

EFFECTIVE DECEMBER 26, 2011

COURIER-EXPRESS/TRI-COUNTY SUNDAY CE VALUE-GUIDE

Retail and Classified

Rates

500 Jeffers St., P.O. Box 407
DuBois, PA 15801-0407
814-371-4200 or 1-800-442-4217
fax 814-371-3241

301 Main St., P.O. Box 498
Brookville, PA 15825-1234
814-849-6737 or 814-849-5339
fax 814-849-4333

435 Broad Street, P.O. Box 158
New Bethlehem, PA 16242
814-275-3131
fax 814-275-3531
leadervindicator@windstream.net

“WE HELP YOU MAKE MONEY!”



ALSO PUBLISHING JEFFERSONIAN DEMOCRAT AND LEADER-VINDICATOR

www.thecourierexpress.com

ads@thecourierexpress.com

classified@thecourierexpress.com

McLean PUBLISHING CO.

A Member of the Independent Publications Group

Courier-Express Tri-County Sunday CE Value Guide

Member of: NAA, PNA, ABC

1. PERSONNEL

Denny Bonavita, Publisher
Linda L. Smith, Advertising Director
Dory Ferra, Classified Advertising Manager

2. DOES NOT APPLY

3. TERMS OF PAYMENT

Terms: All invoices net, payable 10 days from receipt.
Claims for adjustment must be made within three days of publication. Billing adjustment claims must be made within three days of invoice receipt. Balances 30 days past due are subject to a 1 1/2% per month (18% annual) service charge.

4. GENERAL POLICY

McLean Publishing Co. reserves the right to edit, classify or reject any advertisement or new copy at any time. Liability of the newspaper for any error in an advertisement shall not exceed the cost of space occupied by the error. If for any reason an advertisement is not published, the publisher assumes no liability for any consequences.

McLean Publishing Co. assumes no responsibility or liability for publication of ad copy submitted to it by an advertiser. Any liability claim arising from the contents of advertising, including but not limited to defamation, misrepresentation, invasion of privacy, unfair competitive or trade practice, copy right, trademark or patent infringement or plagiarism is assumed by the advertiser, and advertising copy is accepted for publication under the express condition that the advertiser will indemnify and hold harmless McLean Publishing Co. from all claims and liability resulting there from.

5. ROP DISPLAY RATES

Courier-Express & Tri-County Sunday

LOCAL OPEN RATE

Sunday \$15.30; Daily \$12.70

Inches Per Year	Annual Contract Rates	
	Per Column Inch	
	Sunday	Daily
100.....	\$12.00.....	\$9.90
200.....	\$11.75.....	\$9.75
500.....	\$11.35.....	\$9.45
1000.....	\$10.95.....	\$9.15
2000.....	\$10.45.....	\$8.75
4000.....	\$9.95.....	\$8.35
6000.....	\$9.60.....	\$8.00
8000.....	\$9.15.....	\$7.60

CE Value Guide

LOCAL OPEN RATE \$18.55

Additional rates upon request.
Special pickup rate available for the Courier-Express and Tri-County Sunday advertisers.

6. PRE-PRINT INSERTION RATES

Courier-Express & Tri-County Sunday

Pre-print inserts must not exceed 11 3/8" x 12".
Minimum Insertion quantity of 5,000.
Minimum charge applies.

NON-CONTRACT RATES

Up to 8 Broadsheet or 16 Tabloid size pages \$55/thousand
10-12 Broadsheet or 20-24 Tabloid size pages \$60/thousand
14-16 Broadsheet or 28-32 Tabloid size pages \$65/thousand*

CONTRACT RATES APPLY TO FULL DISTRIBUTION

Zoned pre-prints subject to availability plus \$5/m surcharge where applicable.

Number of Insertions Per Contract Year- Cost Per Thousand

Standard Size	Tabloid or Smaller	10-20	21-30	31-40	41-70	71-99	Over 100
Up to 4	or 8	\$47.00	\$46.00	\$45.00	\$44.00	\$42.00	\$38.00
6	or 12	\$48.00	\$47.00	\$46.00	\$45.00	\$44.00	\$39.00
8	or 16	\$49.00	\$48.00	\$47.00	\$46.00	\$45.00	\$40.00
10	or 20	\$52.00	\$51.00	\$50.00	\$49.00	\$48.00	\$44.00
12	or 24	\$53.00	\$52.00	\$51.00	\$50.00	\$49.00	\$45.00
14	or 28	\$57.00	\$56.00	\$55.00	\$54.00	\$52.00	\$48.00
16	or 32*	\$59.00	\$58.00	\$57.00	\$56.00	\$54.00	\$50.00

*For each additional two broadsheet or four tabloid pages, please add \$2.00 per thousand.

Single Sheet Contract Rates

Piece must not exceed 8.5" x 11".

