



# The Herald

## 2020 Rate Card and Marketing Information

All rates effective January 1, 2020



[www.sharonherald.com](http://www.sharonherald.com)

## Closing times, deadlines, mechanical measurements, contracts

### Closing Times Placement and copy deadlines

#### Retail ads ~

Weekdays: 10 AM (2) days prior to publication.  
Sunday: 5 PM Wednesday prior to publication.

#### Classified Display ads ~

Weekdays: 10 AM (2) days prior to publication.  
Sunday: 5 PM Wednesday prior to publication.

#### Classified Line ads ~

Weekdays: 3:00 PM previous day.  
Sat.-Sun.-Mon.: 3:00 PM Friday.

### Specifications for Digital Advertising

- 3rd party vendors ~Associated Press AdSEND.
- E-mail ~prepress@sharonherald.com
  - Files must come as a PDF (portable document format) with embedded fonts.
  - All colors must be CMYK.

### Tear Sheets

Furnished on request. 724-981-6100 ext. 212  
e-tears available upon request contact your sales representative

#### General Rate Policies

- Invoices paid upon receipt.
- Service charge 1.5% per month added to all past due accounts.
- The Herald Credit Manager must approve application for credit.
- Publisher reserves the right to adjust advertising rates on 30 days written notice.

#### Commission/Terms Of Payment

- Local rates non-commissionable.
- Cash discounts not available.

### Mechanical Measurements

#### Retail

1 Column	1.625"
2 Column	3.361"
3 Column	5.097"
4 Column	6.833"
5 Column	8.569"
6 Column	10.306"

#### Classified

1 Column	1.083"
2 Column	2.236"
3 Column	3.389"
4 Column	4.542"
5 Column	5.694"
6 Column	6.847"
7 Column	8"
8 Column	9.153"
9 Column	10.306"

#### TV&E & Tabs

1 Column	1.625"
2 Column	3.361"
3 Column	5.097"
4 Column	6.833"
5 Column	8.569"

*Full page depth for retail and classified ROP is 20.667".*

*Full page depth for Tab and TV & E is 10.306".*

### CONTRACT/COPY REGULATIONS

- Publisher reserves the right to reject or cancel any advertisement at any time.
- Cancellations will not be accepted by publisher after closing date 10 a.m. two days prior to publication date. Publisher not bound by any terms or conditions, printed or otherwise, appearing on order blanks, advertiser's forms or copy instructions when in conflict with terms and conditions of this rate card.
- Advertiser and advertising agency will indemnify and hold harmless The Herald, its officers, agents, employees and contractors, for all contents supplied to publisher, including text, representations and illustrations of advertisements printed, and for any claim arising from contents including, but not limited to, defamation, invasion of privacy, copyright infringement, plagiarism, and in the case of preprint insert, deficient postage.
- The Herald shall not be liable for failure to print, publish or circulate all or any part of any issue in which an advertisement accepted by the publisher contained a failure due to acts of God or government, strikes, accidents, lack of newsprint or other circumstances beyond the control of The Herald. The Herald shall not be liable for errors or omissions in, or a failure to insert any advertisement, for which it may be responsible, beyond the cost of actual space to have been occupied by item in which error, or omission, or failure to insert occurred. Advertiser will be entitled to refund of advertisement price or insertion in next issue, at the advertiser's option.
- Should the minimum space contracted for not be used within the contract period, the advertiser agrees to pay the difference between the inch rate contracted for and the rate for actual inches earned.
- Annual contracts will be renewed automatically unless canceled in writing by the advertiser.



WE ACCEPT



## WEEKLY and BULK CONTRACTS

The following rates are for advertising appearing in the retail section of The Herald. Contract rates are available with a signed agreement. These rates are non-commissionable and non-transferable.

### Weekly Minimum Contracts

These contracts are designed for those advertisers who need or want constant exposure. Weekly contracts are a more cost efficient way to place your message in front of potential customers on a consistent basis.

