



OBSERVER

YOUR WINDOW TO THE WORLD:

www.observertoday.com

Your Daily Multi-Media Source for Local, Reliable News and Information in Northern Chautauqua County and Surrounding Areas.



2012 Advertising Rate Schedule

Retail, Classified & Internet Advertising Rates & Marketing Information

10 East Second Street, Dunkirk NY 14048-0391 • 716-366-3000



www.observertoday.com

10 East Second Street • P.O. Box 391 • Dunkirk, NY 14048-0391
(716) 366-3000 (Local) • 800 836-0931 (Toll Free) • (716) 366-4505 (Fax)

Effective January 1, 2012

Personnel

Publisher.....**John D’Agostino**
Advertising Director.....**Meredith Patton**
Classified Manager.....**Joyce Klawon**
Editor.....**Gregory Bacon**
Business Manager.....**Jamie Hewson**
Circulation Director.....**Shawn Paulus**

Representatives

OGDEN PUBLISHING, INC.

Commission and Cash Discounts

Retail and Classified Advertising rates are not commissionable or cash discountable. All rates are net to the newspaper.

Advertising E-Mail Contacts

Advertising Director: advertising@observertoday.com
 mvpattan@observertoday.com
 Creative Services: advertising@observertoday.com

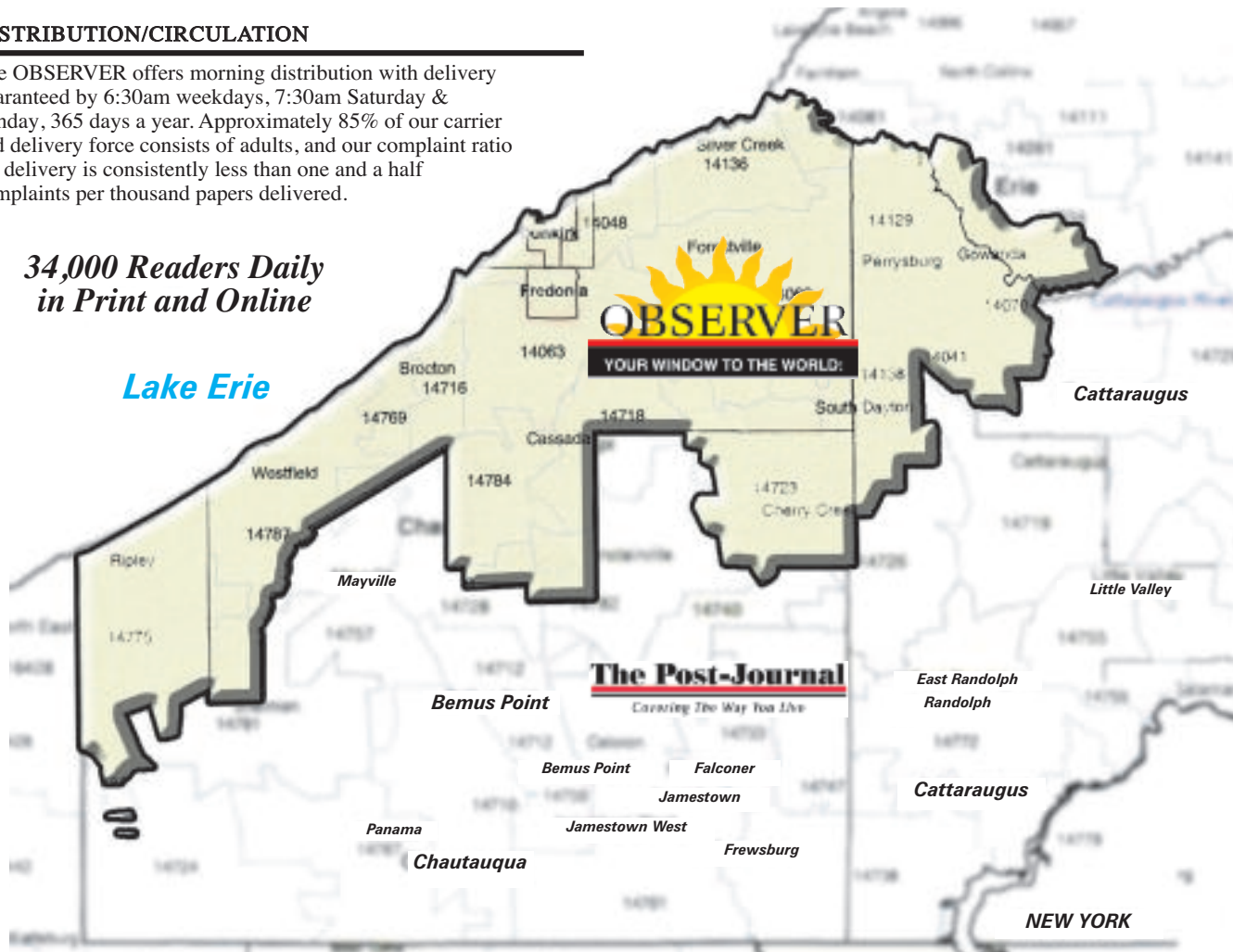
CITY AND RETAIL TRADING ZONES

DISTRIBUTION/CIRCULATION

The OBSERVER offers morning distribution with delivery guaranteed by 6:30am weekdays, 7:30am Saturday & Sunday, 365 days a year. Approximately 85% of our carrier and delivery force consists of adults, and our complaint ratio for delivery is consistently less than one and a half complaints per thousand papers delivered.

**34,000 Readers Daily
in Print and Online**

Lake Erie



Our Readership In Print and Online

10 Reasons to Advertise In a Newspaper

1. Reach
2. Quality
3. Targeted
4. Immediate
5. Flexibility
6. Credibility/Trust
7. Selective vs. Intrusive
8. Environment
9. Relied Upon
10. Results

Media Used in Past Seven Days for Shopping & Purchases

Any Listed (net)	86%
Newspapers	52%
Advertising Displays in Stores	21%
Direct Mail	17%
Television	16%
Magazines	10%
