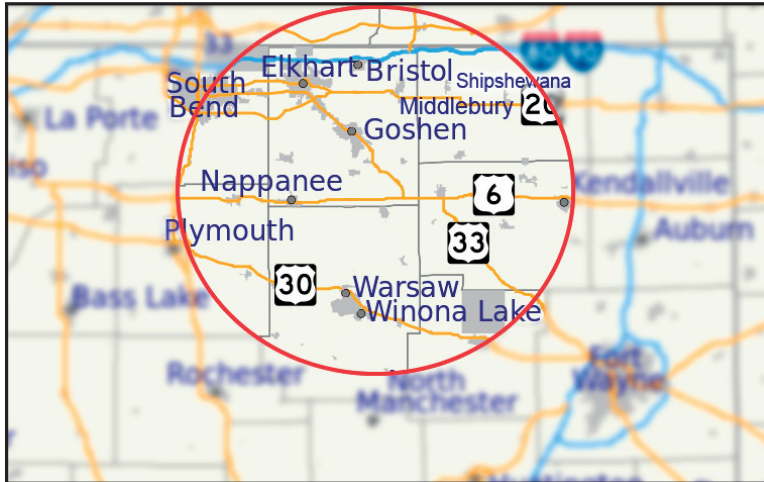




2023 - 2024 MEDIA GUIDE

THE GOSHEN NEWS

GOSHEN NEWS TOTAL AUDIENCE



COVERED AREAS

- Goshen
- Elkhart
- Bristol
- Shipshewana
- Middlebury
- South Bend
- Nappanee
- Plymouth
- Warsaw
- Winona Lake