52 Consecutive Weeks			26 Consecutive Weeks			13 Consecutive Weeks		
Rate per Column Inch			Rate per Column Inch			Rate per Column Inch		
Daily	Sunday		Daily	Sunday		Daily	Sunday	
124	\$21.17	\$21.63	124	\$21.52	\$22.21	124	\$22.27	\$22.81
65	\$21.40	\$21.87	65	\$22.27	\$22.95	65	\$22.61	\$23.32
30	\$21.64	\$22.21	30	\$22.85	\$23.48	30	\$23.02	\$22.71
10	\$21.92	\$22.62	10	\$23.25	\$25.02	10	\$26.15	\$26.62
8	\$22.11	\$22.85	8	\$24.26	\$25.10	8	\$26.27	\$26.84
6	\$22.33	\$23.02	6	\$24.59	\$25.23	6	\$26.50	\$27.37
4	\$22.84	\$23.43	4	\$24.87	\$25.46	4	\$26.84	\$27.78
2	\$24.32	\$24.00	2	\$25.16	\$25.86	2	\$27.94	\$28.84

### Annual Bulk Contracts

The most flexible contract we offer, bulk rates per column inch are based on minimum annual volume levels. For higher volume advertisers than quoted here, dollar volume contracts are available.

Contact your advertising consultant.

Rate per Column Inch

Inches

Over 10,000

Over 7500

Over 5000

Over 2000

Over 1500

Over 1000

Over 500

Over 250

Over 200

OPEN

Daily

\$20.77

\$21.32

\$21.60

\$22.32

\$22.93

\$23.03

\$23.31

\$23.59

\$26.12

\$35.11

Sunday

\$21.32

\$21.93

\$22.27

\$23.04

\$23.42

\$23.75

\$23.97

\$24.36

\$26.68

\$35.99



### PICKUP RATE

Any ad appearing Sunday may repeat once without changes within a period of 6 days prior to or after that Sunday publication and receive a **35% DISCOUNT**

### POLITICAL ADVERTISING

Candidates for political office within the states of Pennsylvania/Ohio are entitled to classified and retail rates and any applicable earned discounts.

All political advertising must be paid in advance and marked "political advertisement" at the top of the ad.

The name of candidate or an officer of the committee or organization sponsoring the ad must be included.

### CHURCH PAGE

Published every Friday as a public service feature.

Sold by 52 week contract only.

**\$8.75** per signature

**Color Rate** One color/black \$395.00 • Two color/black \$465.00 • Three color/black \$565.00

## WEEKDAY FULL DISTRIBUTION PREPRINT RATES

- Zoned insertions available.  
Minimum number of inserts - 5,000.  
Please call for CPM.
- Rates based on tabloid size page.
- Preprints required to cover  
total distribution 9,800\*.



## SUNDAY FULL DISTRIBUTION PREPRINT RATES

- No zoned inserts available  
for Sunday's edition.
- Rates based on tabloid size page.
- Preprints required to cover  
total distribution 9,450\*.

Number of pages	1 to 4 Units Per Year	5 to 12 Units Per Year	13 to 24 Units Per Year	25 to 36 Units Per Year	Over 36 Units Per Year	Over 50 Units Per Year
Card to 4 Pages	\$1592	\$1539	\$1380	\$1220	\$1167	\$1141
8	\$1645	\$1592	\$1407	\$1247	\$1194	\$1167
12	\$1751	\$1698	\$1513	\$1354	\$1301	\$1273
16	\$1804	\$1751	\$1619	\$1460	\$1407	\$1380
20	\$1867	\$1804	\$1672	\$1566	\$1513	\$1486
24	\$1910	\$1867	\$1725	\$1619	\$1566	\$1539
28	\$1964	\$1910	\$1778	\$1698	\$1645	\$1619
32	\$2015	\$1964	\$1831	\$1725	\$1672	\$1645

Number of pages	1 to 4 Units Per Year	5 to 12 Units Per Year	13 to 24 Units Per Year	25 to 36 Units Per Year	Over 36 Units Per Year	Over 50 Units Per Year
Card to 4 Pages	\$1672	\$1617	\$1448	\$1282	\$1226	\$1199
8	\$1728	\$1672	\$1476	\$1310	\$1254	\$1226
12	\$1839	\$1783	\$1588	\$1421	\$1365	\$1337
16	\$1894	\$1839	\$1699	\$1532	\$1476	\$1448
20	\$1950	\$1894	\$1756	\$1644	\$1588	\$1560
24	\$2006	\$1950	\$1811	\$1699	\$1644	\$1616
28	\$2062	\$2006	\$1867	\$1783	\$1728	\$1699
32	\$2118	\$2062	\$1922	\$1811	\$1755	\$1728

- Supplements to be distributed by The Herald must be delivered 3 days prior to publication  
to the West Penn Printing Plant, 103 River Park Dr., RD #2, New Castle, PA 16101.
- Insert dates must be confirmed.
- \* Preprint numbers are updated on a quarterly basis. Preprint numbers can be requestd by emailing Richard Work at rwork@sharonherald.com
- Audit report every other year by Alliance for Audited Media.



