

# STAR BEACON

## 2016 Multimedia Advertising Rate Card



4626 PARK AVENUE • P.O. BOX 2100 • ASHTABULA, OH 44005-2100  
(440) 998-2323 • FAX (440) 992-9655

# RETAIL ADVERTISING

Daily      Sunday  
**R.O.P. OPEN RATE....\$25.71      \$28.07**  
**ANNUAL DOLLAR INVESTMENT**

|                       | Daily   | Sunday  |
|-----------------------|---------|---------|
| \$1,500.....          | \$20.87 | \$22.94 |
| \$4,000.....          | \$20.53 | \$22.59 |
| \$7,500.....          | \$20.36 | \$22.35 |
| \$15,000.....         | \$19.93 | \$21.96 |
| \$22,500.....         | \$19.70 | \$21.70 |
| \$30,000.....         | \$19.27 | \$21.26 |
| \$40,000.....         | \$18.93 | \$20.92 |
| \$55,000.....         | \$18.48 | \$20.46 |
| Non-Profit Rate ..... |         | \$12.85 |

\*Rates are per column Inch. \*Signed contract required.

## COLOR RATES

R.O.P.

|               |       |
|---------------|-------|
| 1 Color.....  | \$145 |
| 2 Colors..... | \$245 |
| 3 Colors..... | \$305 |

By the inch

|                 |        |
|-----------------|--------|
| Full Color..... | \$7.50 |
| One Color.....  | \$5.00 |

Studies Show  
That Color in Ads  
Can Increase  
Sales by

**43%**

## PREPRINTED INSERT

- Minimum quantity charged for daily papers is 5,000.
- Signed Contract required for any rate over 12 times.

| Preprint        | Size     | Full run | Zoned |
|-----------------|----------|----------|-------|
| 1-12<br>Yearly  | Card     | \$40     | \$50  |
|                 | 4T-8T    | \$50     | \$60  |
|                 | 10T-20T  | \$55     | \$65  |
|                 | 20T Plus | \$65     | \$75  |
| 13-26<br>Yearly | Card     | \$38     | \$48  |
|                 | 4T-8T    | \$48     | \$58  |
|                 | 10T-20T  | \$53     | \$63  |
|                 | 22T Plus | \$63     | \$73  |
| 27-51<br>Yearly | Card     | \$36     | \$46  |
|                 | 4T-8T    | \$46     | \$56  |
|                 | 10T-20T  | \$51     | \$61  |
|                 | 22T Plus | \$61     | \$71  |
| 52-60<br>Yearly | Card     | \$34     | \$44  |
|                 | 4T-8T    | \$44     | \$54  |
|                 | 10T-20T  | \$49     | \$59  |
|                 | 22T Plus | \$59     | \$69  |

## DESIGN-PRINT-DISTRIBUTE Insert Program

Let us do it all for you. We will design, print & distribute your insert for you at one low price.  
 All inserts are printed in full color, on **Glossy 70#** coated paper.  
 Prices are per 1,000.

| Quantities       | 1/2 Page<br>5.5" x 8.5" | Single sheet<br>8.5" x 11" |
|------------------|-------------------------|----------------------------|
| 10,000 TO 19,000 | \$60.60                 | \$68.60                    |
| 20,000 TO 29,000 | \$53.60                 | \$61.60                    |
| 30,000 TO 49,000 | \$53.60                 | \$57.60                    |

## PREMIUM FRONT PAGE ADVERTISING

### SKYBOX OR FRONT PG. STRIP

|                   |       |                  |       |                   |       |
|-------------------|-------|------------------|-------|-------------------|-------|
| <b>OPEN</b> ..... | \$240 | <b>10X</b> ..... | \$190 | <b>20X+</b> ..... | \$140 |
| <b>5X</b> .....   | \$215 | <b>15X</b> ..... | \$165 |                   |       |

### PREMIUM FRONT PAGE STRIP

|                   |       |                  |       |                   |       |
|-------------------|-------|------------------|-------|-------------------|-------|
| <b>OPEN</b> ..... | \$315 | <b>10X</b> ..... | \$265 | <b>20X+</b> ..... | \$215 |
| <b>5X</b> .....   | \$290 | <b>15X</b> ..... | \$240 |                   |       |



## Ashtabula County At A Glance.

Ashtabula County has been blessed with a strong and growing manufacturing economy, which produces polymers, plastics, paper, chemicals, home building products, packaging, mattresses, playground equipment, shopping carts, truck and auto parts, and some of America's best wine.

