

2010 Promotion Schedule

JANUARY

Baby: This One's For You!
Superbowl Widow's Sale

FEBRUARY

Wedding Idea Planner
Sweethearts Forever

MARCH

Everything Outdoors in the Spring
Lucky Shamrocks!
Taxing Matters: Income Tax Guide

APRIL

Guide to the Wauseon Trade Show
County Health and Fitness Secrets

MAY

Area High School Graduation Edition
Mom's Special Day!
Voter Information Guide

JUNE

The Kids of Summer
Wauseon Tent Sale
Salute to Dad!
Wauseon Sidewalk Sales

JULY

Wauseon Homecoming
Outdoor Grilling Month
Archbold Carp Festival
Fayette Bullthistle Festival
Delta Chicken Festival

AUGUST

Area High School Sports Preview
Fulton County Fair Preview
Pigskin Picks
Back To School Savings

SEPTEMBER

NW Ohio Hunter's Guide
Wauseon's Chili Cook-off and Family Fun Festival
Autumn Home Improvement

OCTOBER

The Buckeyes
High School Homecoming Booster Pages
The Greatest "SuperSaver" Coupon Book

NOVEMBER

The Buckeyes
10 Reasons to Shop Locally
Holiday Gift Guide (Full color on every page)
Winter High School Sports Scouting Report

DECEMBER

Christmas Greetings
New Year's Greetings
Last Minute Gift Ideas
Don't Drive Drunk!



