

The Daily Standard

Serving The Grand Lake Area Since 1848

Advertising Rates • January 2018



Published by the Standard Printing Company, Inc.

123 E. Market St., P.O. Box 140, Celina, OH 45822

419-584-1961 - Retail, National, Pre-print Advertising

419-586-2371 - Classified Advertising, News, Circulation, Business

419-586-6271 - Fax

877-525-3680 - Toll Free

www.dailystandard.com

Office Hours: Monday - Friday 8 a.m. - 5 p.m.

Published six days per week: Monday - Friday afternoon and Saturday morning, excluding holidays: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving, Christmas Day

General Advertising Rates

Effective: January 1, 2018

The Daily Standard

123 E. Market St., P.O. Box 140, Celina, OH 45822-0140
 419-584-1961 419-586-2371 FAX: 419-586-6271

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Melinda Pleiman
 mpleiman@dailystandard.com

Composition Manager

Lil Keefer
 production@dailystandard.com

Deadline Schedule:

For copy pickups and proof corrections call:

Publication Day	Copy Deadline	Corrections
Monday	Thurs. 4 p.m.	Fri. 4 p.m.
Tuesday	Fri. 4 p.m.	Mon. 4 p.m.
Wednesday	Mon. 4 p.m.	Tues. 4 p.m.
Thursday	Tues. 4 p.m.	Wed. 4 p.m.
Friday	Wed. 4 p.m.	Thurs. 4 p.m.
Saturday	Thurs. 4 p.m.	Fri. 4 p.m.

Ads may be phoned, dropped off, picked up or sent by FAX to: 419-586-6271 or E-mailed to: production@dailystandard.com, postal mail or through AdSEND (AP) and Fast Channel

Color Rates - per page

1 Color (plus black)	\$50
2 Colors (plus black)	\$100
3 Colors or Full Color	\$150

Spot Colors available: Blue, Red, Green, Yellow, Purple, Orange, Magenta, Cyan

Specialty Pages

Engagements - Monday	Business Page(s) - Wednesday
Weddings - Tuesday	Arts & Entertainment - Thursday
Farmer Pages - Tuesday	Church Page - Friday
Anniversaries - Wednesday	Real Estate - Friday

Run of Press (ROP) Rates

Open Column Inch Rate	\$9.50
Bulk rate discounts are figured within the calendar month.	
20-39 column inches	\$8.55
40-99 column inches	\$8.40
100-199 column inches	\$8.25
200-299 column inches	\$8.10
300-399 column inches	\$7.95
400-499 column inches	\$7.80
500 column inches or more	\$7.65

6 Mo. Contract Rates

Monthly Volume

Discounts are figured within the calendar month.

20 or more column inches	\$8.25
40 or more column inches	\$8.00
100 or more column inches	\$7.90
200 or more column inches	\$7.55
300 or more column inches	\$7.35
400 or more column inches	\$7.15
500 or more column inches	\$6.95

Advertisements that repeat **within 6 days** and have no changes will receive a 25% repeat discount. 20" minimum requirement. Limit one repeat discount per regular priced advertisement.

Weekly Frequency

1 day/week (4" or more)	\$7.95
2 days/week (4" or more)	\$7.60
3 days/week (4" or more)	\$7.35
6 days/week (4" or more)	\$6.95

National Advertising

ROP/Display Advertising

Display Rate\$11.20

per SAU column inch

**MATERIAL NEEDED AT LEAST
2 DAYS IN ADVANCE**

INSERTS/PRE-PRINTS

(1 sheet thru 8 pages, Tabloid Size)

Insert rates..... \$556.20

(12 pages and up, Tabloid Size)

Insert rates..... \$803.40

**Rates for Larger Pre-Prints
available upon request**

- Inserts must be scheduled at least 7 days in advance
- Inserts must be delivered to The Daily Standard at least 4 days in advance
- Tab page equals 10.25" x 11.75"

Rate is 15% commissionable to recognized advertising agencies. No placement fees allowed.

