............. $1.51/line

**EMPLOYMENT LINE ADS**
Ads must RUN CONSECUTIVE days with no changes to receive discounts. Minimum $7.49.
Sunday .............$1.89/line  Daily ............. $1.86/line

**DISPLAY**
Sunday ............$11.40/inch  Daily ............ $10.43/inch

**DISPLAY EMPLOYMENT**
Sunday ...........$13.30/inch  Daily ........... $12.67/inch

**DISPLAY EARNED RATES**
Inches per order  Sunday  Daily
25 .......................$9.48/inch ...............$8.70/inch
50 .......................$9.31/inch ...............$8.52/inch
100 ....................$9.00/inch ...............$8.25/inch
175 ..................$8.87/inch ...............$8.11/inch
350 ..................$8.54/inch ...............$7.84/inch

**DISPLAY EARNED RATES EMPLOYMENT**
Inches per order  Sunday  Daily
25 .......................$11.16/inch ...............$10.66/inch
50 .......................$10.70/inch ...............$10.46/inch
100 ....................$10.62/inch ...............$10.13/inch
175 ..................$10.42/inch ...............$9.93/inch
350 ..................$10.09/inch ...............$9.60/inch

**ANNUAL VOLUME CONTRACT RATES**
Inches per year  Sunday  Daily
200 ................ $9.31/inch .......... $8.52/inch
500 ................ $8.96/inch .......... $8.19/inch
1000 .............. $8.88/inch .......... $8.12/inch
2000 .............. $8.63/inch .......... $7.95/inch
4000 .............. $8.39/inch .......... $7.71/inch

**ANNUAL FREQUENCY CONTRACT RATES**
Minimum 3 lines each publishing day.

**LINE ADS**
Sunday ........ $1.33/line  Daily ........ $1.27/line

**DISPLAY**
(10” or more- does not need to run consecutive days for rate.)

**CLOSING TIMES**
Line Ads:
3:00 pm preceding day
11:00 am Friday for Sunday
3:00 pm Friday for Monday

Classified Display:
3:00 pm Two business days prior to publication
3:00 pm Wednesday for Sunday
1:00 pm Friday for Monday

**MISCELLANEOUS**
Line ad rates for ads scheduled “til further notice” are based on the billing periods. Confidential reply service is available and all ads require the following as part of the ad:
Send replies to: Drawer XXX, c/o The Courier-Express, PO Box 407, DuBois, PA 15801-0407.
Confidential Reply Charge ............................................. $16.50

**POLICY**
Advertisers are requested to check the first appearance of the ad for correctness. The Courier-Express will be responsible for one day’s incorrect insertion only.

15. MAGAZINES
A series of feature magazines are published throughout the year. In addition, other special sections, standard and tabloid format, are published throughout the year. The feature magazine series includes: Bridal, Fall Sports, Cookbook and Hunting.

16. DISTRIBUTION
Tri-County Sunday ............................................. 15,416
Courier-Express ........................................ Daily Total 10,364
CE Value Guide ........................................... Weekly Total 22,190
See circulation cards for area breakdowns and distribution maps.