Fulton County Expositor &
Heartland Trader

201 N. Fulton St., Wauseon, OH 43567
(419)335-2010 • expositornews.com

Swanton Enterprise

P.O. Box 180, Swanton, OH 43558
(419)826-3580 • swantonenterprise.com

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Marketing Consultant



FULTON COUNTY'S COMMUNITY NEWSPAPERS

2010 Media Kit

Fulton County Expositor

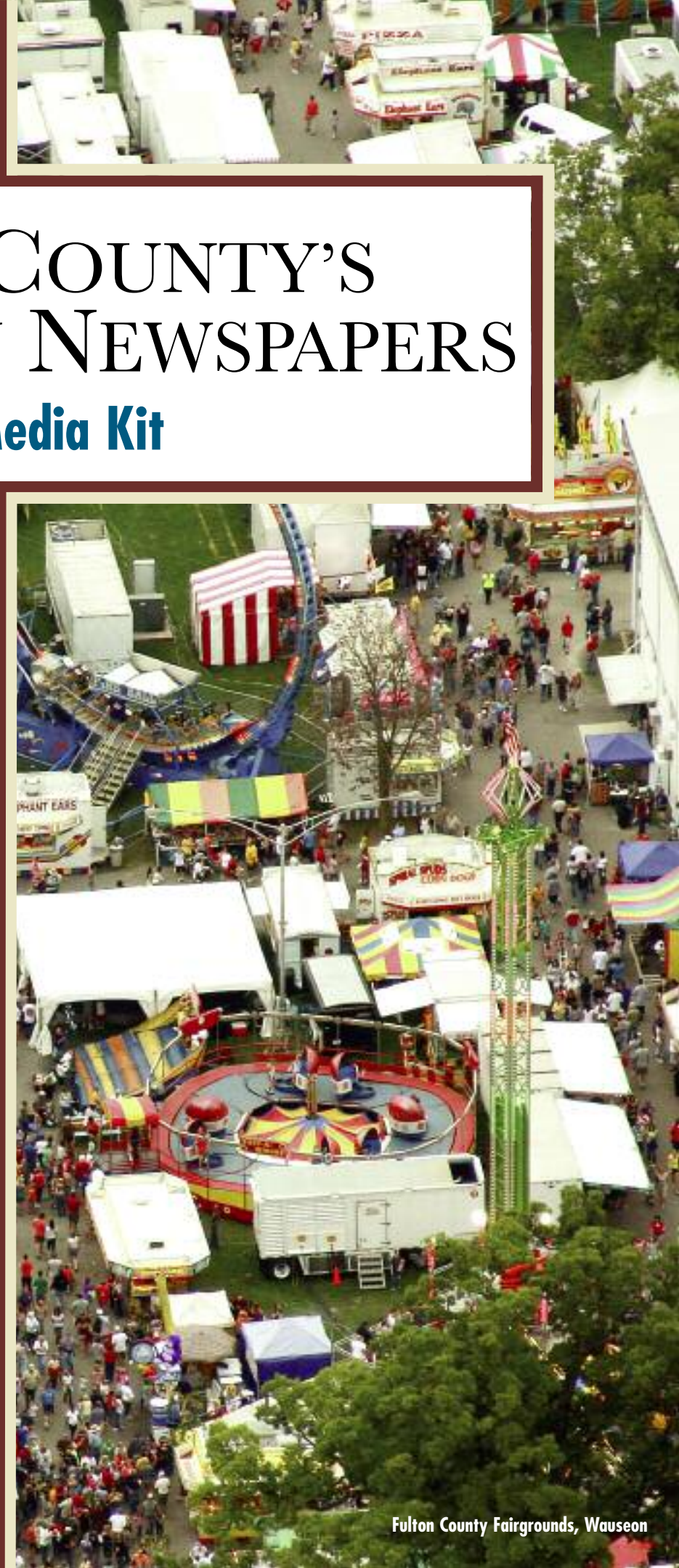
expositornews.com

Swanton Enterprise

swantonenterprise.com

Heartland Trader

Expositor & Trader (419)335-2010
Enterprise (419)826-3580





**Fulton County's
Community Newspapers**
publications

**Fulton County's
Community Newspapers**
mechanics

Fulton County Expositor

Founded in 1873, the Fulton County Expositor is Fulton County's only multi-award winning, largest circulated, twice-weekly newspaper. Its Tuesday and Thursday premium paid distribution means two things. First, if people pay for something, they will read it. This leads to slower page turns and increased exposure for advertisers. Secondly, a paid product usually targets those households with improved shopping demographics and disposable income. These are the people most likely to have the ability to buy your goods and services.

The Expositor, located in Wauseon, the county seat, covers the activities of seven local school districts. It serves as the legal newspaper for county and other governmental entities. Because of the high quality and reliability of its distribution system, the Expositor handles most of the pre-printed advertising distributed in the county.

Swanton Enterprise

The Swanton Enterprise's first edition went to press in 1887. The Enterprise targets readers in and around the Village of Swanton, located on the eastern edge of Fulton County. This award-winning Tuesday distributed publication offers local news, sports and community events important to the residents of Swanton, Swancreek and Fulton Townships.

Heartland Trader

This free, non-duplicating Saturday publication serves advertisers needing to reach virtually every household in the market. The Heartland Trader is only delivered to non-subscribers of the Fulton County Expositor and Swanton Enterprise, therefore eliminating costly duplication. Founded 26 years ago, the Heartland Trader is popular with major pre-print advertising customers in this market, including Rite Aid, Tractor Supply and Menards, plus grocery stores, fast-food restaurants, and a myriad of other local advertisers.

expositornews.com and swantonenterprise.com

These two websites offer online versions of the Fulton County Expositor and Swanton Enterprise. The mission of these sites is to offer a Web-based option for retrieving the news and information relative to living in Fulton County. Visitors can access the most recent obituaries, top news stories and photos and sports results.

jobsourceohio.com

This regional-based job board offers the ability for local job seekers and employers to find REAL LOCAL JOBS. The problem with most of the larger national job posting boards is that many times local job seekers find little in the way of relative content regarding their geographic or career preferences. Jobsourceohio.com can match job seekers with job right in their own backyards. Likewise, it provides employers the opportunity to zero in on the local candidates who are most qualified and more likely to fill their respective openings.

expoXtra

Sign up for our free twice weekly electronic newsletter, updating breaking news and events from around Fulton County. There are several easy ways to sign up: send an e-mail to expoextra@brownpublishing.com or visit our web sites (www.expositornews.com or www.swantonenterprise.com) to register.