8,507 Circulation

All Rates Effective January, 1 2018

Website Advertising

<u>Sizes Available</u>	<u>Week</u>	<u>w/6 Mo. contract</u>
Banner 400px116p	\$75	\$1800 (Save \$150)
Tile 180px200p	\$50	\$1200 (Save \$100)

* Monthly charge based on number of Mondays in month
* Minimum 4 week commitment

Preprint Insert Rates

Zoned distribution available.

1 Sheet - 8.5"x11"	\$42 per thousand
Up to 4 pages	\$44 per thousand
Up to 8 pages	\$50 per thousand
Up to 12 pages	\$57 per thousand
Up to 16 pages	\$63 per thousand
Up to 20 pages	\$70 per thousand
Up to 24 pages	\$76 per thousand
Up to 28 pages	\$83 per thousand
Up to 32 pages	\$89 per thousand
Up to 36 pages	\$95 per thousand

\$150 minimum charge

TMC and contract rates available

Deadline for preprint inserts for The Daily Standard is at 3:00PM four business days prior to the distribution date.

Delivery: 8:00AM - 3:00PM Monday - Friday.

Number of inserts needed for full run equals 8,500

1 year with 6 inserts	5% discount
1 year with 12 inserts	10% discount
2 years with 12 inserts/year	15% discount

Preprint Copies Required By Zone

Northern Mercer County	3,584
<i>Zips include:</i> 45822, 45826, 45862, 45866, 45882, 45898	
Southern Mercer County	3,576
<i>Zips include:</i> 45310, 45348, 45350, 45351, 45362, 45388, 45828, 45846, 45860, 45883, 47371	
Auglaize County	1,154
<i>Zips include:</i> 45845, 45865, 45869, 45871, 45885, 45887	

Total Market Coverage (TMC) Rates

The Standard Shopping News - \$2.00 column inch

Approximately 2,800 copies are directly mailed on Monday for Tuesday delivery.

Advertisements must run in The Daily Standard to qualify.

Deadline for ROP is Tuesday at 11:00AM

Deadline for Preprint Inserts is Thursday at 12:00 Noon

Legal Advertising

• Rates same as earned ROP rates.

Political Advertising

- Rates same as earned ROP rates and must be paid in advance.
- Political advertisements will contain a "Paid by..." acknowledgement, and conform to all state and federal requirements.

Classified Rates

Phone: 419-586-2371

E-mail: classad@dailystandard.com

General rate: \$5.50 per line

General rate: \$10.35 1 Day + \$.69/word over 15 words
(Cash) **\$12.30 3 Days + \$.82/word over 15 words**
\$18.75 6 Days + \$1.25/word over 15 words

General rate: \$12.00 1 Day + \$.80/word over 15 words
(Billed) **\$16.50 3 Days + \$1.10/word over 15 words**
\$21.75 6 Days + \$1.45/word over 15 words

15 word minimum charge

All capital letter words:

\$.25 extra per word - not per day

24 day ads run in the Standard Shopping News Free

Blind Box: \$8.00; additional \$18.00 to mail replies

Any error in classified ads must be reported the first day it appears; credit will be given for one day only. Ad deadlines: 4 p.m. day prior to publication; 4 p.m. on Friday for Monday publication.

Card of Thanks/In Memoriam: \$12.00 for first 50 words; 15¢ for each word after

Service Directory (24 days): 1"=\$58 1½"=\$87 2"=\$116

Format:

- 6 columns per page
- 107 lines per column
- 642 lines per page

Typography:

- In-column classified: the basic "in-column" classified body type is 9 point Corona. Other type sizes: 12 point Futura headers.

