

# 2021/22 ADVERTISING RATE CARD

“One of America’s Oldest Continuously Published Daily Newspapers”

**We Reach 92%\***  
\*in print and on line  
**of Bedford County Residents\***

424 West Penn Street • Bedford, PA 15522 • **814-623-1151**

[www.bedfordgazette.com](http://www.bedfordgazette.com)

### DEADLINES – CLASSIFIED & RETAIL

Shoppers Guide/Weekend Edition (Sunday)..... Wednesday at 10 a.m.  
 Monday’s Edition .....Thursday at 10 a.m.  
 Tuesday’s Edition ..... Thursday at 5 p.m.  
 Wednesday’s Edition ..... Friday at 5 p.m.  
 Thursday’s Edition.....Monday at 5 p.m.  
 Friday’s Edition ..... Tuesday at 5 p.m.  
 Saturday’s Edition ..... Wednesday at 5 p.m.

• Regular classified line ad copy received by 10 a.m. will appear in next day’s edition, with the exception of the Shoppers Guide/Weekend Edition.

\*Bedford Gazette Daily Circulation: **7,173 + 298 Online Visits\*\* = 7,431**

Shoppers Guide/Weekend Edition Distribution: **22,905 + 298 Online Visits\*\***

Online Views (monthly - December 2020): **504,521** \*\*based on average online visits 1/1 - 11/1/2021

### Ready-Made or E-Mailed Ads

## ACCEPTABLE FORMATS

ADS can be provided as pdfs (preferred format) or tif or jpg at 300 dpi

ARTWORK: tif or jpg 200 dpi; PHOTOS: 300 dpi

COLOR ADS: Must be CMYK

Ads or artwork can be e-mailed to [KArnold@BedfordGazette.com](mailto:KArnold@BedfordGazette.com)

## MECHANICAL MEASUREMENTS

SPECIFICATIONS: 23 inch by 21.25 inch depth (Full Pg. Ad is 21" depth)

1.622" or 9p8.784 (picas) per column, 1 pica space between columns.

- 1 column .....1.622 inches
- 2 columns .....3.424 inches
- 3 columns .....5.223 inches
- 4 columns .....7.014 inches
- 5 columns .....8.822 inches
- 6 columns .....10.625 inches

### COLOR RATES

- 1 color and black..... \$145\*
- 2 colors and black..... \$200\*
- 3 colors and black..... \$250\*

**\*COLOR  
CONTRACT  
RATES AVAILABLE  
UPON REQUEST.**

### TERMS & CONDITIONS

- Payment is due on accounts by the 10th of the following month from when advertising was run, and entitles customers to a 1% discount.
- All advertising is cash with order unless prior credit has been established. Customers desiring credit must be approved by the Publisher.
- After 30 days, an account is considered past due and a 1.5% per month service charge is added. This is an annual percentage rate of 18%.

### GENERAL POLICY

- We reserve the right to edit, reject or cancel any advertisement at any time.
- We cannot accept display advertising less than one column inch.
- All copy not horizontally set is subject to approval by the publisher.
- Ads over 19.5 inches deep will be charged at full depth of 21 inches.
- We accept double truck ads which are billed with one extra column for the gutter.  
MINIMUM SIZE: 9 columns by 15 inches.
- Publisher will not be 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 with Gazette policies.
- Cancellations will not be accepted by Publisher after closing date. Advertising cancelled after composition will be charged composition costs.

- The word “ADVERTISEMENT” must be printed on any ad resembling reading matter.
- The Bedford Gazette assumes no financial responsibility for errors or omissions in advertising. Notification of an error should be given the same morning it occurs. Adjustments for errors caused by the Gazette is computed by the number of inches occupied by the error. Allowances for errors are given as monetary credit or reruns.
- The Bedford Gazette shall not be liable for failure to print, publish or circulate any/all parts of an issue in which an accepted advertisement is contained if failure is due to acts of God or government, strikes, accidents, lack of newsprint or circumstances beyond the control of the Gazette.
- Advertisers and advertising agencies will indemnify and hold harmless the Bedford Gazette, its officers, agents, employees and contractors for all contents supplied to the Publisher – including text, representations, illustrations of advertisements printed, and for any claims arising from the contents, including, but not limited to, defamation, invasion of privacy, copyright infringement and plagiarism.
- Position is neither sold nor guaranteed except for the back pages and lead-off pages (when available) at a 15% extra charge. No refunds will be made due to the position in which ad appeared, and no order will be accepted on a “position or omit” basis. Every attempt, however, will be made to honor position requests.
- We reserve the right to amend the terms, condition and rates specified on this rate card.