Measurements

Display Advertising Column Sizes

	Picas	Inches
1 column.....	10p7.44.....	1.770
2 column.....	21p10.08.....	3.640
3 column.....	33p0.72.....	5.510
4 column.....	44p3.36.....	7.380
5 column.....	55p6.....	9.250
6 column.....	66p8.64.....	11.120

Classified Display Column Sizes

	Picas	Inches
1 column.....	7p.528.....	1.174
2 column.....	14p6.024.....	2.417
3 column.....	21p11.52.....	3.66
4 column.....	29p5.012.....	4.903
5 column.....	36p10.656.....	6.148
6 column.....	44p4.152.....	7.391
7 column.....	51p9.648.....	8.634
8 column.....	59p3.144.....	9.877
9 column.....	66p8.64.....	11.12

Tabloid Column Sizes

	Picas	Inches
1 column.....	10p7.44.....	1.770
2 column.....	21p10.08.....	3.640
3 column.....	33p0.72.....	5.510
4 column.....	44p3.36.....	7.380
5 column.....	55p6.....	9.250

Requirements

Retail Single Page

6 columns wide. Page depth is 21.25".
All advertisements over 19" will be billed for a full page.
One page equals 129 inches.

Classified Page

9 columns wide. Page depth is 21.25".
One column is 7p.528 or 1.174" wide.
One page equals 172 inches.

Tabloid Pages

5 columns wide. Page depth is 11".
One column is 10p7.44 or 1.770" wide.
One page equals 55 inches.

Deadlines

Tuesday Expositor & Enterprise

3:00 p.m. Friday

Thursday Expositor

3:00 p.m. Tuesday

Saturday Trader

10:00 a.m. Thursday

Art Reference Guide

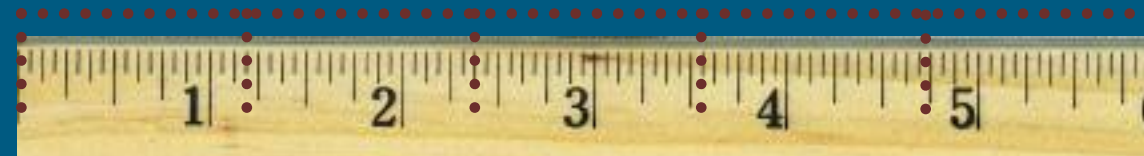
Accepted Materials

All artwork should be sent 300 dpi. If compression software is used, generate a self-extracting file. EPS, JPG, TIFF, PDF files acceptable. Be sure to embed fonts. We suggest that all digital material be accompanied with an accurate color or b/w proof of the file. The Publisher will not be held responsible for make-goods if an acceptable proof has not been supplied with the material.

UNACCEPTABLE: Microsoft Publisher, Excel, Powerpoint, Paint Brush or any word processing, presentation or cured paint programs.

CLASSIFIED DISPLAY COLUMN WIDTHS

1 Column = 1.174" 2 Columns = 2.417" 3 Columns = 3.66" 4 Columns = 4.903" 5 Columns = 6.148"



DISPLAY ADVERTISING COLUMN WIDTHS

5 Columns = 9.250"

4 Columns = 7.380"

3 Columns = 5.510"

2 Columns = 3.640"

1 Column = 1.770"

didyouknow?

Over 81% of Fulton County residents have at least a high school diploma. Over 11% have a college degree.



Fulton County's
Community Newspapers
policy

Fulton County's
Community Newspapers
distribution

POLICY

- Advertising simulating news will be published with a border and the wording in small letters at the top of the ad: Paid Advertising.
- Any advertising offered by a person to an employee or agent of these publications is subject to final acceptance by the Publisher at any time prior to distribution of the newspaper.

Accuracy and Liability: We make every effort to assure the accuracy and quality of an advertiser's message. This includes providing proofs when requested. In the event of an error, the newspaper will rerun that section of the ad, plus the client's logo and other pertinent information, in the next issue. In some cases we will also furnish a letter stating the correction, which the advertiser can post for customers to see. These publications do not assume any liability for goods sold at an incorrect price and will be responsible only for the amount of space in which the error occurred. Claims for credit for errors in advertising apply only to the first insertion of the ad – it is the responsibility of the advertiser to contact us immediately following first insertion about any error in an ad.

Position of Advertisement: We do not sell advertising by position, nor guarantee position. Whenever possible, on a first-come first-served basis, the papers will try to honor position requests.

BILLING

It is understood and agreed that advertising accounts are due and payable when invoice is rendered. Failure to pay an account when due may, at the Publisher's option, result in cancellation of any contract and rebilling at the actual earned rate, according to the current rate card. In other words, the advertiser controls his rate by paying balances on time. The Publisher reserves the right to set a credit limit.

