

EFFECTIVE DECEMBER 26, 2011

SERVING SOUTHERN CLARION AND NORTHERN ARMSTRONG COUNTIES

# THE LEADER VINDICATOR

PUBLISHED WEEKLY ON WEDNESDAYS

*Retail and Classified*

# Rates

COMPLETE COVERAGE OF: NEW BETHLEHEM, RIMERSBURG, SLIGO, SOUTH BETHLEHEM, HAWTHORN, DISTANT, FAIRMOUNT CITY, MAYPORT, PUTNEYVILLE, SHANNONDALE, LIMESTONE, WIDNOON, CURLLSVILLE, CALLENSBURG, NORTH FREEDOM, RINGGOLD, TEMPLETON, KELLERSBURG, EAST BRADY AND SURROUNDING AREAS

leadervindicator@windstream.net

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

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

“WE HELP YOU MAKE MONEY!”



ALSO PUBLISHING COURIER-EXPRESS, TRI-COUNTY SUNDAY  
AND JEFFERSONIAN DEMOCRAT

*www.thecourierexpress.com*

ads@thecourierexpress.com

classified@thecourierexpress.com

**1. PERSONNEL**

Ryan Wells, General Manager  
Josh Walzak, Editor

**2. DOES NOT APPLY**

**3. TERMS OF PAYMENT**

All invoices payable 10 days from receipt. All accounts 30 days past due or over are subject to a service charge of 1.5% per month or 18% per annum.

**4. GENERAL POLICY**

McLean Publishing Company, Inc. reserves the right to edit, cancel or reject any advertisement or news story at any time. Liability of the newspaper for any error in an advertisement shall be limited to the cost of space occupied by the error. If for any reason an advertisement is not published, the newspaper assumes no liability for any consequence. The newspaper 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 Company, Inc. from all claims and liability resulting there from.

**5. ROP DISPLAY RATES**

**LOCAL OPEN RATE \$7.45 per column inch**

**6. PRE-PRINT INSERTION RATES**

No contract rates available.

Standard Size Pages		Tabloid Size Pages	
Up to 4 Pages	\$350	Up to 4 Pages	\$310
6 Pages	\$390	8 Pages	\$350
8 Pages	\$430	12 Pages	\$390
10 Pages	\$470	16 Pages	\$430

Add \$40 for each additional 4 tabloid pages.  
Add \$40 for each additional 2 standard pages.  
a. All prices quoted net, no discounts.  
b. Delivery 2 days prior to publication.  
c. Ship to: Courier-Express, 500 Jeffers St., DuBois, PA 15801. Receiving hours: 6:00am-2:00pm, Monday-Friday.

**7. COLOR RATE**

	Black + 1 Color	2 Color	3 Color
1-32 col. in.....	\$60.....	\$225.....	\$305.....
33-63 col. in.....	\$80.....	\$225.....	\$305.....
64-94 col. in.....	\$110.....	\$225.....	\$305.....
95-129 col. in.....	\$145.....	\$225.....	\$305.....

**8. & 9. DO NOT APPLY**

**10. SPECIAL SERVICES**

Affidavits furnished upon request..... \$7.50

**11. 12. & 13. DO NOT APPLY**

**14. CLOSING TIMES**

Deadline for display ads:  
5:00 pm, Monday prior to publication.  
Half page ads or larger, one day earlier.  
Deadline for classified ads:  
11:00 am, Tuesday before publication.

**15. MECHANICAL MEASUREMENTS  
ROP**

Printing process: offset, 6 columns per page

1 col.....	1.7222"	4 col.....	7.3889"
2 col.....	3.6111"	5 col.....	9.2778"
3 col.....	5.5"	6 col.....	11.1667"

**CLASSIFIED**

Printing process: offset, 8 columns per page

1 col.....	1.2987"	5 col.....	6.9375"
2 col.....	2.7084"	6 col.....	8.3472"
3 col.....	4.1181"	7 col.....	9.757"
4 col.....	5.5278"	8 col.....	11.1667"

**16. SPECIAL CLASSIFICATION RATES**

Political \$7.30 per col. inch. All ads must be prepaid. Must adhere to laws governing political advertising.  
Public Notices..... 93¢ per 7 pt. line  
Estate Notices..... \$90 (3 publications)  
Business Directory (1col. x 2")..... \$6.35 per week  
Church Page Listing..... \$3.10 per week

**17. CLASSIFIED ADVERTISING**

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

**CLASSIFIED LINE ADS**

All 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
Classified Display.....	\$6.22 per column inch

**EMPLOYMENT CLASSIFIED LINE ADS**

All ads must run consecutive issues of the Jeffersonian Democrat and Leader Vindicator to earn these rates. Minimum \$9.15.

Consecutive Day Insertion	Charge per line
1 day in each publication.....	\$1.83
2-3 days in each publication.....	\$1.73
4 or more days in each publication.....	\$1.55
Employment Display.....	\$7.58 per column inch
National Classified Display.....	\$9.55 per column inch
National Classified Solid Set.....	\$2.16 per line

Confidential reply service is available and all ads require the following as part of the ad:  
send reply to:  
Clf #\_\_, c/o Leader Vindicator,  
P.O. Box 158, New Bethlehem, PA 16242  
Confidential reply charge \$16.50

**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**

The Leader Vindicator Distribution..... 4,770