MONTHLY

GOSHENNEWS.COM

Pageviews
543,441
Unique Visitors
168,821

NEWSLETTERS

Morning Updates
1,868
Breaking News
1,732
Total
3,600

DIGITAL ACTIVATIONS

Active Subscribers
5,316
Digital Activations
7,348
Percentage
44.45%

SOCIAL MEDIA

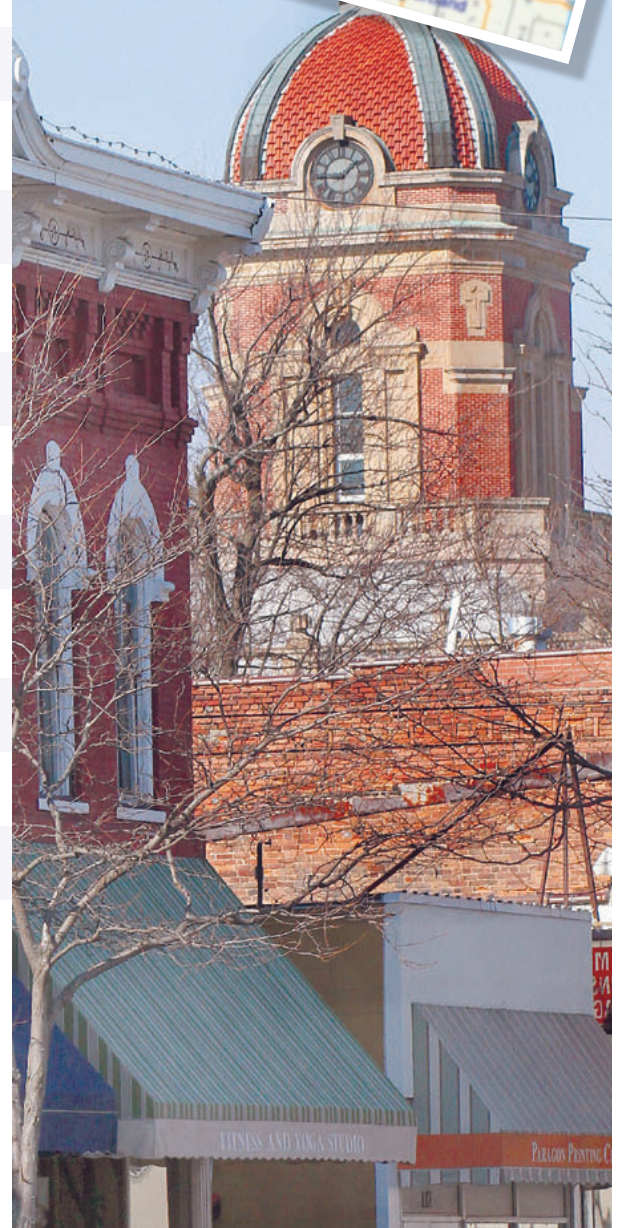
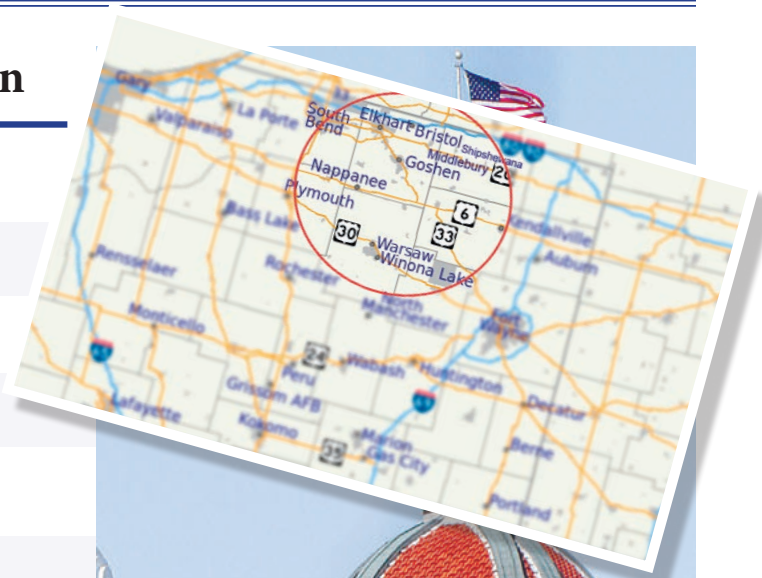
Facebook
19,000
Twitter
5,749
Instagram
2,533
Total
27,282

GOSHEN NEWS

Print Edition
24,150
E-edition
215,233
9,783
Per Month Per Day

2023 GOSHEN SNAPSHOT

Demographic	Goshen
Population	33,560
Age under 5	6.9%
Age under 18	27.0%
Age 65+	16.7%
Median HH Income	\$48,399
Per Capita Income	\$21,603
Persons in Poverty	18.4%
Households	12,295
Persons per HH	2.65
Living in the same HH 1 Year ago	82.9%
Owner-occupied housing units	55.1%
Median home value	\$114,900
Percent 16+ in workforce	63.7%
Total retail sales	\$779,220
Total Firms	1,951
Women-owned firms	656



Goshen, IN is the county seat of Elkhart County, a principal city on the Elkhart-Goshen Metropolitan Statistical Area and part of the South Bend - Elkhart - Mishawaka Combined Statistical Area. It is a major recreational vehicle and accessories manufacturing center, the home to Goshen College, and the Elkhart County 4-H Fair, one of the largest county fairs in the United States

Source: www.census.gov

THE GOSHEN NEWS

2023 MARKET SURVEY



Demographic	Elkhart County	Noble County	Kosciusko County	LaGrange County
Population	205,560	47,532	79,344	39,330
Age under 5	7.5%	6.5%	6.5%	8.9%
Age under 18	27.5%	24.4%	23.8%	32.5%
Age 65+	14.7%	16.0%	16.7%	13.6%
Median HH Income	\$55,399	\$55,033	\$58,402	\$60,675
Per Capita Income	\$25,075	\$26,063	\$28,740	\$23,626
Persons in Poverty	11.5%	9.1%	9.0%	7.8%
Households	72,329	18,090	30,676	12,079
Persons per HH	2.77	2.58	2.52	3.20
Living in the same HH 1 Year ago	88.3%	85.6%	83.7%	88.2%
House Units	79,492	20,634	38,738	14,922
Owner-occupied housing units	68.8%	76.0%	73.6%	82.7%
Median home value	\$137,900	\$118,100	\$146,000	\$179,200
Building Permits 2018	351	151	324	150
Percent 16+ in workforce	65.9%	65.1%	66.2%	63.0%
Total retail sales	\$2,440,413	\$392,927	\$921,480	\$284,357
Total Employment	\$132,095	\$15,711	\$37,609	\$12,945
Total Annual Payroll	\$6,259,569	\$617,151	\$1,930,869	\$580,487

