

2011-2012

The Chautauqua • Warren Region

In the middle of it all!
CENTRALLY
LOCATED
BETWEEN
BUFFALO, NY,
ERIE, PA and
WARREN, PA



Buy Chautauqua County

WESTERN NEW YORK

and Warren County WARREN, PENNSYLVANIA

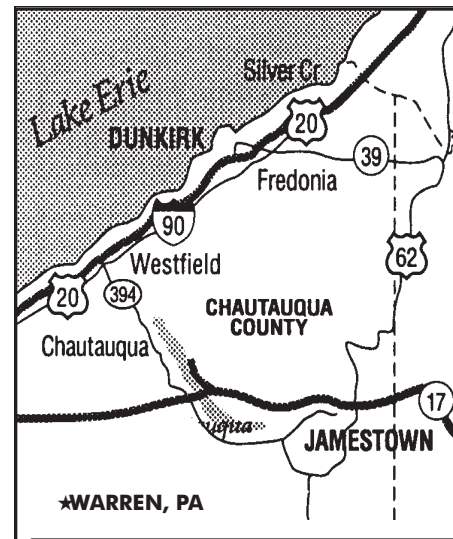
National Advertising Rate Card
Effective 7/1/11

✓Dunkirk-Fredonia
OBSERVER

✓Jamestown
The Post-Journal

✓Warren, PA
The TIMES OBSERVER

✓Plus Westfield/Mayville Newspapers



Chautauqua County Population: 139,750*
Warren County Population:
43,863*
*US Census Bureau 2000

\$120⁶⁷

Network Combo per column inch Gross/Commissionable
Price Includes:

Westfield NY **Republican** and Mayville NY **Sentinel** weekly newspapers

National Pre-print Insertion Charges (Tabloid) For Full Circulation

8 Pgs. (or less).....	63.00
12 Pgs.....	70.00
16 Pgs.....	76.00
20 Pgs.....	82.00
24 Pgs.....	89.00
28 Pgs.....	95.00
32 Pgs.....	101.00

ZONED RATES:

Check with Ad Director for price of Additional Pages, Sizes, Etc.

QUANTITY REQUIRED:

38,800 Sunday through Saturday morning insertion
6,300 TMC Saturday morning insertion

DELIVERY

REQUIREMENT:

One Week prior to date of insertion during the following hours: Monday-Friday: 9:00 AM to 4:00 PM (Plant closed Saturday and Sunday)

DELIVERY ADDRESS:

OBSERVER
10 E. Second St.
Dunkirk, NY 14048

SKID REQUIREMENTS:

- Minimum Underclearance 5 inches
- Maximum Height of full packed skid - 60 inches
- We cannot accept Double-stacked skids



YOUR WINDOW TO THE WORLD:

www.observertoday.com

10 EAST SECOND STREET, DUNKIRK, N.Y. 14048
PHONE (716) 366-3000 • 1-800-836-0931 • FAX (716) 366-4505
observertoday.com • advertising@observertoday.com

NATIONAL ADVERTISING RATE CARD



YOUR WINDOW TO THE WORLD:

www.observertoday.com

EFFECTIVE JULY 1, 2011

Published Mornings

Member: New York State Publishers' Association • NYNAME: New York Newspapers Advertising & Marketing Executives • Audit Bureau of Circulations and NNA

10 EAST SECOND STREET, DUNKIRK, N.Y. 14048 • PHONE (716) 366-3000 • 800-836-0931 • FAX (716) 366-3005 • observertoday.com • advertising@observertoday.com

PERSONNEL

John D'Agostino, *Publisher*
Meredith V. Patton, *Advertising Director*
Joyce Klawon, *Classified Manager*

COMMISSION AND TERMS OF PAYMENT

Agency Commission - 15% to accredited agencies, No Cash Discount.

GENERAL RATE POLICY

In the event of error in any advertisement the Publisher shall not be responsible for any amount in excess of the space occupied by the noted error. In case there is any error in price, the Advertising Department will furnish a letter to the advertiser stating the correct price, but will assume no liability if goods are sold at the incorrect price. Publisher shall not be liable for failure to publish an ad. Publisher reserves the right to reject or cancel any advertisement at any time.