Store or product Information that comes in e-mail	48%
Ads that appear on your local newspapers website	16%
Advertising that appears when you use a search engine	18%
Ad Displays on general interest Websites such as Yahoo, MSN, AOL	11%
Ads on Social network Sites (Facebook, MySpace, etc.)	47%
Ads that appear on your handheld device screen, such as cell phone, iphone, blackberry	42%

Source: *How America Shops & Spends, 2010*

Primary Medium for Checking Advertising

Newspapers	35%
Internet	28%
Ads received in direct mail	12%
Television	9%
Catalogs	7%
Magazines	3%
Radio	1%

Source: *How America Shops & Spends, 2010*

Reader engagement in newspaper advertising translates into action

79% of readers took some action as a result of advertising seen in a newspaper.

46% of readers bought something advertised.

54% of readers clipped a coupon.

45% of readers went to a store.

39% of readers picked up shopping ideas, leading **20%** to try a product for the first time.

Combined with Newspaper, websites bring you additional desirable customers

Index of Newspaper Website Visitors	Any Newspaper Website Visited Last 30 days (Total Adult Index = 100)
Adults 25-54	120
Post-Graduate Degree	182
Household Income \$75,000+	145
Home Value \$500,000+	142
Professional/Related Occupations	169

Source: *Scarborough USA+ 2010 Release 2 (12 Months only)*

Ten Reasons to Advertise on a Newspaper Website

1. Frequency
2. Credibility
3. Targeted
4. Purchasing Power
5. Content
6. Newspaper Online Audience Keeps Growing
7. High Profile
8. Reinforcement
9. Cutting Edge
10. Mix

Source: *Scarborough Research 2010*
How America Shops & Spends/MDRI Research 2010

*www.observertoday.com data & information is provided and verified by Google Analytics.

Classified Rates

LOCAL DISPLAY OPEN RATES	\$17.78 PCI
LOCAL / NON PROFIT	\$15.69 PCI
CONSECUTIVE INSERTION OPEN LINE RATES*	
3 Days.....	\$2.16
4 - 6 Days.....	\$2.06
7- 13 Days.....	\$1.75
14-22 Days.....	\$1.57
23 Days or More.....	\$1.47

* 4 line minimum per insertion.