THE GOSHEN NEWS

2023-2024 Special Section Planning

JANUARY

Best of the Best 2024 Voting Round

Puzzle Book - Tab
Fitness - Tab
Remembrance - Tab

FEBRUARY

Best of the Best 2024 Winners

EC LIVING - Premium
Bridal Guide - Premium
Remembrance - Tab
Puzzle Book - Tab

MARCH

Progress - Magazine
Spring Home & Garden - Tab
Spring Sports Preview - Tab
Remembrance - Tab
Puzzle Book - Tab

APRIL

Petmania - Special Contest
Health & Wellness - Tab
Remembrance - Tab
Puzzle Book - Tab

MAY

Graduation Section - Special Section
EC LIVING - Magazine
Mother's Day - Food Page
Remembrance - Tab
Puzzle Book - Tab

JUNE

Parade of Homes - Tab
Juneteenth - Page
Remembrance - Tab
Puzzle Book - Tab

JULY

Thank a Farmer - Pages
Back to School
Elkhart Co. 4-H Fair - Tab
Remembrance - Tab
Puzzle Book - Tab

AUGUST

Elkhart Co. 4-H Fair Results - Tab
Fall Football Under the Lights - Tab
Remembrance - Tab
Puzzle Book - Tab

SEPTEMBER

EC LIVING - Magazine
Bandmania - Tab
Nappanee Applefest - Tab
Remembrance - Tab
Puzzle Book - Tab

OCTOBER

Breast Cancer Awareness - Tab
Dining Out for the Holidays - Tab
Halloween - Food Page
Remembrance - Tab
Puzzle Book - Tab

NOVEMBER

H.S. Winter Sports Preview - Tab
The Hub 574 - Premium
Remembrance - Tab
Puzzle Book - Tab

DECEMBER

Best of the Best 2024 Nominations

Puzzle Book - Tab
Remembrance - Tab

This schedule is for planning purposes and may be subjected to change. Please contact you GN representative to confirm deadline and publication dates.

THE GOSHEN NEWS

2023 - 2024 Goshen News Digital

O&O (Owned & Operated)

Marquee Advertising 1920x400 | 800x250

Dominate the Goshen News website with this high impact advertising opportunity! Average over 10,000 impressions/day! Get 8 exclusive high impact positions on the home page of www.goshennews.com.

Pricing

1 Day - \$150 per day

Total Audience Digital

Reach users across our desktop, tablet & mobile platforms that receive an average of over 546,000 monthly page views

- Banner ads (728x90 pixels)
- Rectangle ads (300x250 pixels)
- Mobile banners (320x50 pixels)

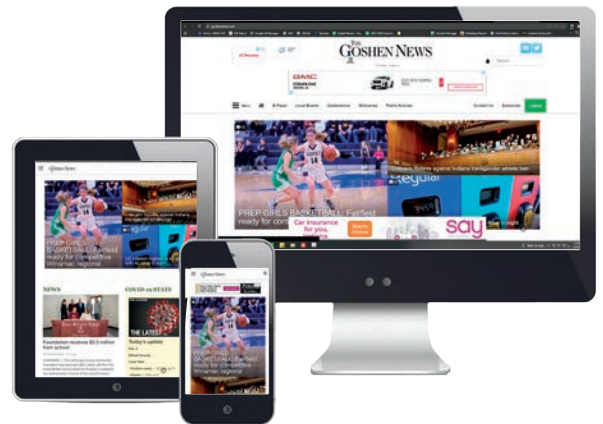
Pricing	Timing	Impressions
\$15/cpm	3,6,12 months	10,000-50,000
\$13/cpm	3,6,12 months	60,000-100,000
\$11/cpm	3,6,12 months	110,000+