Due to the County's Lake Erie location, the tourism and travel industry continues to grow as visitors swim, boat, hike, shop, visit museums and tour our 18 covered bridges.

Agriculture remains an important segment of the economy with dairy farms, soybeans, corn and vegetables abundantly grown each season.

Location is one of the County's most valuable resources as we are 500 miles from 65% of the North American marketplace.

Healthcare is one of the County's single greatest assets, as the Ashtabula County Medical Center is affiliated with the Cleveland Clinic Health Systems and the hospitals in Geneva and Conneaut are part of the University Hospitals Health System, all part of the best health care systems in the United States.

Education continues to be a priority in Ashtabula County. Kent State University, Ashtabula Campus provides its 2500 students with a number of associate and bachelor degree programs.

## TV WEEK

Complete network and cable listings, along with sports listings, movie listings and celebrity features are published in this easy to read booklet each Sunday. An invaluable guide, 7 days a week.

**52 week \$10.00 pci • 26 week \$12.00 pci**

All ads include run in Monday or Tuesday Star Beacon at no charge.

## DIGITAL

| (CPM)                   | 10K  | 20K  | 30K  |
|-------------------------|------|------|------|
| <b>Leaderboard/Cube</b> | \$14 | \$12 | \$10 |
| <b>Tower</b>            | \$12 | \$10 | \$8  |

**Pencil Push Down**.....\$150 per day

**Homepage Floorboard & Wallpaper** .....\$150 per day

**Corner Peel**.....\$150 per week/\$550 for 4 weeks

**Last Man Standing** . 1 Mo. \$250 2 Mos. \$200 Mo. 3 Mos. \$150 Mo.

# CLASSIFIED ADVERTISING

## HOMESEAKER

The Homeseeker is a monthly tabloid that publishes the first Thursday of every month. This modular sized section features advertisements from local real estate companies as well as lenders, title companies and many other service

|             | OPEN  | 6x    | 12x   |
|-------------|-------|-------|-------|
| 1/8 pg..... | \$95  | \$90  | \$80  |
| 1/4 pg..... | \$180 | \$165 | \$145 |

providers that can ease the transition into your new home. This tabloid is distributed in the Star Beacon and at real estate agencies in and around Ashtabula County. The Entire Section is put online at starbeacon.com for 30 days

|             | OPEN  | 6x    | 12x   |
|-------------|-------|-------|-------|
| 1/2 pg..... | \$270 | \$250 | \$220 |
| Full.....   | \$485 | \$435 | \$385 |

## MISCELLANEOUS:

### AUTO RATES

|          | PER INCH | 1/2 PG  | FULL PG |
|----------|----------|---------|---------|
| \$20,000 | \$15.95  | \$12.75 | \$10.20 |
| \$30,000 | \$15.20  | \$12.15 | \$9.70  |
| \$40,000 | \$14.45  | \$11.60 | \$9.25  |
| \$50,000 | \$12.05  | \$9.65  | \$7.70  |
| \$60,000 | \$11.20  | \$8.95  | \$7.20  |
| \$70,000 | \$10.65  | \$8.55  | \$6.85  |

\*Signed contract required. No other discounts apply.

\*Rates are per column inch

### REAL ESTATE RATES

|          | 3 Days<br>Fri, Sat, & Sun | 2 Days<br>Fri, Sat or Sun |
|----------|---------------------------|---------------------------|
| OPEN     | \$12.70                   | \$16.30                   |
| 13 Weeks | \$10.10                   | \$13.05                   |
| 26 Weeks | \$9.05                    | \$11.75                   |
| 52 Weeks | \$8.20                    | \$10.70                   |

\*Signed contract required. Minimum 7". Available to realtors & agents.

\*Rates are per column inch

### LINER CONTRACTS

|          |                                    |
|----------|------------------------------------|
| 3 months | \$2.40/line, Average 14 lines/week |
| 6 months | \$2.25/line, Average 14 lines/week |

\* Signed contract required.