Employment Rates

EMPLOYMENT RATES

OPEN EMPLOYMENT DISPLAY RATES

1 - 2 Days.....	\$17.85 pci
3 Days (consecutive run).....	\$16.38 pci

CONTRACT EMPLOYMENT DISPLAY RATES

Annual Levels	Rates
\$2,000.....	\$15.50 pci / \$1.55 per line
\$5,000.....	\$15.20 pci / \$1.52 per line
\$10,000.....	\$14.90 pci / \$1.49 per line
\$15,000.....	\$14.50 pci / \$1.45 per line

ANNUAL BULK CONTRACT RATES*

Contract Level	Min. Lines	line/day
Level 1	1,000	\$1.23
Level 2	2,000	\$1.15
Level 3	4,000	\$1.08
Level 4	8,000	\$.98
Level 5	16,000	\$.92
Level 6	24,000	\$.85
Level 7	32,000	\$.79

You may use your advertising in any combination of classified display and line advertising to fulfill your ad agreement requirement. The rate will be applied according to the annual level of commitment. Bulk contract rate not applicable to employment category.

2012 BUSINESS DIRECTORY

Publishes daily in Classified and ordered on consecutive day basis.
(14 day minimum order)

Size	14 Days	21 Days	30 Days
1/2"	\$70.00	\$94.50	\$124.50
1"	\$89.50	\$126.00	\$168.00
1.5"	\$133.14	\$187.43	\$249.30
2"	\$162.40	\$226.80	\$300.00

Continuous Run Special

Begin your 1" ad before April 30, 2012 and pay only \$5.00 per day!!
That's 30 days for \$150.00!

Ad must be prepaid and continuously run monthly.

MECHANICAL REQUIREMENTS CLASSIFIED DISPLAY

Width of Column.....	1.163 inches
Depth of Column.....	.21 1/4 inches
Columns Per Page.....	8
Column Inches Per Page.....	170
Column Widths:	
1 column.....	1.163 inches
2 columns.....	2.426 inches
3 columns.....	3.689 inches
4 columns.....	4.952 inches
5 columns.....	6.215 inches
6 columns.....	7.478 inches
7 columns.....	8.741 inches
8 columns.....	10.00 inches

DEADLINES

Display ads must be received two days prior to insertion.
For insertion on Saturday, Sunday or Monday, the deadline is 5:00 pm Thursday.

IN-COLUMN CLASSIFIED LINE ADS

Classified line ads must be received by 5:00 pm one business day prior to run.

CLASSIFIED NETWORK



Job Postings - put your job openings in front of the largest possible audience with both print and online. \$30.00

Monster Match - Receive up to 5 job seekers that match the required criteria of your job posting 100% within 24-48 hours, by hand, from Monster professionals. \$25.00

Bolding - Have your job posting appear in bold... provides an 11% average increase in apply starts. \$30.00

Career Ad Network - (CAN) 7 Days (\$50.00) 14 days (\$80.00), 30 Days (\$150.00) - dynamically transforms the job posting into an online hiring ad and strategically places the ad where qualified job seekers spend their time online; seekers will be brought to the Monster site when they click on the ad.

Auto Refresh - Automatically resets your 30 day job posting and bring it to the top of the results page after 14 days; provides 43% average increase in job views. \$50.00

Diversity - Reach over 35 million diverse job seekers by extending your job posting to career sites of a number of associations. \$60.00

Top Jobs - Have your job posting appear in a rotating spot on the OBSERVER homepage. \$50.00

Recruiter Package - 30 days online; Career Ad Network; Auto Refresh; & Top Job Line Ad \$215.00 (a \$340 value!) Display Ad \$295 (a \$445.00 value!)