## Weekday and Sunday

The following rates are for advertising appearing in the classified section of The Herald. Contract rates are available with a signed agreement. These rates are non-commissionable and non-transferable.

## Weekly Minimum Contracts

These contracts are designed for those advertisers who need or want constant exposure. Weekly contracts are a more cost efficient way to place your message in front of potential customers on a consistent basis.

### 52 Consecutive Weeks

Rate per Column Inch  
Daily & Sunday

10	\$17.69
8	\$17.97
6	\$18.01
4	\$18.30
2	\$18.58

### 26 Consecutive Weeks

Rate per Column Inch  
Daily & Sunday

10	\$17.79
8	\$18.01
6	\$18.30
4	\$18.35
2	\$18.52

### 13 Consecutive Weeks

Rate per Column Inch  
Daily & Sunday

10	\$18.06
8	\$18.30
6	\$18.35
4	\$18.52
2	\$18.63

## Annual Bulk Contracts

The most flexible contract we offer, bulk rates per column inch are based on minimum annual volume levels. For higher volume advertisers than quoted here, dollar volume contracts are available. Contact your advertising consultant.

Rate per Column Inch

Inches

Daily and Sunday

Over 13,000	\$15.59
Over 10,000	\$16.22
Over 6000	\$16.95
Over 3000	\$17.06
Over 1000	\$17.58
Over 600	\$17.72
Over 300	\$18.06
Over 150	\$18.16
OPEN	\$25.23

## CLASSIFIED LINE RATES

### COMMERCIAL LINE RATE DAILY & SUNDAY

Local Commercial Rate	\$2.67
Agency Rate	\$3.12
Agency Display	\$29.38

### CALL THE EXPERTS

3 Lines per day for 30 consecutive days	\$122.42
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### Plus! A 2x2 Display Ad FREE

Each Additional Line Payment in Advance.	\$34.39
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### ADMINISTRATOR or EXECUTOR NOTICE

Includes required proof of publication

\$158.38

### LEGAL ADVERTISING

\$2.11 per

line

**Color Rate** One color/black \$395.00 • Two color/black \$465.00 • Three color/black \$565.00

Open 1-7 daily.  
www.simco-apts.com

**Monticello Apts.**  
2 Bdrm, \$531 + elec-  
tric. Pool, security de-  
posit, no pets. 724-  
981-9039

**LOOK NO FURTHER**  
**Immediate Openings**  
\$8/Hr. Full-time  
Evening shift  
Part-time day shift  
also available  
• Inbound Call Center  
• Paid training  
• Weekly pay + bonus  
• Paid vacation  
• Medical/Dental/401(k)  
• Professional  
atmosphere  
• Stable work  
Call for an interview  
1-800-210-9184  
Inbound Ext. 833  
www.infocision.com

Remodeled 1 bdrm  
great Farrell location.  
\$345+ gas & electric.  
724-342-5464

Sharon efficiency apt.  
724-946-8175

Sharonville, 2 bdrm,  
bath, nice kitchen

Motor Route Driver  
Hounded In

son Black at Jason  
Black Chevrolet,  
Sharpsville, PA.

**Complete Home**  
**Improvements.** Interior  
Exterior. Bonded & In-  
sured. 724 877-4141

**88. EXCAVATING**  
**Dozer & Backhoe**  
**Services, Call Todd.**  
724-475-4499

Excavating, houselit-  
ing, sewer & utility  
lines. 724-869-5419

**90. PLUMBING**  
American Plumbing  
M/C & Visa accepted.  
724-347-7111

**100. CONCRETE**  
**SCHAFER'S**  
Concrete & Finishing  
Small block jobs. All  
facets 724-475-4499

**108. PAINTING**  
**Autumn/Sr. Specials**  
Custom painting, 25  
yrs. exp. 346-4220

Larry's Painting, Neat.  
Free estimates.  
724-475-3887

Neat & Reasonable.  
724-962-4769

Painter Lady 983-1540  
Paint/wallpaper/texture  
painting. 30 yrs. exp.  
www.marysart.com

**150. SNOW REMOVAL**  
All plowing & salting.  
Call 330-448-2848

Snow Plowing/removal,  
salting, commercial  
residential. Free esti-  
mates 330-448-1802