Minimum impressions 10,000. Increases made in increments of 10,000

Ad specs

300 x 250 pixels	320 x 50 pixels	728 x 90 pixels
300 x 50 pixels	300 x 600 pixels	

File Size: 80k or less Contact sales representative for special ad requirements



Newsletter

Exclusive eBlasts:

Sent to over 8,400 opt-in e-newsletter subscribers to promote your specific message and event! The ideal audience to reach of business owners and locals who are heavily engaged in our community!

- \$350/ initial blast
- re-drop to non-openers 3-7 days later
- \$100/ resend same message
- Will also include automatic re-drop to non-openers 3-7 days later

Goshen News Targeted Digital

GND provides highly targeted digital strategies that will allow you to reach your exact target demographic across the entire internet. Your trusted local experts reaching your desired customers, locally and globally.

- Display Banners
- Keyword search/keyword contextual targeting
- Category contextual retargeting
- Geo-optimization
- Geo-fence & fellow
- Event targeting
- Addressable GEO-Fencing
- Site retargeting
- CRM targeting
- SEO
- SEM/PPG
- Social Media Management
- Targeting Email Marketing
- Websites
- OTT/CTV
- True View Video

SOCIAL MEDIA MARKETING

Allow your business to engage with your customers with a presence on Facebook, Twitter, Instagram and more. By managing your monthly posts and providing audience reports, we can help elevate your social accounts while allowing you to do what you do best - run your business. We deliver the right type of ad content and audience demographics to help you achieve your marketing goals.



SEARCH RETARGETING

Search retargeting targets users with display ads based on keywords contained in searches consumers perform online. It doesn't matter if they've never heard of your company or product. All that matters is that they've searched keywords we've selected to be in your campaign and then browsed to other sites where they will then see your display ads.



BEHAVIORAL TARGETING

Imagine knowing exactly who's interested in your product and exactly when they're ready to buy it. That's the ultimate goal of behavioral targeting. By using ad technology and analytics, marketers can tailor ads based on consumers' online behaviors — the websites they view, the products they research, and how close they come to making a purchase.

Since the ad is generated by a consumer's demonstrated interest, behavioral targeting provides stronger sales leads, by allowing marketers to serve relevant ads anywhere on the web.



GEOFENCING AND EVENT MARKETING

Using mobile technology and electronic fencing, put a message in front of consumers who are within a defined target area. The consumer is then followed for up to 30 days after they leave the fenced location with your targeted message.



Editorial Content

The staff of the Goshen News strives to provide the best in reporting to readers every day. The newspaper has received many awards for all aspects of community journalism, and is known for objectively tackling the tough issues. The Goshen News' niche publishing division provides lifestyle news for area readers and targeted advertising opportunities to businesses. This combination of news and information is why the The Goshen News is the only medium in Elkhart County and surrounding communities delivering 80% of the market.

Total Access

The Goshen News' award-winning content is available on all platforms; newspaper, smart-phone, desktop computer and tablet. Total Access gives readers full access to the Goshen News' outstanding suite of digital content, such as breaking news, real-time weather, expanded photo galleries and social media commenting. Total Access includes the newspaper, all of our digital products and an electronic replica of the newspaper (e-Edition).

