

Northwest Signal

Jan. - Dec. 2026

RATES & INFORMATION

6 Column Format - Column Size 1.634" • Page Size: 6 Columns x 20"

1. Personnel

General Manager - Heather Lane
Advertising Manager - Kim Cordes

2. Retail Advertising Rates - 6 col. Format

(non-commissionable)

Open Rate.....\$14.35/column inch
Charity, Civic Rate.....\$12.50/column inch
Public Notice Rate.....\$14.10/column inch
Notary Fee\$4.00

3. Display Ad Deadlines

Noon 2 days prior

4. Color Rates

Full color \$80.00

5. Banner Rates - Includes Full Color

6x3 Banner Weather.....\$230.00
6x3 Banner Front Page.....\$380.00
6x3 Banner Sports (BT&NWS)\$320.00

6. Flag-It Note Rates

1x/month.....\$155/Insertion per paper
4x/month.....\$140/Insertion per paper
8x/month.....\$120/Insertion per paper

7. Stock Banner Rates

6x1 Banner.....\$130/week

8. Printing & Promotional Products

Ask for a free project quote
printing@northwestsignal.net

9. Class Line Advertising - All Line ads must be prepaid.

Buy 3 days, get 4th day free. (15 word min.) No refunds for early cancellations. (60 word max)

	Class Line Advertising - Number of Days			
	1	2	3	4
15 words	\$16.50	\$18.75	\$21.00	\$21.00
16 words	\$17.60	\$20.00	\$22.40	\$22.40
17 words	\$18.70	\$21.25	\$23.80	\$23.80
18 words	\$19.80	\$22.50	\$25.20	\$25.20
19 words	\$20.90	\$23.75	\$26.60	\$26.60
20 words	\$22.00	\$25.00	\$28.00	\$28.00
Per Word	\$1.10	\$1.25	\$1.40	\$1.40

10. Monthly Classified Line Rate - Must be Pre-paid

(Services, Repairs, Etc.) \$58.00/month. Runs every day, no changes, 4 lines or less. \$9.00 for each additional line. No refunds if cancelled early.

11. Classified Line Ad Deadline

Noon 1 day prior

12. National Advertising Rate

(Commissionable)

National rate is commissionable. 15% allowed to recognized advertising agencies. No camera-ready discounts allowed.
Rate.....\$18.00/column inch
Full Color.....\$100.00

13. Political Rate

Open Retail Rate. Ads must be paid for in advance. Political ads must conform to all state and federal requirements, including disclaimer statement.

14. Incentive Discount - 4 Ad Special

1st ad is full price, 2nd ad is 25% off, 3rd ad is 35% off, 4th ad is 50% off. All ads must run within 30 days. No changes. Ad must be at least 10 column inches.

15. Full Page Discount

A 50% discount will be allowed for a full page ad pick up (repeated) a second time within 7 days.

16. Specialty Pages

a. Business Review Page - every Tuesday \$19.00/week
b. Church Page - every Wednesday \$7.00 per block ad per week
c. Civic Pages - \$33.00/signature - includes color

17. ROP & Classified Requirement

Minimum Size display ad acceptable: 1 col. x 2 in. Ads over 19 inches deep will be billed full column length.

18. Standard ROP & Classified Size

1 column 1.634 in 4 columns 6.953 in

2 columns 3.407 in 5 columns 8.726 in

3 columns 5.180 in 6 columns 10.50 in

Double Truck (two facing pages across gutter): 22.1 inches wide x 20 inches deep. Billed as 13 columns wide. Ads printed across the gutter will be billed for an extra column. Gutter 0.874 inches.

19. Northwestsignal.net - Local Ads

All ads running in any print publication are charged for an online feature that links online users to a digital copy of their ad on the day of publication. Charges are based on ad size (column inches) as follows:

1" - 10"\$3.00 30" - 59"\$7.00

11" - 29.5"\$5.00 60" and up\$9.00

PROPERTY RIGHTS

All property rights, including any copyright interest to any advertisement produced by the Northwest Signal using artwork and/or typography furnished or arranged by the Northwest Signal, shall remain its property. No such ad, or any part thereof, may be reproduced without the written consent of the Northwest Signal. Advertisements provided to other newspapers and ad mediums will be charged production fees according to the schedule on file in our office.

Published Monday - Thursday and Saturday • 595 E. Riverview Ave. • Napoleon, OH 43545
(419) 592-5055 • ads@northwestsignal.net • www.northwestsignal.net

1. Advertising Rate Policies

Rates may be raised on 30 days notice. These terms effective January 1, 2026.

2. Mechanical Formats

Advertising format - Digital: Is produced with Apple computers running the Adobe Suite. We accept PDF files with fonts embedded. Digital pictures emailed at 200 dpi or higher are accepted.

3. Commissions & Terms of Payment

a. Local retail rate is non-commissionable. National rates are only commissionable at 15%. Local retail rates are allowed to local retail & service establishments dealing directly with consumers in our circulation area.
b. All bills for space are payable on or before the end of the month. **A SERVICE CHARGE OF 1 1/2% PER MONTH (which is an ANNUAL PERCENTAGE RATE of 18%)** will be added to all accounts past due.
c. Major credit cards accepted: MC, Visa, & Discover only.

4. Contract and Copy Regulations:

a. We reserve the right to insert the word "advertisement" in all ads, especially "all-copy" ads which may be mistaken for news articles.
b. Ad space cancellations: 48 hour advanced notice required. If not cancelled 48 hours in advance advertiser will be charged for ½ of ad pice.
c. Liability for errors in advertisements shall not exceed the cost of the space occupied by the error.
d. All advertising accepted is subject to the approval of the General Manager. We shall have the right to revise or reject whole or in part of any advertisement.
e. Any ad cancelled after half or more has been produced will be charged a \$50.00 per 15 minute minimum for production costs.
f. Positioning of ads is at the General Manager's option. In no event will adjustments, reinsertions or refunds be made because of position in which an advertisement has been published. Position request will be honored without charge if possible. Demand position requires regular rate plus 50%.
g. New accounts must furnish satisfactory credit references or submit cash with copy until credit approved.
h. Volume Discount Rates apply only if account is current.
i. **AIM Media Midwest reserves the right to refuse any and all advertising.**