Open	10-20	21-30	Over 30
\$45/M	\$33/M	\$30/M	\$25/M

CE Value Guide

NON-CONTRACT RATES

Up to 8 Broadsheet or 16 Tabloid pages..... \$73/thousand
 10-12 Broadsheet or 20-24 Tabloid pages..... \$84/thousand
 14-16 Broadsheet or 28-32 Tabloid pages..... \$101/thousand
 Over 16 Broadsheet or 36 Tabloid pages \$124/thousand

CONTRACT RATES

Number of Inserts Per Contract Year- Cost Per Thousand

Standard Size	Tabloid or Smaller	10-20	21-30	31-40	Over 40
Up to 4	or 8	\$63.00	\$62.00	\$61.00	\$60.00
6	or 12	\$66.00	\$65.00	\$64.00	\$63.00
8	or 16	\$68.00	\$67.00	\$66.00	\$65.00
10	or 20	\$72.00	\$71.00	\$70.00	\$69.00
12	or 24	\$78.00	\$77.00	\$76.00	\$75.00
14	or 28	\$82.00	\$81.00	\$80.00	\$79.00
16	or 32	\$87.00	\$86.00	\$85.00	\$84.00
18	or 36	\$91.00	\$90.00	\$89.00	\$88.00
20	or 40	\$96.00	\$95.00	\$94.00	\$93.00
22	or 44	\$98.00	\$97.00	\$96.00	\$95.00
24	or 48	\$103.00	\$102.00	\$101.00	\$100.00
26	or 52	\$105.00	\$104.00	\$103.00	\$102.00

SINGLE SHEET CONTRACT RATES

Piece must not exceed 8.5" x 11".

Open	10-20	21-30	Over 30
\$55/M	\$42/M	\$38/M	\$33/M

For total market distribution 39,000.

Reservations for pre-prints must be made 10 days prior to insertion date and pre-print shipments must arrive at McLean Publishing Co. 5 days prior to insertion. Pre-print size must not exceed 11 3/8" x 12 1/2".

Shipments are to be delivered F.O.B. to McLean Publishing Co., 500 Jeffers Street, DuBois, PA 15801. Receiving hours are 6:00 am to 2:00 pm Monday thru Friday.

No postal permit may appear in the section, nor may there be any indication at any place in the section that it was prepared for mailing, or that delivery elsewhere is being made by mail. If United States postal service rules that the insert is not eligible for inclusion at second class rates, the advertiser agrees to pay any additional charges levied against McLean Publishing Company.

In the event of failure to fulfill a multiple pre-print agreement, adjusted billing will be made at the bracket fulfilled, or at the single insert rate.

Post-it™ Notes \$150/m for full distribution Monday or Tuesdays. Must be pre-printed, not to exceed 3" x 3".

7. COLOR RATES Per advertisement

	Tri-County Sunday	Courier-Express	CE Value Guide
Black & 1 Color	\$170	\$145	\$145
Black & 2 Colors	\$250	\$225	\$225
Black & 3 Colors	\$330	\$305	\$305

8 & 9. DO NOT APPLY

10. SPECIAL SERVICES

"We-Prints" - 8½" x 11" single sheets printed and inserted in Courier-Express/Tri-County Sunday for a flat per thousand rate. 5,000 minimum. (Average complexity).

Price per 1,000 for first 4,000	\$103
Each Additional 1,000.....	\$70
Affidavits Furnished Upon Request.....	\$7.50
Archival Story Copies Per Page	\$1.00
Reproduction Copies (up to 11"x17").....	\$3.00

Art preparation or other unusual production requirements are subject to additional charges.

11. SPECIAL PAGES

Appearing on a scheduled basis: Business & Finance, Farm & Grange, Outdoors, Church Page.

12. DOES NOT APPLY

13. CONTRACT & COPY REGULATIONS

a. Contract pre-print insertion rates apply to full circulation in the Courier-Express and Tri-County Sunday, or a minimum of 5,000 in the CE Value Guide.

b. Cancellations will not be accepted by publisher after closing date.

c. Additional column charge for gutter printing.

d. All ads measuring in odd fractions of column inches are rounded up and charged for the next full quarter inch.

e. Ads measuring 19 inches and over will be charged full column depth.

f. Proof copies of advertisements will not be delivered, but are available to be seen in the advertising department up to noon the day before publication.

g. A charge for composition will be made for all ads ordered and then killed without insertion. If advertiser makes substantial copy changes after ad is set, the advertiser will be charged for the cost of alterations.

h. Page position cannot be guaranteed. The rates on this card are for run-of-paper position. Special position requests will be honored to the best of our ability, but will not be considered as reserved.

i. Publisher is 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 on publisher's rate card or policies.