www.observertoday.com*



Internet Ad Rates

Costs, unless noted, are in CPM

	OPEN		GOLD		SILVER		BRONZE	
	ros	targeted	ros	targeted	ros	targeted	ros	targeted
Leaderboard	\$16	20	9	13	10	14	13	17
Skyscraper	16	20	9	13	10	14	13	17
Large Rectangle	16	20	9	13	10	14	13	17
Half Banner	8	12	4	8	5	9	6	10
Lower Leaderboard	11	15	6	10	8	12	10	14

Others

Video ads on Home Page:	\$500 for 4 Weeks (Advertiser supplies video)
Funeral Home ad below obit:	\$20 obit
Calendar sponsors:	\$150 per month per calendar, 2/\$250
Print ad upsell:	Stays up for seven days, rotates through ads, rate based on size of ad.
Business/Advertiser Profile:	\$10 per month with one year commitment.
Leaderboard, Skyscraper or Lrg. Rectangle:	As low as \$270 a month for 30,000 impressions
Half Banner:	As low as \$120 a month for 30,000 impressions
Brand Builders:	Small rectangle on the home page is reserved for Brand Builder ads. \$30 a month.
Calendars:	\$400 a month.

Gold Level	120,000 impressions per month (ie: leaderboard would be 120 x \$9 = \$1,080) or a one year commitment would give the advertiser gold status without a minimum monthly impression commitment.
Silver Level	60,000 impressions per month (ie. leaderboard would be 60 x \$10 = \$600) or a 6-month commitment would give the advertiser silver status without a minimum monthly impression commitment.
Bronze Level	30,000 impressions per month (ie: leaderboard would be 30 x \$13 = \$390) or a 3-month commitment would give the advertiser bronze status with out a minimum monthly impressionn commitment.

Advertising packages: As Low As \$270/month for 30,000 impressions - Leaderboard/Skyscraper/Lrg. Rectangle (ROS)
As Low As \$120/month for 30,000 impressions - Half Banner (ROS)

Run of Network Rates

Run of Network Rates - All 40 daily newspaper sites - Minimum commitment 2,000,000 impressions

Custom Packages available

Customer can pick the papers that they want as long as they meet the impression total.
Customers can move up a level if they pick from one of the following geographic groups.

Must run on all papers; **Ohio Pennsylvania New York West Virginia Iowa**

*Must agree to a minimum of 120,000 impressions to qualify for open rate, otherwise, use individual newspaper rates.

Call your Sales Representative for more information.

Print-to-web prices

Print Ad Size	Online Fee
1"-10"	\$20
11-20"	\$25
21-30"	\$30
31-40"	\$35
41-50"	\$40
51-60"	\$45
61-70"	\$50
71-80"	\$60
81-90"	\$70
91-100"	\$80
101-110"	\$90
111-120"+	\$100

Rates are for seven days

Over 8,700,000 Pageviews on www.observertoday.com in the last year.*

Glossary Of Terms

Pageview:
Another word for impressions. The loading of a single complete page on the website.

Run of Site:
Ads that are placed run of site will appear throughout the website. The number of impressions or pageviews you purchase will be split so that your ad appears all month long.

Targeted:
By targeting your ad you can read the exact niche that you are looking for. You can target by page insertion, time of day & day of week.



Leaderboard

Weather Sponsor

Large Rectangle

Print Ads

Brand Builder

Video

Half Banner

Banner

Lower Banner



Leaderboard



Advertise on CU

Constantly updated, and home to thousands of photos, CU offers advertisers a great location from which to promote their goods and services.

Advertise Run of Site (ROS) to reach everyone on CU or target your ad to a particular interest group such as high school athletics. With thousands of photos in more than twenty categories, there is something for everyone in CU. Ads are priced by the impression, so you only pay for what the reader sees. With three sizes of ads, plus contests and the Before and After feature, we have a CU ad program to fit your budget and needs.

As Low As \$120⁰⁰ a month for 30,000 impressions

Ad Rates

	OPEN		GOLD		SILVER		BRONZE	
	ros	targeted	ros	targeted	ros	targeted	ros	targeted
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Half Banner	8	12	4	8	5	9	6	10

Other advertising options

Sponsorship of contest: \$300 per contest

Before and After: \$150 per month

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Silver Level 60,000 impressions per month (ie: leaderboard would be 60 x \$10 = \$600) or a 6-month commitment would give the advertiser silver status without a minimum monthly impression commitment.

