

NEW CASTLE  
**NEWS**

Published Monday through Saturday.

**2017** Print &  
**DIGITAL**

# Advertising GUIDE



**Speak with one of our  
Advertising Consultants today!**

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**27 North Mercer Street • New Castle, PA 16101**

**For all of your Advertising needs call us today! • www.ncnews online.com**

**For Pre-Print Delivery**

**WEST PENN PRINTING**

103 River Park Drive • New Castle, PA 16101

724-856-3376 fax 724-654-9612

# 2017 Advertising GUIDE

## Retail, Classified & Digital Rates

### RETAIL

	Daily	Weekend
R.O.P. OPEN RATE .....	\$24.50 .....	\$25.00

### ANNUAL DOLLAR INVESTMENT

• Rates are per column inch Signed contract required

	Daily	Weekend
UP TO \$2,000 .....	\$19.75 .....	\$20.25
\$4,000 .....	\$19.50 .....	\$19.75
\$7,500 .....	\$18.25 .....	\$18.50
\$10,000 .....	\$18.00 .....	\$18.25
\$12,500 .....	\$17.50* .....	\$17.75*
\$15,000 .....	\$16.75* .....	\$17.00*
\$20,000 .....	\$15.00* .....	\$15.25*
\$25,000 .....	\$14.25* .....	\$14.50*
\$30,000 .....	\$12.50* .....	\$12.75*

\* Packages include one digital ad (in rotation) per month for life of contract. Local rates - Agencies refer to National rate.

### DIGITAL PACKAGES AVAILABLE FOR NCNEWSONLINE.COM

Reach over 150,000 absolute unique visitors monthly by advertising on our website.

We have 3 positions –

Leaderboard .....	728x90 pixels
Cube .....	300x250 pixels
Skyscraper .....	160 x 600 pixels.

\$15 per 1,000 impressions

We also have Wall Paper and Expanding Pencil ads available – \$25 per 1,000 impressions.

We can build your internet ad for you and even provide a link to your business website.

### POLITICAL RATE

\$15.95 .....

### SMALL BUSINESS INTRO RATE

\$10.00 .....

This rate is good for 3 months following the first ad

### NON-PROFIT RATE

\$8.50 .....

### DOLLAR VOLUME AGREEMENTS

Ask your advertising consultant about these.

### FREQUENCY DISCOUNTS

1st ad .....	Regular earned rate
2nd ad .....	30% Discount
3rd ad .....	40% Discount
4th ad .....	50% Discount

Must be same ad, no changes and run within the same publishing week Monday through Saturday.

### BUSINESS BUILDERS

31 insertions per month (includes 27 NEW CASTLE NEWS and 4 COMMUNITY NEWS.) Separate contract; does not affect regular R.O.P. contracts. One copy change permitted per month.

1 inch .....	\$200.00 per inch per month
2 inch .....	\$190.00 per inch per month
3 inch .....	\$180.00 per inch per month
4 inch or more .....	\$170.00 per inch per month

18 insertions per month (includes 14 NEW CASTLE NEWS and 4 COMMUNITY NEWS.) Separate contract; does not affect regular R.O.P. contracts. One copy change permitted per month.

1 inch .....	\$150.00 per inch per month
2 inch .....	\$140.00 per inch per month
3 inch .....	\$130.00 per inch per month
4 inch or more .....	\$125.00 per inch per month

### COLOR RATES

Studies show that color in ads can increase sales by 43%

Additional spot color .....	\$2.50 per column inch
Additional full color .....	\$3.50 per column inch

### ENTERTAINMENT PACKAGE

This package is available to all entertainment-related businesses. Rates are good for 3 DAYS ONLY –Thurs., Fri. & Sat. entertainment page. Ad must remain same for all 3 days. All copy is due no later than 5:00 PM on the Mon. prior to publication.

OPEN RATE .....	\$10.00 per column inch
13 WEEKS .....	\$8.00 per column inch
26 WEEKS .....	\$7.25 per column inch
52 WEEKS .....	\$7.00 per column inch

### COMMERCIAL LINE RATES

Open .....	\$1.75 Per Set Line
Legal .....	\$1.90 Per Set Line
Annual Contract (average 15 lines per week)	\$1.10 per set line
Monthly Contract (average 15 lines per week)	\$1.30 per set line

CLASSIFIED ANNUAL BULK RATES ARE SAME AS RETAIL

### NATIONAL

ROP & CLASSIFIED NATIONAL RATE – ( gross, 15% commission, no cash discount )	\$35.75 .....	per column inch
Set Line .....	\$2.85 (gross)	

### COMMUNITY NEWS

A weekly paper published on Wednesdays for residents of Ellwood City. 8,200 delivered. Also Delivered to 7,000 non-subscribers in the New Castle News' market on Saturdays.

ROP OPEN .....	\$7.00 per column inch
COMBO .....	\$4.00 per column inch

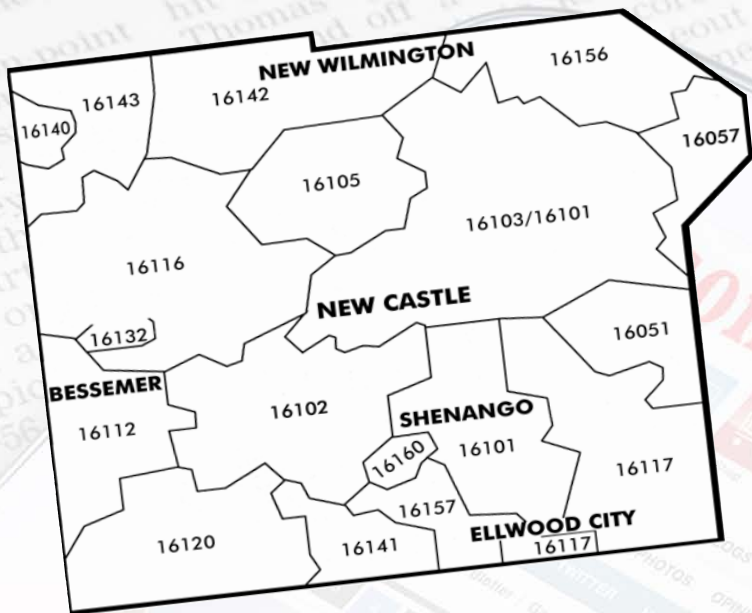
### SPECIAL SECTIONS

#### TV BOOK

A special section in every Friday's New Castle News containing weekly TV listings and entertainment news. Special rates apply. Ask your advertising consultant