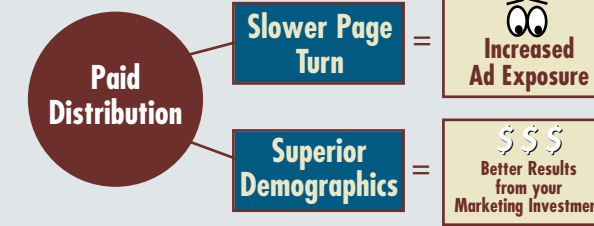
NEW ADVERTISERS

All advertising required pre-payment until a credit application is approved. The Publisher reserves the right to refuse any advertising.

Fulton County EXPOSITOR

Readership 8,656

Published twice a week, the Fulton County Expositor is invited into more than 4,122 homes per publication.



SWANTON ENTERPRISE

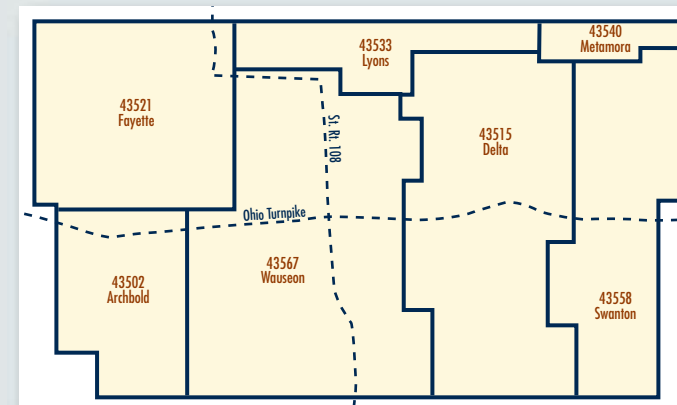
Readership 2,186

Published once a week, the Swanton Enterprise is invited into more than 1,041 homes per publication.

THE HEARTLAND TRADER

Readership 20,893

Distribution Area for
Heartland Trader



Published once a week, the Heartland Trader is invited into more than 9,949 homes per publication.

Zip Code Distribution

Archbold	43502
Delta	43515
Fayette	45308
Lyons	43533
Metamora	43540
Pettisville	43553
Swanton	43558
Wauseon	43567

Total Market Coverage



"The Fulton County Expositor has been a very integral part of our community, a terrific supporter of local organizations and events and a landmark in downtown Wauseon for 130 years. I appreciate and respect their news coverage which is fair, accurate and well-written."

- Jerry Dehnbostel
Mayor
City of Wauseon



"I don't really think of the Fulton County Expositor or Swanton Enterprise in terms of being 'great.' Both newspapers are so reliable we take them for granted. We always get excellent results from our insurance-related ads, but we're also very consistent newspaper advertisers. When advertising for tenants for several apartments we own, I'm usually overwhelmed with phone calls within hours of the papers hitting the street... at least four or five individuals each time the paper is published. I've never had to run a rental ad longer than two weeks. Would I encourage someone to advertise with you? Yes, unless they're one of my competitors!"

- Scott Bechtel
Owner

Bechtel Insurance Agency
in Delta, Ohio

didyouknow?

Buying power generally rises among consumers with high household incomes. The median household income in Fulton County is \$44,387.

didyouknow?

Adding color to your ad increases reader retention of your message by 67%. Color ads sell 42% more merchandise than black and white ads.



**Fulton County's
Community Newspapers**
key facts & demographics

**Fulton County's
Community Newspapers**
rates

Economic Environment

Founded in 1873, the Fulton County Expositor is Fulton County's only multi-award winning, largest circulated, twice-weekly newspaper. Its Tuesday and Thursday premium paid distribution means two things. First, if people pay for something, they will read it. This leads to slower page turns and increased exposure for advertisers. Secondly, a paid product usually targets those households with improved shopping demographics and disposable income. These are the people most likely to have the ability to buy your goods and services.

