

THE HARTVILLE NEWS

Weekly newspaper for 88 years

Serving 3,000 families of Hartville, Uniontown, Marlboro, Suffield, and the surrounding areas

Advertising Rates

Effective July 1, 2019

THE KNOWLES PRESS, INC.

316 East Maple Street • PO Box 428 • Hartville, Ohio 44632 • 330-877-9345 • Fax 330-877-1364

E-mail news: knowlespress@sbcglobal.net

E-mail Zoe : knowlespress_comp@sbcglobal.net • E-mail Rosalee knowlespress_rh@sbcglobal.net

GENERAL PROVISIONS:

All advertising is subject to approval or rejection by the publisher. The advertiser shall designate the width in column inches and depth in lines or inches.

The Hartville News bills in lines (classified) or inches (display) as ordered. **All out of local area advertising, classified or display, must be paid in advance by check or cash. We do not accept credit cards.**

POLITICAL ADVERTISING:

All political advertising must be prepaid and must include the candidate's or committee treasurer's name and address.

LETTER OF CORRECTION:

In case The Hartville News is responsible for an error in an advertisement, we will furnish the advertiser a letter so worded as to relieve the advertiser from responsibility for the error. Any reduction in cost of the advertisement will be limited to only the actual space wherein the error occurred. The Hartville News shall be relieved of further responsibility for liability thereafter.

TECHNICAL INFORMATION:

The Hartville News is a tabloid size weekly newspaper with Wednesday mailing/delivery with 76 column inches per page (5 columns); One column width is 1.813" wide; two columns 3.813"; three columns 5.813"; four columns 7.813"; five columns 9.813"; Full page is 15.25" deep by 9.813" wide (5 columns).

We accept PDF, TIFF, JPEG, Illustrator, and Photoshop PSD files only. There will be \$10.00 conversion fee for ads sent in Microsoft Word or Publisher files.

DISPLAY ADVERTISING RATES (per column inch) - All prices are net

Open \$ 7.75
Legal and Political \$ 8.25
Half page (38 col. inches) - \$11.75 discount.....\$282.75
Fourth page (19 col. inches) - \$6.00 discount\$141.35
Full page (76 col. inches) - \$29.45 discount..... \$559.55

Spot Color rate is \$95.00 per page, per color - (non commissionable)
Full Color Ink Charge \$225.00

NOTE: Spot color can only be used when our paper has color that week or full color Ink Charge will apply.

Photographs used in adverting that is not camera ray will be charged at \$3.00 each (one time charge per photograph - (does not apply to clip art or logos)
If our photographer is required to take a picture for an advertisement, the fee for the photograph in the ad will be \$15.00,

CLASSIFIED ADVERTISING RATES:

3 lines (approximately 12 words) - \$7.00 minimum; \$.50 per line over three. Partial bold is an additional \$.50; whole ad in bold, an additional \$1.00.

No discounts. \$1.00 billing charge per month if not paid in advance.

All classified ads outside the Hartville/Uniontown/North Canton area **must be paid in advance**, plus tear sheets requested are charged as a billing.

INSERT RATES:

\$55.00 per thousand (up through 4 pages, 8-1/2" x 11"); \$65.00 per thousand *(5 to 8 page tab); \$80.00 per thousand (12 to 16 page tab)

DEADLINES:

Deadline for all **display advertisements that must be created by The Hartville News** is **Thursday at 5:00 p.m.** for the following week's publication.

NOTE: One proof will be provided to the advertiser that will be included in the initial cost of the advertisement. If additional proofs are required by the advertiser because of change in original copy provided to The Hartville News, there will be an additional 10% charge for each additional proof required. IF SUCH ADS ARE NOT IN OUR OFFICE BY THE DEADLINE, A 15% CHARGE WILL BE ADDED FOR EACH ADDITIONAL DAY IT IS LATE, AND MAY NOT APPEAR IN THAT WEEK'S ISSUE IF NOT RECEIVED BEFORE TUESDAY OF THAT WEEK.

Deadline for all **CAMERA READY ADVERTISEMENTS** must be in The office of **The Hartville News** no later than **noon on Monday** of that week's publication.

All **NEWS ARTICLES** must be submitted to our office by **12:00 Noon on Monday** for that week's issue. Any material received after that deadline may not appear in that week's issue unless time and room permits.