

NEW CASTLE NEWS

Published Monday through Saturday
Covering Lawrence County, PA

2019

Print & DIGITAL

Advertising GUIDE



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

Publisher SHARON SORG Phone Ext. 648

Director of Advertising Sales LAURIE DOYLE Phone Ext. 657

Phone (724) 654-6651 • Fax (724) 654-9593

27 North Mercer Street • New Castle, PA 16101

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

Advertising Representatives

PETE MESSINA Phone ext. 670

AUSTIN MOOSE Phone ext. 656

For Pre-Print Delivery

WEST PENN PRINTING

103 River Park Drive • New Castle, PA 16101

724-856-3376 fax 724-654-9612

2019 Advertising GUIDE

Retail & Classified 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 rat

POLITICAL RATE

\$16.25 per column inch

SMALL BUSINESS INTRO RATE

\$10.00 per column inch

This rate is good for 3 months following the first ad

NON-PROFIT RATE

\$8.50 per column inch

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	\$2.97 Per Set Line
Legal	\$3.06 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 non-subscribers of Ellwood City and New Castle. 8,200 delivered.

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

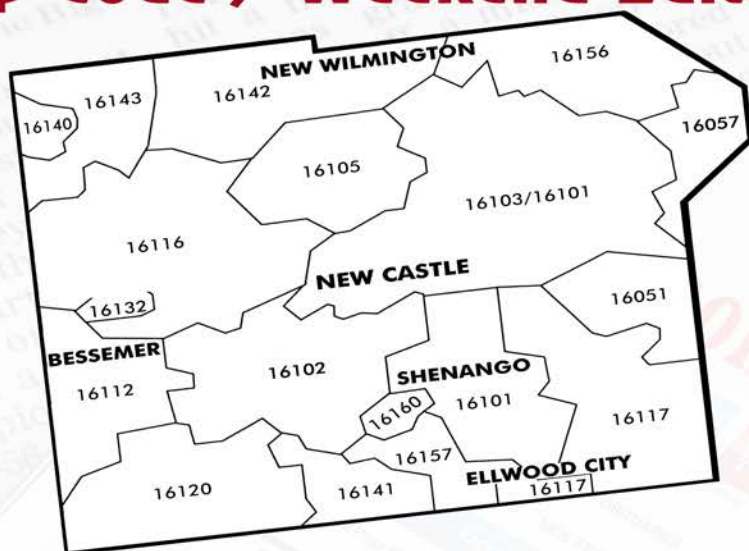
SPECIAL SECTIONS

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

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Lawrence County Reach By Zip Code / Weekend Edition



Zip Code Analysis

New Castle News
Weekend Circulation

16101/16103 .. New Castle	4,281
16105 Neshannock	2,139
16102 Mahoningtown	560
16142 New Wilmington	340
16116 Edinburg	233
16157 Wampum	180
16156 Volant	153
16112 Bessemer	125
16143 Pulaski	147
16160 West Pittsburg	119
16117 Ellwood City	361
16051 Portersville	63
16120 Enon Valley	98
16132 Hillsville	45
16141 New Galilee	38
16057 Slippery Rock	38
Total.....	8,920

Circulation updated quarterly, Please call for updated quantities ext. 657.

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

\$475⁰⁰

That's only 4.75¢ per flyer

**YOU SAVE
\$324**



AUDIT REPORT
Community Newspaper

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

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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.
- 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.

Digital Marketing Strategies

**Your Message, Your Brand, Your Business delivered across the World Wide Web.
Call us today for your customized digital solution!**

Branding & Awareness Building



Reach Consumers in your local Area to increase the Awareness of your Business.

When your Prospects begin actively shopping for your Products & Services you will have built a heightened Awareness of your Brand in their mind.

Intender Targeting



Location & Conversion Targeting

Reach Consumers based on WHERE they are located during critical buying moments. Location & Conversion Targeting utilizes our phone's Location Services functionality to serve geo-targeted ads with incredible precision.



5 Sizes – 1 Goal

Deliver your business message
across all of our digital platforms



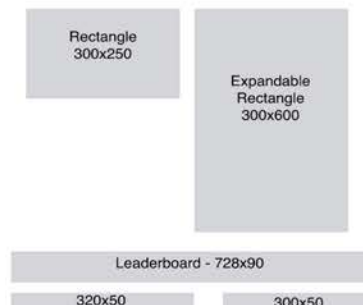
- 300x250 • 300x600 • 728x90
- 320x50 • 300x50

High Impact Positions

Floorboard 970x30 & 970x90
Sliding Billboard 950x250
with Pencil 950x45
Wallpaper 1-1770x1000 1-1600x1000
Weather Sponsorship 120x60



Impression Based - Run of Site



ncnewsonline.com/monster

This partnership brings together a trusted local newspapers with the online recruitment advertising market leader providing employers with a broader reach, single source solution of print and online recruitment advertising, Google Optimization, Easy Mobile apply and the capability to reach both Active and Passive job seekers where they live and engage online and across social media.



NEW CASTLE NEWS | MONSTER

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