Bronze Level 30,000 impressions per month (ie: leaderboard would be 30 x \$13 = \$390) or a 3-month commitment would give the advertiser bronze status without a minimum monthly impression commitment.

SPECIAL SECTIONS, HIGHLIGHTS, CALENDAR 2012

JANUARY:



Community Directory

The area's most useful resource. The glossy covered book includes listings of demographics, population, weather, elected officials, school districts, service organizations and will be kept for reference all year long.

FEBRUARY:



Dream Homes

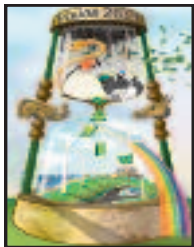
Our annual book featuring new home plans and ideas, local contractors, lending institutions and decorating ideas.



Wedding Planner

Brides-to-be and members of their wedding parties may not be aware of the various stages of planning a wedding. Our bridal supplement will include planning tips for the newly engaged along with articles about music, money issues, flowers, fashion, and books. Make couples aware of your services at the time that is most important to them.

MARCH:



Vision 2012

Our newsroom's annual look at the region's growth and progress, featuring stories on recreation, health, business, industry, and education around the county. Take advantage of this opportunity and contact your advertising representative today. Don't miss this opportunity to tell your business' story and of its success.

APRIL:



Spring Home & Garden

Our annual section to kick off the spring planning and planting season for all your indoor and outdoor designs.

See Plenty On Routes 5 & 20

Get in on this edition of what Our Area businesses have to offer its residents and tourists.



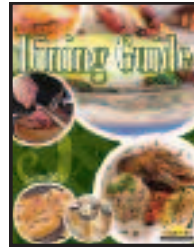
MAY:



Events Guide

Our region attracts a huge number of visitors each summer. This glossy covered book is an excellent way to reach both those visitors to our area as well as our local readers.

JUNE:



Dining Guide

The wonderful world of food, an exploration into the tastebuds of Chautauqua County's finest eating establishments.

JULY:



Chautauqua County Fair Edition

This tab section covers all of the fair's week long festivities and is inserted in both the OBSERVER and the Post-Journal.

AUGUST:



Gridiron

Our high school football preview book is extremely popular with readers, who hold onto it for the entire season. Take this opportunity to advertise your business and show support for your local team.



Medical Directory

Our annual medical book featuring local content provided by advertisers as well as features about the area medical field.

SEPTEMBER:



Readers' Choice, Awards Winners

The community has voted and here are the winners! This winners section features over 60 categories of area favorites. A great readership section you won't want to miss.



Chautauqua County Chamber Edition

A combined section with the Post-Journal in Jamestown, NY. Our Chamber tab highlights business person of the year, gives a listing of all Chamber members and feature information about some of the Chamber members.

OCTOBER:



Fall Home Improvement:

A look at preparation ideas and plans for our WNY winter season.



Fall/Winter Events Guide

Our region attracts a huge number of visitors each winter. This book is an excellent way to reach both those visitors to our area as well as our local readers.

NOVEMBER:



Holiday Shopping & Entertainment

Our kickoff to the holiday season, this book gives shopping ideas and tips & decorating helpful hints. This section is the perfect way to get your message out early to all those holiday shoppers.



Christmas Wishes

This Thanksgiving Day section features local businesses and services with local editorial support describing what the advertiser can offer their customers. This section is a successful holiday piece.

DECEMBER:



25 Days Till Christmas

25 Days of full page ads for 25 participating advertisers. One out of 25 days an advertiser receives the feature advertorial spot to highlight their business or service.



OBSERVER Calendar

This annual publication is a calendar of the upcoming year with advertisers sponsoring different months. A handy piece for our readers. Posted online for a year.

MONTHLY PRODUCTS



Senior Scene

This is an upbeat section for those adults who are in and about to enter the prime of their lives. The Senior Scene features local editorial covering topics on financial planning, preparing for the future, health and more. This publication inserts into the OBSERVER the second Wednesday monthly.



