

RATES & INFORMATION

Tabloid: 5 Column Format - Column Size 1.634" • Page Size: 5 columns x 10"

1. Display Advertising Rates

Open Rate\$14.00/column inch
Civic Rate\$12.00/column inch

2. Color Rate

Full Color..... \$80.00

3. Banner Rates - Includes Full Color

5x2 Front Page Banner.....\$250.00
5x3 Banner.....\$200.00

4. Auction & Real Estate Ads

Rate.....\$14.00/column inch

5. Specialty Advertising

Business Card \$56.00/month

6. Advertising Deadlines

Auctions, Classifieds, Display Advertising Monday 4:30 p.m.

7. ROP & Classified Requirement

Minimum Size display ad acceptable: 1 col. x 2 in. Ads over 9 inches deep will be billed full column length.

8. 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	

Over 8,000 Copies Delivered to Non-Subscribers Every Month

Communities Covered by The Countyline

Williams County, Ohio: Alvordton, Kunkle, Blakeslee, Montpelier, Bryan, Pioneer, Edgerton, Stryker, Edon, West Unity

Henry County, Ohio: Napoleon, Deshler, Hamler, Holgate, Liberty Center, McClure, Ridgeville, Malinta

211 W. High St., Ste. A, Bryan, OH 43506 • (419) 636-1111 • ads@bryantimes.com
595 E. Riverview Ave., Napoleon, OH 43545 • (419) 592-5055 • ads@northwestsignal.net

PROPERTY RIGHTS

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

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.