Fulton County Demographics		
	Number	Percent
Total Population	42,084	100.0%
Gender		
Male	20,564	48.9%
Female	21,520	51.1%
Household Income		
\$150,000 or more	260	1.6%
\$75,000 to \$149,999	2,575	16.7%
\$35,000 to \$74,999	6,860	44.4%
\$15,000 to \$34,999	4,183	27.1%
Less Than \$14,999	1,578	10.3%
Occupation		
Age 16+ in Labor Force	21,987	69.5%
Employed	21,242	67.2%
Unemployed	719	2.3%
Not in Labor Force	9,634	30.5%
In Armed Forces	26	0.0%
White Collar	4,925	23.2%
Blue Collar	16,317	76.8%
Education		
Age 25 + Population	20,564	100.0%
High School Graduate or Higher	21,520	85.0%

Trade/Market Area

Fulton County, Ohio is in the northwestern quadrant of the state along the Indiana and Michigan border and is conveniently positioned on Interstates 80-90 and just west of Interstate 75. The strategic location affords us easy access to Toledo, Cleveland, and Dayton, Ohio; to Detroit, Michigan; and to all points beyond.

Fulton County has only one city, Wauseon (the county seat), which was named for Robert Fulton, who was an engineer and inventor who developed the first commercially successful steamboat. He also designed a new type of steam warship, and the first practical submarine in history.

In addition to the city of Wauseon, there are several villages located in the county: Archbold, Delta, Fayette, Lyons, Metamora, and Swanton. These communities are connected to each other and to the outside world by a network of roadways including I-80 & I-90 (Ohio Turnpike), I-75, OH 108, and US 20.

Location (from Wauseon, Fulton County Seat)	
Toledo	37 miles
Cleveland	142 miles
Dayton	167 miles
Detroit, MI	101 miles
Ft. Wayne, IN	71 miles

didyouknow?

Just **over 75%** of those **looking for jobs** say they **turn to newspaper help wanted ads** in their search.



Large Ad Discounts

*All discounts are per column inch.

- Half Page Save \$1
- Full Page Save \$1.25

Advertising Rates

*All rates are per column inch.

No Annual Commitment

	Retail	Classified
1 Newspaper	\$8.95	\$7.95
2 Newspaper	\$14.20	\$11.05
All Newspapers	\$16.30	\$14.20

Heartland Trader

	Pick-Up	Exclusively
Retail	\$1.10	\$8.95
Classified	\$1.05	\$7.95



Market your dealership throughout Ohio.
Ask consultant for details.

Preprint Rates

*All rates are per \$1000

No Annual Commitment

Single Page	\$50
4 Page	\$55
8 Page	\$70
12 Page	\$75
16-20 Page	\$80

*Frequency discounts available, call for more information.



Banners

Fulton County Front Page	Swanton Enterprise Front Page
\$199	\$149

Other Rates

*All prices are per column inch unless noted otherwise.

Color

1 color spot	\$90
2 color spot	\$180
3 color spot	\$270

Classified Liner

*All classified line ads appear in all three publications, plus on our web site. 15 word minimum.

1 edition/word	\$0.63
2 editions/word	\$1.13

Political

Ads must be paid for in advance. Must conform to all State & Federal regulations, including disclaimer statements.

Church Directory

*All rates are per week.

Fulton County Expositor	\$5
Swanton Enterprise	\$4.50

Life & Legacy

\$6.50 per week, Fulton County Expositor Only.

Non-Profit Ads

\$7.45 per column inch per publication.

Business Connection

\$65 per month and appears in both publications each week.

Call For Private Party Pricing & Options

- Real Estate
- Garage Sales
- Private Party Employment
- Automotive
- Miscellaneous For Sale



"Members of the Wauseon Chamber of Commerce agree that the advantages of advertising in the Fulton County Expositor are three-fold: valuable, affordable and they provide country wide exposure. The Wauseon Chamber of Commerce values the relationship with the Fulton County Expositor. I encourage businesses to advertise with this paper and take advantage of their fabulous marketing opportunities. Deciding on where to spend marketing dollars can be a challenge, the Fulton County Expositor makes it easy."

~ Debra Nelson
Executive Director
Wauseon Chamber of Commerce



"Wauseon's annual Rotary Club Auction is one of the largest in the county, raising upwards of \$100,000. We absolutely rely on the Expositor and Heartland Trader as our media partner, with innovative advertising campaigns and well-written news articles. Their staff is a joy to work with. They are professional, hardworking, provide excellent customer service and are committed to making our community a great place to live!"

~ Larry Lammon II
Past President Wauseon Rotary Club
and owner of Buy Here, Pay Here.

didyouknow?

Great ads have several elements in common. They create **Attention, Interest, Desire, and Action**. When creating ads keep this simple **AIDA** formula in mind.