Real Estate Showcase

This book features area real estate listings, lending institutions and information on the buyer's guide to purchase a home. This monthly publication is inserted into both the OBSERVER and Post-Journal with additional distribution to high traffic locations.



Super Savers

A fantastic opportunity for businesses to target nearly 50,000 subscribers and their families—bringing them into your business with this booklet of tremendous savings certificates. Published in the OBSERVER, the Post-Journal and the Times - Observer the last Thursday of every month.



Silver Magazine

Our 55+ magazine is for those adults in the prime of their lives. Silver features local writers covering topics on financial planning, preparing for the future & much more. 7,500 are distributed throughout Chautauqua County, NY and Warren County, PA.

Call your advertising representative and find out about other advertising opportunities offered throughout the year.

Advertising - 716-366-3000
Toll Free - 800-836-0931

For a complete list of advertising promotions see the back cover of this rate schedule.

WEEKLY PRODUCTS



Select TV - Fridays

Our TV Magazine contains a week's worth of program listings for dozens of broadcast and cable channels and a book full of local advertisers. The deadline to advertise is the Friday prior to publication.



OBSERVER EXTRA

Our Total Market Coverage product is carrier delivered each Saturday to 6300 non-subscriber homes. If you are looking to extend your reach, this product is for you. Deadline for copy is 4 pm on Monday.

Terms and Conditions

General Rate Policy

- Cash with order unless credit is established. Political Advertising, cash with order.
- Accounts are due on or before the 10th day of the month following that month in which the advertising is published.
- Accounts 25 days past due are subject to a 2% service charge per month, \$2.00 minimum.
- All Advertising Credit Balances must be taken in-kind (i.e. through additional advertising) and must be taken in one year.

Copy Regulations:

- The OBSERVER reserves the right to reject or edit any advertisement at any time.
- An advertiser is entitled to retail rates only when he sells direct to the consumer through one or more retail stores which he alone owns or controls.
- Advertising placed at the retail rate by a retailer who is also a wholesaler or distributor must be confined to retail copy. Copy intended to direct sales or inquiries to dealers through the distributor's territory, will be charged at the open rate.
- The OBSERVER is not responsible for orders, cancellations or corrections given over the telephone. Written confirmation of orders, cancellations or corrections must be received prior to publication.
- The OBSERVER reserves the right to identify copy with the word "advertisement."
- Position is not guaranteed. Guaranteed position will be charged 25% additional.
- For the value received, advertisers hereby assign the OBSERVER all rights, title and interest, including copyright interest, to all layouts of the advertisements placed in said newspaper which represent the creative effort of the newspaper and/or utilization of its own illustrations, labor, composition or material.
- Inaccurate rates on insertion orders will be treated as clerical errors and advertisers will be charged at the applicable rate in effect at the time of publication.
- If an advertisement is set but not published the advertiser may be charged at 50% of the ad's earned rate.
- Ads more than 19 inches deep will be charged full page depth, a total of 21 1/4 inches.
- Minimum depth for any advertisement is 1 inch.
- The OBSERVER does not accept brokered advertising.
- Publisher reserves the right to revise rates on 30 days notice.

Publisher's Liability For Error:

- The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement.
- The publisher's liability for other errors is strictly limited to publication of the advertisement and any subsequent issue is at the expense of the advertiser.

Indemnification:

- The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.

Sequential Liability

- Insertion orders or contracts containing liability disclaimers are not accepted. Agencies are held responsible for payment of invoices for advertising placed by them on their own behalf or on behalf of their clients.

Political Advertising:

- Political advertising is payable in advance, upon placement of advertising order. All political advertising must conform to Federal guidelines and adhere to New York State Fair Campaign Codes.
- Political advertisements must contain a "Paid by..." acknowledgment.

Miscellaneous

- AP ADSEND SERVICE
- MARKET DATA AVAILABLE
- CREATIVE SERVICES includes art, basic photography, design, layout and typesetting
- AD PROOFS available on ads 20 column inches or larger
- TEAR SHEETS

Up to 3, ordered prior to publication	FREE
More than 3	\$0.50 each

Printing Services

The OBSERVER offers full service printing and distribution of broadsheet, tabloid and single sheet inserts. Contact your sales representative or our advertising department for complete details or pricing information.

