

**NEW CASTLE NEWS**

Printed Monday, Wednesday  
thru Saturday

Online Only Tuesday

Covering Lawrence County, PA

# 2021 **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.ncnewsonline.com](http://www.ncnewsonline.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

# 2021 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 .....	B/W per column inch
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### 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
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### 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

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

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. 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)

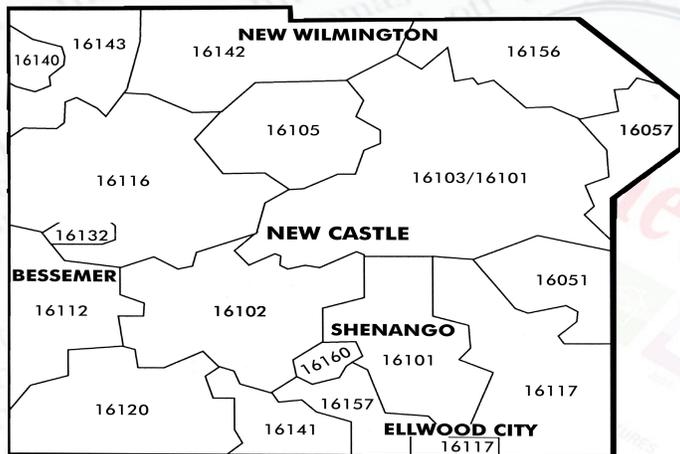
### SPECIAL SECTIONS

#### 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

# 2021 Advertising GUIDE

## Lawrence County Reach By Zip Code / Weekend Edition



**Zip Code Analysis** New Castle News Weekend Circulation

16101/16103	New Castle	2,819
16105	Neshannock	1,852
16102	Mahoningtown	475
16142	New Wilmington	317
16116	Edinburg	208
16157	Wampum	173
16156	Volant	129
16112	Bessemer	98
16143	Pulaski	133
16160	West Pittsburg	86
16117	Ellwood City	310
16051	Portersville	54
16120	Enon Valley	94
16132	Hillsville	40
16141	New Galilee	39
16057	Slippery Rock	31
Total		6,858

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

### FLYER PROGRAM

# AS EASY AS



## WE PRINT AND DELIVER 10,000 FLYERS

8.5" x 11", Full Color, 2 Sided,  
70# Glossy Coated Stock

Price Includes Design, Printing & Insertion Into The New Castle News

## CALL FOR PRICING

### NEW CASTLE NEWS PREPRINT RATES

Number of Preprints per year	1-10	11-25	26+
<b>Card</b>	\$50/m	\$45/m	\$42/m
<b>4-16pg. tab</b>	\$51/m	\$46/m	\$43/m
<b>20-24pg. tab</b>	\$52/m	\$47/m	\$44/m
<b>28+ pg. tab</b>	\$54/m	\$48/m	\$45/m

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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

### 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 10.25"
- **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

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.

