

EFFECTIVE DECEMBER 26, 2011

JEFFERSONIAN DEMOCRAT

Retail and Classified

Rates

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

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

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 COURIER-EXPRESS, TRI-COUNTY SUNDAY
AND LEADER-VINDICATOR

www.thecourierexpress.com

ads@thecourierexpress.com

classified@thecourierexpress.com

McLean PUBLISHING CO.

A Member of the Independent Publications Group

Jeffersonian Democrat

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 ½% 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, copyright, 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

LOCAL OPEN RATE \$7.45

Inches Per Year	Annual Contract Rates	
	Per Column Inch	
200.....		\$7.25
400.....		\$7.10
750.....		\$6.95
1500.....		\$6.80
2500.....		\$6.65
4000.....		\$6.50
5000.....		\$6.35

Combination rates with CE Value Guide and other publications available upon request.

6. PRE-PRINT INSERTION RATES

PRE-PRINT INSERTS MUST NOT EXCEED 11 3/8" x 12"

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

Number of Insertions Per Contract Year- Cost Per Thousand

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

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

SINGLE SHEET CONTRACT RATES

Applies to above publication. Piece must not exceed 8.5" x 11".

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

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.

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.

7. COLOR RATES

Per advertisement

	Jeffersonian Democrat	CE VG
Black & 1 Color.....	\$145	\$145
Black & 2 Colors	\$225	\$225
Black & 3 Colors	\$305	\$305

8 & 9. DO NOT APPLY

10. SPECIAL SERVICES

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.	

"We-Prints" - 8.5" x 11" single sheets printed and inserted 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

11. SPECIAL PAGES

Church Page
Images Photo Feature Section

12. DOES NOT APPLY

13. CONTRACT & COPY REGULATIONS

- a. Contract pre-print insertion rates apply to full circulation in the Jeffersonian Democrat 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. Art preparation or other unusual production requirements are subject to additional charges.
- 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

To guarantee insertion in the Jeffersonian Democrat, copy must be submitted by 3:00 pm Monday 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	67p	11.1667"		

16. SPECIAL CLASSIFICATION RATES

POLITICAL

Classified Display \$6.77 per column inch

Retail Display \$7.45 per column inch

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

NON-PROFIT

Retail Display \$5.96 per column inch

LEGAL ADVERTISING

Public Notices 93¢ per line

Estate Notices, Inserted 3 times..... \$90.00

BUSINESS DIRECTORY

One inch..... \$234 per year

Two inch..... \$468 per year

Three inch..... \$702 per year

Four inch \$936 per year

SPECIAL ANNOUNCEMENTS

3 lines..... \$13.15

each additional line..... \$2.55

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 issues of the Jeffersonian Democrat and Leader Vindicator to earn these rates.

Minimum \$7.70.

Consecutive Day Insertion Charge per line

1 day in each publication \$1.54

2-3 days in each publication..... \$1.45

4 or more days in each publication..... \$1.31

EMPLOYMENT LINE ADS

Ads must RUN CONSECUTIVE issues of the Jeffersonian Democrat and Leader Vindicator to earn these rates.

Minimum \$9.15.

Consecutive Day Insertion Charge per col. inch per day

1 day in each publication \$1.83

2-3 days in each publication..... \$1.73

4 or more days in each publication..... \$1.55

DISPLAY

Consecutive Day Insertion Charge per col. inch per day

1-3 days..... \$6.77

4 or more days..... \$5.73

EMPLOYMENT DISPLAY

Consecutive Day Insertion Charge per col. inch per day

1-3 days..... \$8.10

4 or more days..... \$6.88

ANNUAL VOLUME CONTRACT RATES

Inches per year Per Column Inch

200..... \$5.51

500..... \$5.34

1000..... \$5.13

2000..... \$5.00

3000..... \$4.84

CLOSING TIMES

Solid Set:

1:00 pm Tuesday

Classified Display:

3:00 pm Monday

MISCELLANEOUS

Confidential reply service is available and all ads require the following as part of the ad:

Send replies to:

Drawer ____, c/o Jeffersonian Democrat

PO Box 498, Brookville, PA 15825.

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 magazines is published throughout the year which include: Bridal, Cookbook, Homemakers, Hunting. In addition, other special sections, standard and tabloid format are published throughout the year.

20. DISTRIBUTION

Jeffersonian Democrat Weekly Total 4,150