Newspaper

The Goshen News publication calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
X	✓	X	✓	✓	✓	✓

FOOD: COLUMNIST LOVINA EICHER'S SON TURNS 17 | B8

THE GOSHEN NEWS

LOCAL | A3 Rachel Shenk shares an apple tart recipe

SPORTS | B1 Notre Dame upset by Marshall at home

GoshenNews.com MONDAY, SEPTEMBER 12, 2022 \$1.50

ELKHART COUNTY COUNCIL

Council approves funds for wastewater project

Tecumseh Acres added to project

DAN MESSICK
THE GOSHEN NEWS

GOSHEN — A sewer main project encompassing unincorporated parts of southern Elkhart County is making headway, and they've added another region.

The forced sewer main would travel from Southwest at Ind. 119 and C.R. 11, heading south to Foraker encompassing parts of C.R.s 11, 46 and 7, down to the region residents call Tecumseh Acres, and then onto the nearby Nappanee Wastewater Treatment Plant.

The project is expected to cost the county around \$15 million. The county must actively be providing funds toward the project and not just a plan to pay for the balance. The grant is \$1.8 million. The council agreed to match, appropriating \$2 million toward the project now, rather than waiting, to ensure they keep the grant.

A study performed by Lochmuelser Group for the Foraker, Southwest and Tecumseh Wastewater System claims that since 2019, 100% of samples taken from the Weaver Ditch Outfall in Foraker tested above the water quality standard of 235 CFU/100mL for E. coli. In Tecumseh

PASSION ON DISPLAY

Katelyn Orion and Conley Brown, 4, paint in the children's area at Arts on the Millrace on Saturday.

Arts on the Millrace features eclectic bunch

DAN MESSICK
THE GOSHEN NEWS

GOSHEN — At Saturday's Arts on the Millrace, artists varied from hobbyists to business owners. Many of them began their artistic journey in creating mediums thanks to Goshen College's arts program. Arts on the Millrace, in addition to allowing them the chance to sell their wares and compete in the exhibition, lets them return home to meet with old friends.

Jesse Amstutz, an artist specializing in watercolor drawing and painting, said he got his degree from Goshen College in Spanish Education and Communications, but senior year, he took a watercolor class that made him wish he'd tried his hand at art all along.

"I didn't start putting a lot of my time and energy into art until about three years ago," Amstutz said. Next week, he

Mark Daniels draws up a caricature of Suzanne Mahaja and Alligton, 5, and Cordelia, 2, Saturday.

begins teaching an after-school art program, and he also works a part-time stone-carving job at Andrew Wilson Smith Sculpture Studio in South Bend, installing

Photos by Dan Messick | The Goshen News

ple," he said. "I grew up in Goshen, but I'm now living in South Bend so I get to see familiar faces."

For Amstutz, it's the only show he's gone to, but others go to many. Lauren Morales, a jeweler, has made her passion into a full-time job.

"It's been a really fun experience to interact with people and see how they wear my jewelry and like my jewelry and what pulls them, inspires them to choose a piece."

Through, metalwork and resin casting, she makes one-of-a-kind rings, necklaces, and more for her business, Moorflower.

A Best-in-Show contender this year, Morales' newest venture is foot-wear casting.

"You create your design out of wax, you carve it out of wax and then you create a mold, and then you melt your metal and you pour it into this crucible with the mold, it's fun. It's exciting to see people."

See **ARTS** on A2

Local bands fare well at Goshen Invitational

Concord, NorthWood, Wawasee sweep categories

OPEN CLASS
The Concord Marching Minutemen took first place in Class B with a score of 62.550. They also swept categories including best effect, best

since they hosted the event.

Cougars, 52.100.

In Class A, Homestead Spartan Alliance Band took first and swept the categories. Their

INSIDE: See a photo gallery from the competition on page A7.

NorthWood Red Regiment took the top spot in Class C with a score of 61.550. They also swept the categories. Coming in second was Fairfield Marching Pride with a score of 59.150. Third was Knox, 51.500, and fourth was the Jintown



ELKHART COUNTY LIVING MAGAZINE 2023 - 2024



Written and designed to inspire our communities to live more in harmony throughout each season of the year. You will find stunning imagery and articles on all things Indoors/ Outdoors, Design. Wellness. Food & Recipes. Travel. Entertainment and more.