**151. LEAF REMOVAL**  
Leaf Removal, Chuck  
Sr. Discount. 962-9500

**152. TREE SERVICE**  
Beck Bros. 347-4455

**162. HAULING**  
#1 K&D Hauling  
rubbish 724-981-0789  
Cell 724-866-4171

**HAULING, Snow**  
Plowing & car re-  
moval! 724-301-4870

**Seredy's Dumpsters.**  
330-448-4000 or 1-  
877-774-BOXXX

**181. COMPUTERS**  
KethComputers.com  
Computer sales/repair  
724-269-9478

**182. COMPUTER**  
REPAIR  
Affordable home  
networking, computer

**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.

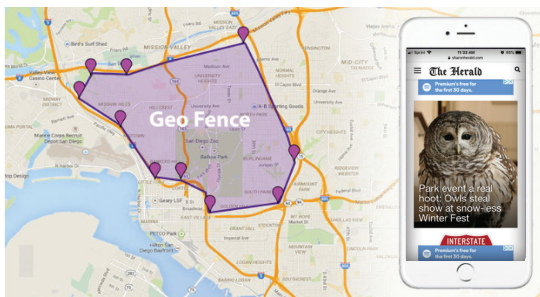
## Intender Targeting



Reach Consumers who are actively searching for your Products & Services. Intender Targeting is precision Marketing to Prospects who are ready-to-buy

## 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

Weather  
120x60

Sliding Billboard w/Pencil - 950x45

Sliding Billboard w/Pencil - 950x250

Floorboard - 970x30

Floorboard - 970x90

Wallpaper 1600x1000

Wallpaper 1770x1000

## Impression Based - Run of Site

Rectangle  
300x250

Expandable  
Rectangle  
300x600

Leaderboard - 728x90

320x50

300x50

## Sharonherald.com/monster

This partnership brings together a trusted local newspaper 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.

**The Herald | MONSTER**

## ***Creating maximum exposure for your advertising dollars***

### ***Allied News And Market Guide***

The Allied News is a weekly sister newspaper of The Herald covering Grove City and the eastern portion of Mercer County. Published on Wednesday and Saturday. The Market Guide is an advertising edition that is distributed to non-subscribers in eastern Mercer County every Wednesday. DISTRIBUTION: Wednesday 9,365; Saturday 1,249.

### ***ALLIED NEWS/HERALD COMBINATION RATES***

Advertising appearing in The Herald may be repeated without change of copy in the weekly edition of the Allied News and Market Guide at the following rates:

Retail Wednesday only, Saturday only

\$9.31 per inch (with Herald contract)

\$11.02 per inch (without Herald contract)

Classified Wednesday only, Saturday only

\$6.00 per inch (with Herald contract)

\$7.27 per inch (without Herald contract)

Allied News Saturday

(Combo Pickup Rates With Wednesday Allied Run)

- Retail

\$3.29 per inch (with Herald contract)

- Classified

\$2.64 per inch (with Herald contract)

- Preprints

\$450 In combination with The Herald

FULL DISTRIBUTION

### ***TV & E Magazine***

TV & E is published as part of each Friday's Herald in tabloid form. Included are such features as:

- Full TV coverage including all area cable listings.
- Entertainment information and articles.

### ***TV& E Ad Rates***

Signed contract with Guaranteed position. Call for details.

52 weeks \$12.85 per col. inch

26 weeks \$15.25 per col. inch

### ***HERALD/NEW CASTLE NEWS COMBINATION RATES***

Advertising appearing in The Herald may be repeated without change of copy in the New Castle News at the following rates:

- Retail \$9.99 per col. inch
- Classified \$6.99 per col. inch

### ***REAL ESTATE SPOTLIGHT***

A special promotion every Friday featuring full color.

Classified \$31.45 per block

## Dominates Sharon, Farrell, Sharpsville, Hermitage, Wheatland, Mercer County and Brookfield Township in Ohio. Comprises the Mercer County portion of the Youngstown DMA.

### 1. PERSONNEL

- Publisher Sharon Sorg  
ssorg@sharonherald.com
- General Manager Kelly Cummings  
kcummings@sharonherald.com
- Director of Advertising Sales Richard Work  
rwork@sharonherald.com
- Director of Audience Development Devon Stout  
dstout@sharonherald.com

### 2. ADVERTISING SALES REPRESENTATIVES

Mike Galus, Kelsey Anderson,  
Blake Frantz, Chris Guarnieri

### 3. COMMISSION/TERMS of PAYMENT

- a. Agency Commission 15%
- b. Cash Discount 2%
- c. Cash Discount Date, 10th of each month for preceding month's business, providing there are no unpaid balances.