ROP/PREPRINT RATES

- Flat - \$29.20 per column inch • Hi-Fi (roll fed) - \$28.35 per column inch
- Pre-Printed Inserts • 8 pg. tabloid size and under (also card) \$63.00 CPM
- Post-Journal/Dunkirk OBSERVER/Warren Times Observer Combination 8 pg. tabloid size and under (also card) \$63.00 CPM

GROUP COMBINATION RATES

- Buffalo Plus Network
- Buffalo DMA Network
- Dunkirk OBSERVER/Post-Journal/Westfield Newspapers/Warren Times Observer
Published mornings 7 days a week. COMBO - \$120.67 per column inch
- Dunkirk OBSERVER (Dunkirk, NY 10,500) \$29.20 per column inch
- Post-Journal (Jamestown, NY 19,500) \$51.95 per column inch
- Quality Guide (Westfield, NY 15,400) - \$10.72 per column inch
- Westfield Republican (Westfield, NY 1,200) & the Sentinel News (Mayville, NY 900) \$5.87 per column inch when bought in combination with The Dunkirk OBSERVER
- Warren Times Observer (Warren, PA 10,500) \$22.93 per column inch

COLOR RATES

- 1 **Color and Black** \$28.35 per column inch plus \$160.00
- 2 **Colors and Black** \$28.35 per column inch plus \$240.00
- 3 **Colors and Black** \$28.35 per column inch plus \$345.00
- Process Color** \$28.35 per column inch plus \$345.00

SPECIAL SERVICES

Screens, veloxes, line cuts, photo composition, art, layout, and commercial web offset printing.

SPECIAL DAYS, PAGES & FEATURES

- | | |
|-------------------------------|--------------------------------|
| • Health & Fitness Tab (Jan.) | • Dining Guide (June) |
| • Medical Extra (Feb.) | • Chaut. Co. Fair Tab (July) |
| • Dream Homes (Feb.) | • Success Pages (July & Aug.) |
| • Wedding Planner (Feb.) | • Medical Directory (Aug.) |
| • Vision 2011 (March) | • Labor Day Edition (Sept.) |
| • Bride & Groom (March) | • Fall Home Improvement (Oct.) |
| • Spring Car Care (Apr.) | • Fall Car Care (Oct.) |
| • Spring Home & Garden (Apr.) | • Fall Winter Events (Oct.) |
| • Coupon Book (May) | • Cookbook (Nov.) |
| • Events Guide (May) | • Christmas Coupons (Dec.) |
| • 101 Things To Do... (June) | • Calendar (Dec.) |

ROP DEPTH REQUIREMENTS

Minimum Depth ROP: As many inches deep as columns wide.
Any ad over 19" in depth is charged full column.

CONTRACT AND COPY REGULATIONS

Newsplan available. Copy subject to Publisher's approval.
Publisher reserves the right to cancel contract agreement or make any rate revision upon 30 days notice or through SRDS.

CLOSING TIMES

- Black and white** - 3 days prior to publication
- Color and black** - 3 days prior to publication
- Comics** - Noon Monday two weeks prior to publication

MECHANICAL MEASUREMENTS

- **Make-up**
21 1/4" Below folio height (301 agate lines) 1785 agate
Full Page 127.5 column inches (1785 agate lines)
Double Truck 276 1/4 column inches (3913 agate lines)
6 Columns (1.646" each)
- **Material Positives**
- **Screens:** Accept up to 110 line screen for negatives;
10% highlight dot, 85% shadow dot.
- **Printed Size**
21 1/4" Printed Height (297 1/2" agate lines per column)
11 1/4" Printed width
Full Page 127.5 column inches (1785 agate lines)
Double Truck 276 1/4 column inches (3867.5 agate lines)
- ADS Format "C"

PRINTED MATERIAL TO BE SENT TO:

OBSERVER

10 East Second St., Dunkirk, NY 14048

E-MAIL MATERIAL:

advertising@observertoday.com

AD SEND: NYDUN

SPECIAL CLASSIFICATION RATES

Guaranteed position 25% extra when available.

CLASSIFIED RATES

- **Dunkirk OBSERVER**
Regular Classified - single column only, 7 pt. body type, \$2.71 line, 4 line minimum, 10 lines per inch.
Classified Display - \$27.09 column inch.
- **The Post-Journal**
Regular Classified - Single column only, 7 pt. body type, \$5.54 line, 4 line minimum, 10 lines/inch 14 & 18 pt. type available, white space accepted.
Classified Display - \$55.37 column inch.
\$20.00 blind box change, replies mailed daily.

COMICS

Sunday Color Comic • Section - Broadsheet

MAGAZINES

Select TV - Friday AM • Call for details.

CIRCULATION

Member of Audit Bureau of Circulations
Published mornings Sunday through Saturday.