

Lorain County Community Newspapers

Serving Amherst, Oberlin, Wellington,
and Surrounding Communities

Advertising Rates

Amherst News-Times

(440) 988-2801

Fax (440) 988-2802

www.theamherstnewstimes.com

Oberlin News-Tribune

42 South Main Street

(440) 775-1611

Fax (440) 774-2167

www.theoberlinnewstribune.com

Wellington Enterprise

119 West Herrick Street

(440) 647-3171

(440) 647 3172

email: enterprise@glwb.net

www.thewellingtonenterprise.com

The Shopping News

(440) 775-1611 or (440) 988-2801

Email Addresses

Publisher - carpenter@theoberlinnews.com

News - news@theoberlinnews.com

Production - ads@theoberlinnews.com

Classified line ads - classifieds@theoberlinnews.com,
enterprise@glwb.net

Gazette Publishing Company
a Division of
Brown Publishing Company
107 N. Sandusky St. Bellevue, Oh 44811
(419) 483-4190

Effective January 1st, 2009

Serving Over 16,500

Local Community Households

Display & Classified Advertising Rates

Effective January 1st, 2009

The Amherst News-Times
The Oberlin News-Tribune
The Wellington Enterprise
The Shopping News

The Advertising Email: ads@theoberlinnews.com

Display Advertising Rate

(All Rates are Per Column Inch)

1 - Newspaper

\$9.20

2 - Newspapers

\$12.00

3 - Newspapers

\$14.75

4 - Newspapers

\$17.40

Shopping News Advertising Exclusively \$12.90 per column inch.

Sandstone Shopper Advertising Exclusively \$12.90 per column inch.

Classified Display Advertising Rates

(All Rates are Per Column Inch)

**Classified Display advertising is published in
all five newspapers!**

Open Rate.....\$14.00

Classified Line Rates

All classified line ads appear in all five newspapers.

Private Party Ad Rate.....72¢ per word

Commercial Ad Rate.....82¢ per word

(Minimum 10 words per ad)

Preprint / Insert Rates

(All Rates are based on per thousand quantity)

Single Sheet / Card Stock\$55.00

Multi-Page Inserts\$65.00

Display Advertising Mechanical Requirements

(SAU Format)

1 Column	1.77"
2 Column	3.64"
3 Column	5.51"
4 Column	7.38"
5 Column	9.25"
6 Column	11.12"

Classified Display Advertising Mechanical Requirements

1 Column	1.174"
2 Column	2.417"
3 Column	3.66"
4 Column	4.903"
5 Column	6.147"
6 Column	7.391"
7 Column	8.634"
8 Column	9.877"
9 Column	11.12"

Color Rates

1 Color	\$90.00
2 Color	\$150.00
3 Color	\$210.00

Deadlines

Deadline for display advertising is
2:00PM Thursday

Camera Ready ad deadline is
4:00PM Thursday

Special Rates

- **Political Rates** are same as rate card. Ads must be paid for in advance. Political ads must conform to all state and federal requirements, including disclaimer statements.
- **Non-Profit Rate** \$9.75 per column inch (p.c.i.)
- **Church Rate** \$6.20 p.c.i. per property
- **Service Directory** \$16.00 per week (min 4 weeks)
- **Dining & Entertainment** \$7.00 per inch
- **Signature Sponsor Rate** \$25.00
- **Auctioneer Rate** \$9.50 p.c.i. (a.p.)
- **Box Charges** \$5.00 P.U. \$10.00 Mail

Subscription Rates

All Newspapers

<i>In county Subscriptions</i>	\$34.00
<i>Out-Of-County Subscriptions</i>	\$44.00
<i>Senior Citizen Subscription (In County)</i>	\$28.00
<i>Senior Citizen (Out-of-County)</i>	\$39.00
<i>Student Subscription (9 months)</i>	\$27.00



Help Wanted Web Pricing

Products 7-Day 30-Day

Liner Ad	\$25	\$50
Display Ad	\$49	\$90

Upgrade 7-Day 30-Day

Featured Job	\$21	\$45
Priority Job	\$28	\$60

* Pricing only valid when your ad is printed in any BPC newspaper.

• **7 day ads** will be posted on the Job Network sight for 7 consecutive days, beginning the same date of print publication.

• **30 day ads** will be posted on the Job Network sight for 30 consecutive days, beginning the same date of print publication.

Featured Jobs - Receive featured placement to attract job seeker attention. This placement means more views, more picks and more applicants. Up to 300% more activity.

Priority Jobs - Highlighted placement of search results page that is directly related to the search criteria entered by job seeker. More traffic and more QUALIFIED traffic.

New Upgrades: will be announced when released throughout the upcoming year.

Upgrade 6 Months 12 Months

Featured Employer	\$300/mo	\$250/mo
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Featured Employer - These allow job seekers to review company info as well as a link to all the advertisers' job postings. typically receives 35% more candidate activity than regular job posters.

Jobsourcoehio.com is a product of Brown Publishing Company.

Auto Dealers Advertise on



Basic Listings: Only \$99/mo

For Plus® listings add \$100.00 to basic price.

Web Based • Simple
"One-Stop-Shop"

Call your Sales Executive for details.