Print Advertising (All ads are 4-color)

Cost per issue

	Size	1 issue	6 issues
Covers			
Back Cover	8.75 x 11.25"	\$2,200	\$1,870
Inside Front Cover	8.75 x 11.25"	\$1,550	\$1,317
Inside Back Cover	8.75 x 11.25"	\$1,550	\$1,317
Interior Pages			
Two Facing Full Pages	17 x 11.25"	\$1800	\$1530
Full Page	8.75 x 11.25"	\$900	\$765
Half Page - Vertical	3.7 x 10"	\$550	\$468
Half Page - Horizontal	7.75 x 4.95"	\$550	\$468
Quarter Page	3.8 x 4.95"	\$400	\$340
Directory			
Bazaar Directory	2.5 x 2.5"	\$150	\$128
Eatables Directory	2.5 x 2.5"	\$150	\$128

Full Page

1/4 Page

1/2 Page
Horizontal

Directory
ads

1/2 Page
Vertical

2023 - 2024 Deadlines

	HOLIDAY	WINTER	SPRING	SUMMER	MID SUMMER	FALL	HOLIDAY
Ad Deadline	9/27	12/2	2/21	4/16	6/18	7/24	10/9
Publication Date	11/3	1/12	3/29	5/23	7/10	8/14	10/30

15,000 copies inserted in The Goshen News | Selected premium pick-up points throughout Elkhart county

2023 -2024 Goshen News - Print

Retail Display Advertising

Full Page* 6Col.X21in 10.125inX20in

1	Run	\$2,114	
2	Runs	\$1,797	15% OFF
3-4	Runs	\$1,586	25% OFF
5	Runs	\$1,480	30% OFF



Half Page* 6Col.X10in 10.125inX10in 3Col.X21in 5inX20in

1	Run	\$984	
2	Runs	\$836	15% OFF
3-4	Runs	\$738	25% OFF
5	Runs	\$689	30% OFF



FULL AND HALF PAGES INCLUDE 10,000 DIGITAL IMPRESSIONS ON GOSHENNEWS.COM

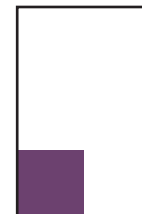
Quarter Page* 3Col.X10in 5inX10in

1	Run	\$492	
2	Runs	\$418	15% OFF
3-4	Runs	\$369	25% OFF
5	Runs	\$344	30% OFF



Eight Page* 3Col.X5in 5inX5in

1	Run	\$246	
2	Runs	\$209	15% OFF
3-4	Runs	\$172	25% OFF
5	Runs	\$125	30% OFF



Column Inch Rates - Number of Runs

1	Run	\$16.40 per inch	3-4	Runs	\$12.30 per inch
2	Runs	\$13.94 per inch	5	Runs	\$11.48 per inch

Premium Banner Position

Position	Size	1x	5x 10% off	10x 15% off	20x 20% off		
Front Page	4 col X 2 (8.07in x 2in)	\$300	\$270	\$255	\$240		
Weather Banner	5 col X 2 (8.417in x 2in)	\$150	\$135	\$128	\$120		WEATHER BANNER
Page 2	5 col X 2 (8.417in x 2in)	\$150	\$135	\$128	\$120		
Obituaries	6 col X 1.5 (10.125in X 1.5in)	\$150	\$135	\$128	\$120		
Sports Page	6 col X 1.5 (10.125in X 1.5in)	\$150	\$135	\$128	\$120		
Specialty Pages	6 col X 1.5 (10.125in X 1.5in)	\$150	\$135	\$128	\$120		

FRONT BANNER

PAGE 2 BANNER

Non-Profits: Call for specialized discounted prices.