**REPRESENTATIVE: Sample News Group**

# RETAIL CONTRACT 2021/2022 ADVERTISING RATES

## RETAIL

**LOCAL OPEN RATE \$13<sup>80</sup>** PER COLUMN INCH

~ 50 inches or more ~ **\$13<sup>10</sup>** PER COLUMN INCH

### REPEAT DISCOUNTS\*

Any display advertisement scheduled for publication in the daily Gazette Monday through Saturday repeating without size or copy change during a seven day period from the initial insertion will receive 25% OFF for the second and each subsequent insertion. Advertisers may repeat all ads from the daily Gazette into the Shoppers Guide Weekend Edition at the Weekend Extra open rate. Contracted advertisers are eligible for 50% OFF the Weekend edition rate. \*This discount does not apply to ads placed by weekly contracted advertisers.

**SHOPPERS GUIDE WEEKEND EDITION RATE \$17<sup>70</sup>** PER COLUMN INCH

Going To Every Home In Bedford County with distribution in Southern Blair Co.

**SHOPPERS GUIDE WEEKEND EDITION REPEAT RATE \$10<sup>60</sup>** PER COLUMN INCH

**ONLY \$8<sup>85</sup>\*** PER COLUMN INCH W/SIGNED CONTRACT

### BUSINESS BUILDER FREQUENCY RATES AVAILABLE

**AS LOW AS \$6<sup>60</sup>** PER COLUMN INCH

### NATIONAL RATES

**Daily Gazette National Rate \$16<sup>20</sup>** per column inch\*

\*Repeat Discounts Apply Within 7 Days

**Shoppers Guide Weekend Edition National Rate \$21<sup>97</sup>** per column inch\*

\*Repeat Discounts Apply Within 7 Days

# CLASSIFIED CONTRACT 2021/2022 ADVERTISING RATES

## CLASSIFIED

**LOCAL OPEN RATE \$14<sup>56</sup>** PER COLUMN INCH

~ 50 inches or more ~ **\$12<sup>50</sup>** PER COLUMN INCH

### REPEAT RATES\*

Any display advertisement scheduled for publication in the daily Gazette Monday through Friday and repeating without size or copy change during a seven day period from the initial insertion will receive 25% OFF for the second and each subsequent insertion. Advertisers may repeat all ads from the daily Gazette into the Shoppers Guide Weekend Edition at the Weekend Edition rate. Contracted advertisers are eligible for 50% OFF the Weekend edition rate. \*This discount does not apply to ads placed by weekly contracted advertisers.

**SHOPPERS GUIDE WEEKEND EDITION RATE \$18<sup>71</sup>** PER COLUMN INCH

Going To Every Home In Bedford County with distribution in Southern Blair Co.

**SHOPPERS GUIDE WEEKEND EDITION REPEAT RATE \$11<sup>23</sup>** PER COLUMN INCH

**ONLY \$9<sup>36</sup>\*** PER COLUMN INCH W/SIGNED CONTRACT

### IN MEMORY AND THANK YOU DISCOUNT DISPLAY RATE:

**\$8<sup>70</sup>** PER COLUMN INCH

### NATIONAL RATES

**Daily Gazette National Rate \$16<sup>96</sup>** per column inch\*

\*Repeat Discounts Apply Within 7 Days

**Shoppers Guide Weekend Extra National Rate \$23<sup>15</sup>** per column inch\*

\*Repeat Discounts Apply Within 7 Days

## INSERT INFORMATION PREPRINT RATES

- Preprint order placement & delivery required within five days of insertion.
- MAXIMUM SIZE: 11" x 12"
- Quarter folding not necessary
- Prices remain the same rate up to 24 tab pages

**BEDFORD GAZETTE.....\$64 per thousand**

7,173 Paid Subscribers Tuesday through Saturday **Requires 7,200 Preprints**

**SHOPPERS GUIDE/WEEKEND EDITION.....\$60 per thousand**  
**Requires 23,000**

*Retail, Classifieds & Preprints Contracts Available*