# 2017 Advertising Guide

## Lawrence County Reach By Zip Code / Weekend Edition



Zip Code Analysis	New Castle News Weekend Circulation	TMC Distribution	Deliverable Addresses	
16101/16103 .. New Castle .....	4,888 .....	3,368 .....	12,451	
16105 .....	Neshannock .....	2,726 .....	1,744 .....	6,205
16102 .....	Mahoningtown .....	697 .....	357 .....	2,225
16142 .....	New Wilmington .....	449 .....	817 .....	1,977
16116 .....	Edinburg .....	266 .....	146 .....	1,152
16157 .....	Wampum .....	223 .....	159 .....	1,203
16156 .....	Volant .....	180 .....	120 .....	1,109
16112 .....	Bessemer .....	149 .....	114 .....	539
16143 .....	Pulaski .....	173 .....	80 .....	1,147
16160 .....	West Pittsburg .....	127 .....	33 .....	359
16117 .....	Ellwood City*	470 .....	CN*	4,333
16051 .....	Portersville .....	56 .....	0 .....	752
16120 .....	Enon Valley .....	106 .....	17 .....	844
16132 .....	Hillsville .....	45 .....	23 .....	184
16141 .....	New Galilee .....	56 .....	0 .....	377
16057 .....	Slippery Rock .....	43 .....	0 .....	352
16140 .....	New Bedford .....	16 .....	22 .....	156
All other zip codes .....	137 .....	N/A .....	N/A .....	N/A
<b>Total.....</b>	<b>10,807.....</b>	<b>7,000 .....</b>	<b>35,365 .....</b>	

\*COMMUNITY NEWS, a weekly publication delivered in this zip code 8,000 circulation

### FLYER PROGRAM



**WE PRINT & DELIVER 10,000 FLYERS**

8.50" x 11", Full color, 2 sided, 70# glossy coated stock - Price includes design, printing & insertion into the New Castle News

Only **\$450<sup>00</sup>**

That's only 4.5¢ per flyer

**YOU SAVE \$349**



**AUDIT REPORT**  
Community Newspaper

For all of your Advertising needs call us today! • 724-654-6651 • www.ncnews online.com

# 2017 Advertising GUIDE

## Advertising SERVICES

The **NEW CASTLE NEWS** provides a full-service advertising department for all advertisers, at no extra charge.

We pride ourselves in giving personal attention to your advertising needs, including advice and consultation about your entire advertising program.

Call us for help with planning, budgeting, layout and design, scheduling and other related services.

## Advertising Space RESERVATIONS

Day Ad Runs	Deadline
Monday .....	Thursday 3:00 PM
Tuesday .....	Friday 3:00 PM
Wednesday .....	Monday 3:00 PM
Thursday .....	Tuesday 3:00 PM
Friday .....	Wednesday 3:00 PM
Saturday .....	Thursday 3:00 PM
COMMUNITY NEWS .....	Friday 4:00 PM

### Classified line ads

2:00 PM The day before publication

## For Your Convenience...

### Retail & Classified Measurements

- 1 Column = 1.60 inches
- 2 Columns = 3.33 inches
- 3 Columns = 5.083 inches
- 4 Columns = 6.79 inches
- 5 Columns = 8.52 inches
- 6 Columns = 10.25 inches

- Page Height: 20.50"
- Page width: 10.25"
- Front Page Banner: 6 col. x 1.5"
- Tabloid Full Page: 6 col. x 11.117"
- Double Truck: 13 col. = 22" x 20.50"

### Specifications for camera ready advertising

- 3rd party vendors -Associated Press AdSEND.
- E-mail - display@ncnewsonline.com
- Files must come as a PDF (portable document format)
- With embedded fonts.
- All colors must be CMYK - No RGB Black!

### Position

Unless purchased as a guaranteed position the **NEW CASTLE NEWS** does not grant credits for ad position.

### Acceptability

The **NEW CASTLE NEWS** reserves the right to refuse, edit or cancel any advertisement at any time.

### Commissions & Discounts

Commissionable rates are available to any recognized advertising agency and will be billed to the advertising agency. If contract rates are utilized by the agency for an account by the agency and countersigned by the account, the account will be liable for the fulfillment of the contract. All invoices are net and payable 15 days after receipt of invoice. A service charge of 1.5% per month will be added to past due accounts. 15% agency commission, no cash discount. No commission or cash discount on local rates.

### Indemnification

The **NEW CASTLE NEWS** will not knowingly accept or publish material that is in violation of the law. Advertiser and/or agency state that either has the authority to place the ad and agree to assume liability for all contents of all ads printed, as well as any claim, including legal fees, arising therefrom against the **NEW CASTLE NEWS**.

The **NEW CASTLE NEWS** shall not be liable for damages arising from errors in advertisements beyond the amount paid for space actually occupied by that portion of the advertisement in which the error occurred, and there shall be no liability for non-insertion of any advertisement beyond the amount paid in advance for such advertisement.