2023 - 2024 INSERT RATES

Free Standing Insert Per Thousand

Size	Open	13X	26X	52X
Single Sheet	\$55	\$53	\$51	\$48
4 Pages	\$57	\$55	\$53	\$50
8 Pages	\$59	\$57	\$55	\$52
12 Pages	\$60	\$59	\$57	\$54
16 Pages	\$63	\$61	\$59	\$56
20 Pages	\$66	\$63	\$61	\$58
24 Pages	\$68	\$66	\$63	\$60

Maximum tab page size is 11.5"X13.5" | One broadsheet page is billed as two tab pages | Minimum page size is 4.5" X 7" | Prices for special inserts available upon request | Allow 2% for spoilage | Single sheet preprints should be printed on a minimum 70# paper stock | All inserts must be delivered on pallets boxed or tied in bundles, not banded together loosely on skids | All bundles must be tagged on all four sides | freight and shipping should be prepaid.

PREPRINT ORDER DEADLINE: 15 days prior to insetion

PREPRINT DELIVERY DEADLINE: 4 days prior to insertion

DISTRIBUTION CENTER: Fort Wayne Newspaper | 600 W Main St. | Fort Wayne IN | 46802 | Dock #1

DISTRIBUTION CENTER PHONE NUMBER: 1-800-444-3303

RECEIVING HOURS: Monday - Friday 8:00 am - 4:30 pm

Print and deliver

Full color, two-sided flyers printed on 70# glossy paper

Quantity	8.5"X11"	11"X17" Half Fold	25.5"X11" Tri Fold
8,000		CALL FOR QUOTE	
10,000		CALL FOR QUOTE	
15,000		CALL FOR QUOTE	
20,000		CALL FOR QUOTE	

Pricing includes printing, shipping, and interesting into one edition of The Goshen News. We are happy to provide pricing quotes for additional quantities or for printing only orders.

PRINT AND DELIVER ART DEADLINE:

PRINT AND DELIVER ORDER DEADLINE:

THE GOSHEN NEWS

114S Main Street • Goshen, IN 46526 • (574) 533-2151 • www.goshennews.com • Page 11

2023 - 2024 Ad Specs

BROADSHEET

Standard Full Page:

6 column (10.125") X 21" (retail and classifieds)

4 column modular tab (10.125") X 10.125"
Double Truck 12Col. X 21"

Column Width

1 column..... 1.583"
2 columns..... 3.292"
3 columns..... 5"
4 columns..... 6.708"
5 columns..... 8.417"
6 columns..... 10.125"
Double Truck..... 20.25"

Depth Requirements

Minimum ad depth: 2" with increments of 1/4" thereafter.

Ads more than 18" deep will be floated and billed at 21".

Media Requirements

The Goshen News gladly accepts electronic ad materials using PDF files via email. Files must have fonts embedded, and color PDF ads must be in CMYK format. Credits will not be issued for ads submitted incorrectly. Please indicate name of advertiser and date of publication in the subject line when emailing ads

Tab Deadlines

5 Day Prior Publication

Publication	Material Due
Monday	Previous Monday @ 5pm
Wednesday	Previous Tuesday @ 5pm
Friday	Previous Thursday @ 5pm
Weekend	Previous Friday @ 5pm

Publication Deadlines

Goshen News Retail & Class Display Deadlines

Publication	Material Due
Monday	Thursday @ 5pm
Wednesday	Friday @ 5pm
Thursday	Monday @ 5pm
Friday	Tuesday @ 5pm
Weekend	Wednesday @ 5pm

Goshen News IN-Column Legal Classified Deadlines

Publication	Material Due
Monday	Thursday @ 5pm
Wednesday	Friday @ 5pm
Thursday	Monday @ 5pm
Friday	Tuesday @ 5pm
Weekend	Wednesday @ 5pm

For special section deadlines, contact your sales consultant.