### 4. GENERAL

- a. 30 day notice given of any rate revision.
  - b. All advertising subject to approval.
  - c. Advertising that simulates editorial content must carry the word "Advertisement" as a caption.
- SEE ADDITIONAL GENERAL CONTRACT AND COPY REGULATIONS PG. 3

### 5. GENERAL ADVERTISING RATES

#### a. OPEN RATES

Daily and Sunday Black and White \$39.32 per in.  
Combined Herald/Allied News \$52.00 per in.

#### b. PREPRINT RATES

8 pages \$2,205 16 pages \$2,360  
12 pages \$2,310 24 pages \$2,480

- Sunday 10% additional.
- Volume discounts available.
- Supplements to be distributed by The Herald must be delivered to West Penn Printing Plant 103 River Park Dr., RD #2, New Castle, PA 16101

### c. NEWSPLAN DISCOUNT RATES

(Subject to 12 months signed contract)

Pages	Inches	Inch Rate	Discount
6	774	\$29.50	25%
13	1,677	\$28.71	27%
26	3,354	\$27.93	29%
52	6,706	\$27.14	31%
65	8,385	\$25.56	35%
78	10,062	\$23.67	40%

### 6. ZONED EDITIONS

None available

### 7. COLOR RATES

Use black and white rates plus the following cost...

b/w 1c	b/w 2c	b/w 3c
\$450.00	\$510.00	\$620.00

- Available Monday through Sunday.
- Closing dates: Reservations 10 days in advance with printing materials 7 days in advance.
- Cancellation date: 4 days in advance.
- Type page or form size 11.3 inches wide by 20.6 inches deep.
- Running head and date line not required on pages.

### 8. R.O.P. DEPTH REQUIREMENTS

Minimum advertisement acceptable: one column by one inch. Advertisement 20.6 inches or more in depth will be charged as full columns.

### 9. CONTRACT and COPY REGULATIONS

- See Page 2

### 10. CLOSING SCHEDULES and CANCELLATION DATES

- See Page 2

### 11. MECHANICAL MEASUREMENTS

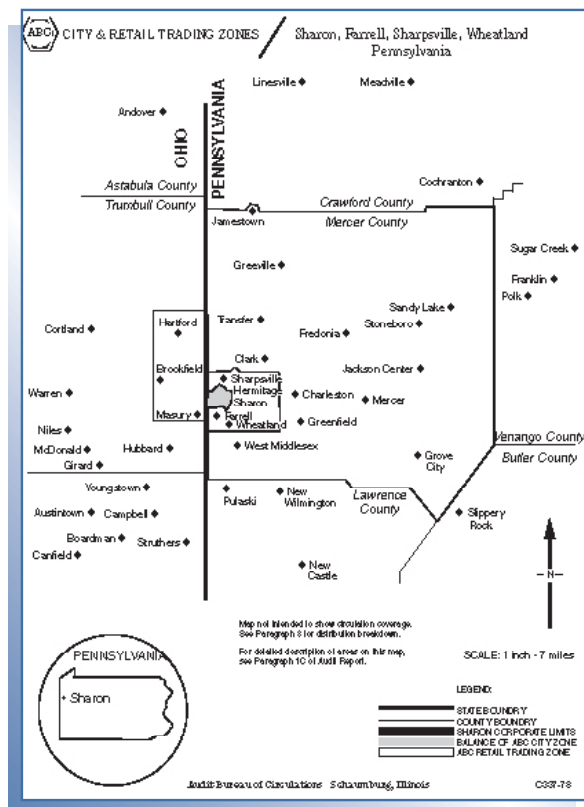
- See Page 2

OUR PRODUCTION IS 100% OFFSET

### 12. SPECIAL CLASSIFICATIONS and RATES

Legal Advertising \$3.25 per line  
Set 6 pt. plus notary fee of \$1 for affidavit.

## ~ Sharon Herald Market Area ~



### PENNSYLVANIA

Harrisville	16038
New Castle	16101
Clark	16113
Clark Mills	16114
Farrell	16121
Fredonia	16124
Greenville	16125
Grove City	16127
Hadley	16130
Jackson Center	16133
Jamestown	16134
Mercer	16137
New Wilmington	16142
Sandy Lake	16145
Sharon	16146
Hermitage	16148
Sharpsville	16150
Stoneboro	16153
Transfer	16154
West Middlesex	16159
Wheatland	16161
Slippery Rock	16057
Clintonville	16372
Volant	16156

### OHIO

Brookfield	44403
Burghill	44404
Hubbard	44425
Masury	44438