Electronic Submission Requirements

ACCEPTABLE FILE TYPES

- QuarkXPress 3.3 or 4 x documents with all supporting graphics and Macintosh fonts.
- Multi-Ad Creator 4 x & 6 x documents with all supporting graphics and Macintosh fonts.
- EPS files with all supporting Macintosh fonts.
- PDF files from Adobe Acrobat (version 4.0 compatible); all fonts MUST be embedded.
- Adobe Photoshop EPS and TIFF files at 220 ppi resolution

2012 Promotional Schedule

JANUARY

Chautauqua County
Community Directory
*Down thru the Years
Senior Scene
Health & Fitness
Real Estate Showcase
College Bound
College Survival Guide
Silver
Blizzard
Super Savers Coupons
Savingspirate.com coupons

FEBRUARY

Tax & Investment Guide
A Look Back
Real Estate Showcase
Senior Scene
Medical Extra
Wedding Planner
Super Savers Coupons
Dream Homes
Silver
Savingspirate.com coupons

MARCH

Real Estate Showcase
Senior Scene
Bride & Groom
Super Savers Coupons
Vision 2011
Silver
Savingspirate.com coupons

APRIL

Spring Car Care
Senior Scene
*H.S. Baseball
Real Estate Showcase
Spring Home & Garden
See Plenty on Routes 5 & 20
*Golf Book
Super Savers Coupons
Spring Coupon Book
Silver
Savingspirate.com coupons

MAY

Mother's Day Gallery
Gowanda Pioneer Days
Real Estate Showcase

Spring Home & Garden
Senior Scene
Spring/Summer Events Guide
Healthy Choices
*Memorial Day Flag
Why We Served
Super Savers Coupons
Silver
Savingspirate.com coupons

JUNE

Meet Your Local Businesses
Real Estate Showcase
Senior Scene
Dining Guide
*High School Graduation
Consumer "How To" Guide
Super Savers Coupons
Silver
Savingspirate.com coupons
101 Things To Do...

JULY

Summer Lifestyles
*First Aid Edition
Senior Scene
Real Estate Showcase
30 Days of Summer
Chautauqua County Fair
Super Savers Coupons
Readers' Choice Nominations
Estate & Funeral Planning
Silver
Savingspirate.com coupons

AUGUST

Real Estate Showcase
*School Calendar
Senior Scene
Medical Directory
Gridiron
Super Savers Coupons
30 Days of Summer
It's Easy Being Green
Silver
Savingspirate.com coupons
SUNY College Edition
I Shop Local Program

SEPTEMBER

Back To School
Labor Day Edition
Silver Creek Grape Festival

Real Estate Showcase
Chautauqua County Chamber
Senior Scene
*Our Heroes
Fall Into Savings
Fall Coupon Book
Super Savers Coupons
Readers' Choice Winners
Silver
Savingspirate.com coupons
I Shop Local Program

OCTOBER

Fall Home Improvement
Senior Scene
Real Estate Showcase
Fall Car Care
Fall / Winter Events Guide
Advertiser Appreciation
Super Savers Coupons
Forestville Harvest Festival
Silver
Savingspirate.com coupons
I Shop Local Program

NOVEMBER

*WNY Website Directory
Holiday Shopping &
Entertainment
Real Estate Showcase
*Veteran's Day
Senior Scene
Readers' Recipes
Christmas Wishes
*High School Basketball
Super Savers Coupons
Wrapping Up Christmas
Thanksgiving Day Wrapper
Silver
Savingspirate.com coupons

DECEMBER

Holiday Treasures
25 Days till Christmas
Real Estate Showcase
Christmas Coupon Book
Senior Scene
OBSERVER Calendar
Super Savers Coupons
Christmas Tree Treasures
Greeting Ads
Silver
Savingspirate.com coupons
Christmas Songbook
Christmas Memories