Multiple listing automotive, real estate and group page advertisements, 1 day prior

THE GOSHEN NEWS

General Information

Contract & Copy Regulations:

- A. **CONTRACT** — Publisher reserves the right to revise at any time. Contract advertisers will receive 30 days written notification of rate changes and may, without penalty, cancel their contract prior to the new rates becoming effective by providing written cancellation notification to the publisher. Advertiser's rights may not be transferred to or used for the benefit of another. Advertising space contracted cannot be subletted to others.
- B. **FLOOD, FIRE** — In the event of flood, fire, strike or other emergencies beyond the control of either party, contract shall be suspended by agreement and neither Goshen News or the advertiser held liable for damages.
- C. **REPRODUCTION RIGHTS** — All property rights, including any copyright interest in any advertisements produced for advertisers by the Goshen News, using art work and/or typography furnished or arranged by us, shall be the property of the Goshen News. No such ad or any part thereof may be reproduced without the prior written consent of the Goshen News.
- D. **ACCEPTABILITY** — Publisher reserves the right to refuse any ad. Publisher will insert the word "advertisement" in any ad that simulates news.
- E. **ADVERTISING CONTENT** — The advertiser and/or advertising agency or agent assumes liability for the content of all advertisements that he authorizes for publication, and all claims that arise therefrom against the Goshen News.
- F. **ERRORS** — In the event of a typographical error on the part of Goshen News, the newspaper's liability is limited to furnishing a letter to the advertiser acknowledging the error, and either re-running only that portion of the ad which was incorrect or giving credit for such portion. The newspaper is responsible for the first insertion error only. Make-goods, credits or refunds will not be made to advertisers when position requests are not fulfilled. Proofs are submitted to advertisers for correction of typographical errors only. Errors must be brought to the attention of the Account Executive or Ad Director within 24 hours of the first publication for allowances to be made. No allowance is made for errors that do not materially affect the value of the advertisement. Publisher shall for no reason be liable for more than the value of the actual space occupied by the item in which an error occurred. Likewise, the Publisher assumes no liabilities for any omission or failure to publish an ad.
- G. **FAILURE** to fulfill contract commitment may result in short rate
- H. **TERMS OF PAYMENT** — Billing will be considered correct unless the Controller is notified in writing of any errors within 10 days of billing. Cash or check must accompany order unless credit has been approved by the Controller. To open an account, a completed credit application must be submitted to and approved by the Controller. Advertiser shall make payment on accounts within the credit terms indicated on advertiser's statements. Payment is considered past due after the 20th of the month. A 1½% per month, 18% APR service charge will be assessed on all past due balances. Advertisers who fail to pay within a 30-day period will be considered delinquent and will be on a cash-with-copy basis until the delinquent balance has been paid in full.
- I. **INDEMNIFICATION** — Advertiser agrees to indemnify, defend and hold harmless the Newspaper from all claims (whether valid or invalid, suits, judgments, proceedings, losses, damages, costs, and expense of any nature whatsoever, including reasonable attorneys' fees) for which the Newspaper or any of its affiliates may become liable by reason of Newspaper's publication of Advertiser's advertising.
- J. **TAXES** — In the event that any federal, state, or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes shall be assumed and paid by Advertiser.
- K. **JOINT AND SEVERAL LIABILITY** — If Advertiser utilizes an agency ("Agency"), Advertiser and Agency shall be jointly and severally liable for complying with all the terms of the Advertiser's agreement, including payment for all advertising.
- L. **AGENCY COMMISSIONS** — Agency Commissions, if any, shall apply to all space charges and adjustments under the Advertiser's agreement.
- M. **NO SEQUENTIAL LIABILITY** — The Advertiser's agreement renders void any statements concerning liability which appear on correspondence from Advertiser to its agency, and is irrevocable without the written consent of the Newspaper's Credit Department. It is further agreed the Newspaper does not accept advertising orders or space reservations claiming sequential liability.
- N. **INCORRECT RATES IN ORDER FORMS** — When orders are forwarded by Advertiser or its Agency which contain incorrect rates or conditions, the advertising called for will be inserted and charged at the correct rate in force governing such advertising as provided for in the Newspaper's rate schedule, and in accordance with the conditions contained in Advertiser's agreement.

THE GOSHEN NEWS