### PRIVATE PARTY LINER

The following apply to regular transient ads with a 2 line minimum. Rates are per line per day.

|                |             |
|----------------|-------------|
| 1-2 times..... | \$4.08/line |
| 3-4 times..... | \$3.66/line |
| 5-6 times..... | \$3.32/line |
| 7 times.....   | \$3.09/line |
| 8th day.....   | FREE        |

**GARAGE SALE ADS** - 5 lines for 4 days - \$27.80  
\$1.63 each additional line. **PREPAYMENT REQUIRED.**

### BLIND BOX

Picked up - \$16.00/mailed - \$19.00.

### DEADLINES FOR LINER ADS

| RUN DAY        | DEADLINE            |
|----------------|---------------------|
| MONDAY.....    | 3:00 P.M. FRIDAY    |
| TUESDAY.....   | 3:00 P.M. MONDAY    |
| WEDNESDAY..... | 3:00 P.M. TUESDAY   |
| THURSDAY.....  | 3:00 P.M. WEDNESDAY |
| FRIDAY.....    | 3:00 P.M. THURSDAY  |
| SATURDAY.....  | 3:00 P.M. FRIDAY    |
| SUNDAY.....    | 3:00 P.M. FRIDAY    |

### HELP WANTED ADS

#### FOR PRICING CALL

(440) 994-3240

#### OR EMAIL

marketplace @starbeacon.com



monster®

**FRONT PAGE READERS** - \$23.95 per line

### LEGALS

Ashtabula .....\$9.20 per inch

These legal rates apply only to the legal advertisements that are published in the classified section under the legal heading.

### CALL•A•PRO ADVERTISING

Advertise your business or service in our Call•A•Pro Section.

**PREPAYMENT REQUIRED.**

All ads are 1 col wide by 1", 2", 3" or 4".

**Prices are based upon a 1 month commitment.**

|                        |                        |
|------------------------|------------------------|
| 1 col. x 1" - \$233.00 | 1 col. x 3" - \$420.00 |
| 1 col. x 2" - \$328.00 |                        |

(ask about 2-3 month discount pricing)

Border, bold words, larger point size and logos at no additional charge.

**3 DAY SPECIAL** - 3 days, 5 lines - \$16.85

**7 DAY SPECIAL** - 7 days, 5 lines - \$32.95

**14 DAY SPECIAL** - 14 days, 5 lines - \$42.95

Non-commercial. 23 spaces per line. \$1.63 each additional line.

**NO REFUNDS OR MAJOR CHANGES. NO HELP WANTED OR RENTALS.**

Notices, Birthdays, In Memoriams,  
Card of Thanks - \$14.50 per inch.

**90 DAY AD** Sell Your Car, Truck, Motorcycle,  
Snowmobile, Ski-Doo, Boat in our classifieds

\$53.50 includes 1 Photo, 10 lines.

(Private Party Only No Commercial)

### RENTALS

|                           |                           |
|---------------------------|---------------------------|
| 3 days, 5 lines - \$38.40 | 5 days, 5 lines - \$49.65 |
| 8 days, 5 lines - \$66.40 |                           |

Additional lines \$1.75 each .

### HOUSES

|                               |                             |
|-------------------------------|-----------------------------|
| 7 days, 5 lines - \$42.95     | 90 days, 10 lines - \$63.50 |
| Additional lines \$1.75 each. | 90 day Includes 1 photo.    |

### CLASSIFIED BUSINESS BUILDER

|                       |               |
|-----------------------|---------------|
| 1 inch/30 days.....   | \$285/inch    |
| 2 inches/30 days..... | \$215.75/inch |
| 1 inch/15 days.....   | \$180.25/inch |
| 2 inches/15 days..... | \$150.75/inch |

\* Must run the same ad for the entire 15 or 30 days. \* 10" Maximum Size

## MECHANICAL REQUIREMENTS

### RETAIL DISPLAY / CLASSIFIED

Broadsheet 6 columns x 21"

|               |        |
|---------------|--------|
| 1 column..... | 1.569" |
| 2 column..... | 3.305" |
| 3 column..... | 5.041" |
| 4 column..... | 6.778" |
| 5 column..... | 8.514" |
| 6 column..... | 10.25" |

Double Truck (13 columns) 21.167" X 21"

Double Truck-Tabloids (13 columns) 21.167" X 10"

Tabloids 6 col x 10". Column widths same as broadsheet widths.