14. CLOSING TIMES

Display advertising copy for the Courier-Express must be submitted in final form by 3pm, two business days prior to publication, 1pm Friday for Monday's publication, 4:30pm Wednesday for Sunday's publication. Copy for CE Value Guide must be submitted by Noon Wednesday prior to publication.

15. MECHANICAL MEASUREMENTS

PRINTING PROCESS: Offset, 6 Columns Per Page

	Standard 21.5"		Tabloid 11.1667"	
	Picas	Inches	Picas	Inches
1 column	10p4	1.7222"	11p2	1.8611"
2 columns	21p8	3.6111"	23p4	3.8889"
3 columns	33p0	5.5"	35p6	5.9167"
4 columns	44p4	7.3889"	47p8	7.9444"
5 columns	55p8	9.2778"	59p10	9.9722"
6 columns	67p0	11.1667"		

16. SPECIAL CLASSIFICATION RATES

POLITICAL

Retail Display Sunday	\$15.30 per column inch
Retail Display Daily	\$12.70 per column inch
Classified Display Sunday	\$10.86 per column inch
Classified Display Daily	\$9.93 per column inch

All ads must be pre-paid. All ads must adhere to all laws governing political advertising.

NON-PROFIT RETAIL DISPLAY

Sunday	\$12.24 per column inch
Daily	\$10.16 per column inch

LEGAL ADVERTISING

Sunday	\$2.20 per line
Daily	\$2.05 per line

BUSINESS CARD

One column inch, running 26 consecutive days without change (includes 4 Sundays and 22 CE) \$203.80

17. CLASSIFIED ADVERTISING

Line ads will appear on the Internet for a fee of \$1.50 per week additional. Certain exclusions apply.

LINE ADS

Ads must RUN CONSECUTIVE days with no changes to receive discounts. Minimum \$6.86.

Sunday	\$1.50/line	Daily	\$1.44/line
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EMPLOYMENT LINE ADS

Ads must RUN CONSECUTIVE days with no changes to receive discounts. Minimum \$7.49.

Sunday	\$1.80/line	Daily	\$1.77/line
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DISPLAY

Sunday	\$10.86/inch	Daily	\$9.93/inch
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DISPLAY EMPLOYMENT

Sunday	\$12.67/inch	Daily	\$12.07/inch
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DISPLAY EARNED RATES

Inches per order	Sunday	Daily
25.....	\$9.03/inch	\$8.29/inch
50.....	\$8.87/inch	\$8.11/inch
100.....	\$8.58/inch	\$7.86/inch
175.....	\$8.45/inch	\$7.72/inch
350.....	\$8.13/inch	\$7.47/inch

DISPLAY EARNED RATES EMPLOYMENT

Inches per order	Sunday	Daily
25.....	\$10.63/inch	\$10.15/inch
50.....	\$10.19/inch	\$9.96/inch
100.....	\$10.11/inch	\$9.65/inch
175.....	\$9.92/inch	\$9.46/inch
350.....	\$9.61/inch	\$9.14/inch

ANNUAL VOLUME CONTRACT RATES

Inches per year	Sunday	Daily
200.....	\$8.87/inch	\$8.11/inch
500.....	\$8.53/inch	\$7.80/inch
1000.....	\$8.46/inch	\$7.73/inch
2000.....	\$8.22/inch	\$7.57/inch
4000.....	\$7.99/inch	\$7.34/inch

ANNUAL FREQUENCY CONTRACT RATES

Minimum 3 lines each publishing day.

LINE ADS

Sunday	\$1.27/line	Daily	\$1.21/line
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DISPLAY

(10" or more- does not need to run consecutive days for rate.)

Sunday	\$8.80/inch	Daily	\$8.02/inch
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CLOSING TIMES

Line Ads:

- 3:00 pm preceding day
- 11:00 am Friday for Sunday
- 3:00 pm Friday for Monday

Classified Display:

- 3:00 pm Two business days prior to publication
- 3:00 pm Wednesday for Sunday
- 1:00 pm Friday for Monday

MISCELLANEOUS

Line ad rates for ads scheduled "til further notice" are based on the billing periods. Confidential reply service is available and all ads require the following as part of the ad:

Send replies to: Drawer XXX, c/o McLean Publishing Company, PO Box 407, DuBois, PA 15801-0407.

Confidential Reply Charge \$16.50

POLICY

Advertisers are requested to check the first appearance of the ad for correctness. McLean Publishing Company will be responsible for one day's incorrect insertion only.

18. DOES NOT APPLY

19. MAGAZINES

A series of feature magazines are published throughout the year. In addition, other special sections, standard and tabloid format, are published throughout the year. The feature magazine series includes: Bridal, Fall Sports, Cookbook and Hunting.

20. DISTRIBUTION

Tri-County Sunday	16,500
Courier-Express	Daily Total 11,100
CE Value Guide.....	Weekly Total 22,000

See circulation cards for area breakdowns and distribution maps.