Classifications:

Garage Sale	For Sale
For Rent	Entertainment
Help Wanted	Pets
Flea Markets	Wanted
Lost/Found	Boats
Business Opportunities	Automobiles
Services	Vans
Mobile Homes	Farm Equipment
Trucks & SUVs	Real Estate
Hay/Feed & Grain	In Memoriam
Livestock	Public Auctions
Card of Thanks	
Notice	
Buster's Bin	

Standard Page Specifications:

- 6 columns x 21 inches - 126 column inches
- Printed dimensions: 11.625 inches wide x 21 inches deep

Columns	Inches Wide	Picas Wide
1	1.833	11.0
2	3.792	22.9
3	5.750	34.6
4	7.708	46.3
5	9.667	58.0
6	11.625	69.9

Tabloid Page Specifications

4 columns x 11.75 inches = 47 column inches.
Printed Dimensions = 10.25 in. wide x 11.75 in. deep.

Columns	Inches Wide	Picas Wide
2	5	30.0
4	10.25	61.6

Special Services

- **Creative Services:**
Includes art, layout and copy
- A charge of \$40 per hour or fraction thereof will be made for copy which has been processed and then revised, resized, put on hold or cancelled.
15 minute minimum charge
- Proofs: Upon request
- Proofs are for copy misspelling or grammarizations
Second proof is not given

Mercer County Demographics

Total population	40,814
Housing Data	
Total units	17,633
Occupied units	15,532
Owner-occupied	12,349
Renter-occupied	3,183
Vacant	2,101
Vacant for seasonal use	1,097

Source: 2010 U.S. Census

Special Editions Throughout The Year

Bridal	Jan.	HS Fall Sports	Aug.
Senior Living	Feb.	HS Football	Aug.
National		Senior Lifestyles ...	Aug.
Ag Week	March	Fall Home	
Spring Car Care	March	Improvement.....	Sept.
HS Spring Sports..	March	Breast Cancer	
Spring Home		Awareness	Oct.
Improvement.....	April	Winter Car Care.....	Oct.
Salute to		HS Winter Sports..	Nov.
Service Clubs	April	HS Basketball.....	Nov.
Mother's Day	May	Santa Letters	Dec.
Summer Festivals..	May		

Mechanical Requirements

General Specifications

- Photo composition
- Offset printing
- Halftone Screen: 100 lines recommended
- Standard Advertising Unit (SAU) format
- Web width: 25 inches
- Press folder cutoff: 22.75 inches

General Policies and Copy Regulations

- The publisher reserves the right to revise rates on a 30 day notice.
- The Daily Standard does not accept tobacco ads or ads promoting excessive drinking.
- Going Out-of-Business & political ads must be paid in advance.
- All bills for accounts are payable on or before the 30th day of the following month in which the ad appeared.
A SERVICE CHARGE of 1.5% per month (which is an ANNUAL PERCENTAGE RATE of 18%) will be added to all accounts past due.
- Volume discount rates apply only if account is current.
- The open rate is \$9.50 per column inch.
- The Daily Standard reserves the right to edit, alter or reject any advertisements.
- Contracts must be fulfilled 6 months after contract date.
Contracts are self-renewing, but can be cancelled per the advertiser after the 6 month period.
- Contracts not completed may result in an open rate charge retroactive to start of advertising.
- Correction of a printed error will be negotiated by the publisher. Corrections must be phoned in within 48 hours.
The Daily Standard is not responsible for ads or corrections given by phone. Written cancellations, corrections or confirmations are recommended. Rerunning of the ad or a correction notice will be inserted at the discretion of the publisher.
- The Daily Standard shall be under no liability for failure to insert an advertisement for any reason.
- Advertisements over 19 inches deep will be billed at the full 21 inch column depth.
- Positioning is not guaranteed. The Daily Standard will make an effort to accommodate an advertiser's request without additional charge.
- No discounts for 'camera ready' copy or .pdf files.
- A benevolent rate is available for civic/service clubs, churches and charities at the rate of \$8.00 per inch. See your advertising representative for qualifications.
- The local retail rates are non-commissionable. National rates only are commissionable at a single commission of 15%. Local retail rates are allowed only to local retail and service establishments dealing directly with consumers in our circulation area.