## ADVERTISING DEADLINES

### PUBLICATION DAY.....DEADLINE

|                       |                      |
|-----------------------|----------------------|
| Monday .....          | WEDNESDAY 5 P.M.     |
| Tuesday.....          | THURSDAY 5 P.M.      |
| Wednesday.....        | FRIDAY 5 P.M.        |
| Thursday.....         | MONDAY 5 P.M.        |
| Friday.....           | TUESDAY 5 P.M.       |
| Saturday.....         | WEDNESDAY 5 P.M.     |
| Sunday.....           | WEDNESDAY 5 P.M.     |
| Special Sections..... | 14 days prior        |
| TV Week.....          | THURS. 10 days prior |
| Homeseeker.....       | 10 days PRIOR        |

## ELECTRONIC TRANSMISSION OF PRINT READY ADVERTISING

- Email your ad as a PDF  
Email your ad to: [graphics@starbeacon.com](mailto:graphics@starbeacon.com)  
Attn: "Your Account Executive"
- All should be submitted as a PDF  
(Save your PDF file with all fonts embedded and Adobe Acrobat 5 compatible.)
- Color must be CMYK or PROCESS only, NO PANTONE
- If you are emailing information and artwork for us to build your ad we accept text that is copy and pasted in to the email message, or attached as a simple text document, MS-Dos w/layout, textedit, or word document. Artwork can be a high resolution jpeg or eps.
- File should be sent attached to an e-mail message with the run date and your account executive's name to:  
[graphics@starbeacon.com](mailto:graphics@starbeacon.com)
- We can not accommodate ads built in the many different design programs available. If you can not send a PDF please call ahead to make sure we can work with your program.
- We have a size limit on our email so if your files are very large in size please call and let us know so we can give you an alternative way to send your files.
- If you have any questions about this information, contact our Graphics Department at 440-998-2323 ext. 200.

### GENERAL RATE POLICY

- A.** Cash with copy required unless credit has been established.
- B.** Advertiser agrees to indemnify and hold the Star Beacon harmless from any and all loss, damages incurred and costs sustained and caused by, or resulting from, any false, misleading or libelous statements made in any advertising placed by Advertiser.

### COMMISSIONS & CASH DISCOUNTS:

- All local rates are non-commissionable.
- We do not accept agency placement fees.
- We do not offer cash discounts for prepaid advertisement.

### CONTRACT AND COPY REGULATIONS

The Star Beacon reserves the right to revise or reject objectionable advertisements.

The Star Beacon will use every effort to see that all advertising copy is correctly printed and appears when requested. The publisher assumes no financial responsibility whatsoever for omissions or erroneous advertisements, but will either give credit or reprint at no cost that part of an advertisement in which the error occurs if it seriously alters the meaning or effect of the advertisement. On consecutive run advertisements, no adjustments will be made by the publisher for errors not corrected after the first day. The Star Beacon will not be responsible for errors in advertisements which are placed too late for proofs to be submitted or for errors due to late delivery of printing material from the advertiser or from a third party designated by the advertiser as a source for printing material.

All contract rates must have signed contracts. Contracts are not self-renewing and failure to meet signed agreements could result in a short rate.

### Supplement Line:

- Indicia requirement - supplement and date lines are preferred but optional. Gang logos are acceptable.

### Delivery:

- Inserts are to be scheduled 10 business days prior to publication.
- F.O.B. our dock, 240 Franklin St. S.E., Warren, OH 44483
- Inserts are to be delivered 5 business days prior to publication.
- Receiving hours are 8:00 a.m. to 4:30 p.m., Monday - Friday.
- Bill of Ladings are required with quantity of inserts delivered.

### Skidding:

- Non-returnable skids having two runners with a clearance of 8" or standard pallets
- 5' height of skids
- Do not double deck skids
- Do not tie bundles
- Place cardboard between layers to prevent shifting
- Cover with a wooden hold-down top and steel or plastic bands 5 ways