

WEST BEND NEWS



2011

ADVERTISER'S GUIDELINES

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www.westbendnews.net

WEST BEND
PRINTING & PUBLISHING INC.

Publishers of the West Bend News free circulation newspaper

Display Ads

We charge \$8.00 per column inch for our ads—whether or not we set type and lay out the ad. Front page rates are \$10.50 per column inch.

Our full page ad price is the best around with no contracts to sign. Each full page cost \$475. If the full page is completed in correct size and emailed or on a disc as a PDF the full page rate drops to \$425

To price display ads & sample sizes, see inside fold-out.

We can use any size color or black and white photographs to accompany your ads. We enlarge or reduce at no extra cost. Original prints or high resolution digital photos are always preferred. If you want the photo returned, we need a self addressed, stamped envelope or send an extra dollar to cover the charge.

Color Charge -- \$75 per color. Full Color adds \$225 to ad cost.

No Alcohol or Tobacco ads will be accepted. Mentioning that alcohol or tobacco products are sold may be accepted at the editor's discretion.

Classified Ads & 'Home for Sale by Owner'

Classified ads are priced at a minimum charge of \$7.50 for 15 words or less per issue, and \$0.15 for each additional word after 15.

Home For Sale By Owner start at \$30 per issue for 25 words or less with one picture of the home (must be provided). Additional words after 25 will be charged at \$.15 each

Circulation

The West Bend News is a weekly paper which has a circulation over 11,500. The circulation is the entire county of Paulding with parts of Defiance, Hicksville and Woodburn, Indiana routes included. Please see our circulation sheet for specific zip code delivery. **Your ad may be viewed by as many as 50,000** or more potential clients & customers, that doesn't include all of the people who can see your ad on our **website**. The West Bend News website averages over 20,000 hits per month.

In 2010 alone we sent out over 500,000 newspapers.

Deadlines

Deadlines for all pictures, copy and ads is Friday at 5:00 p.m. before the following Wednesday's paper. We mail the paper every Tuesday to deliver Wednesday. Classified & 'Home for Sale by Owner' deadlines are Monday at noon.

Pre-printed Inserts

You may give us pre-printed inserts for the paper. Inserts are to be scheduled with our office by Thursday at 5:00 p.m. the prior week. Inserts must be delivered to our office by Friday before the Monday insertion. Inserts usually cost between \$0.08 to \$0.10 each, depending on weight and if we must fold. Inserts must fit within the folded paper with NO overhang or there will be an increase in inserting.

Subscriptions

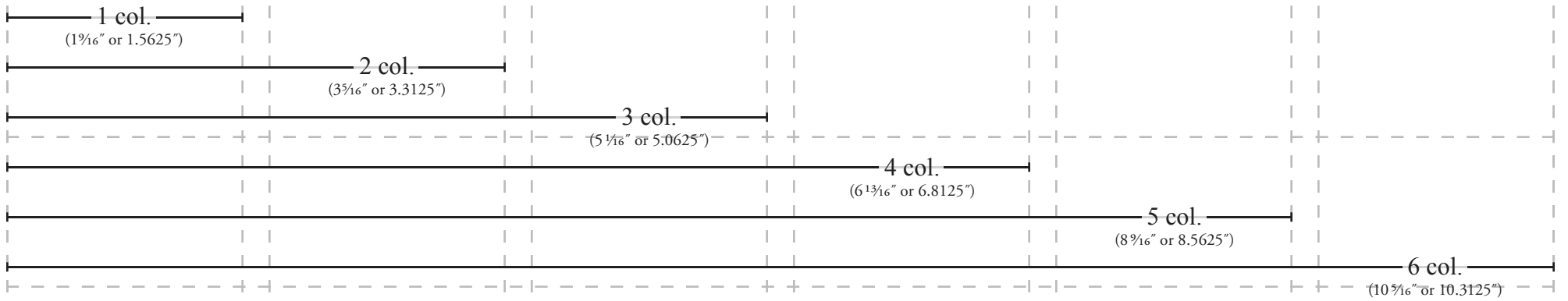
If you live within the circulation area, the West Bend News is FREE. If you reside outside the circulation area, subscriptions are \$32.10 for one year. Newsstand price is \$.25 each

(Open to inside spread for more details.)

The WEST BEND NEWS

We want you to be able to figure your ad prices with no guessing.
If you have questions or want to place an ad, please call 419-258-2000.

This page is the size of our newspaper. It's divided into 6 columns, measuring 9½ picas or 1½" wide, by 16" long.



Figuring ad prices involves measuring the number of columns and multiplying that by the number of inches in length. This is called "column inches". Take the "column inches" and multiply that number by \$8.00 and that is the price per week for the ad. Front page ads would multiply by \$10.50. See examples below.

A full page gets a big break. It costs only \$475

This is a 2 column x 4 inch ad.
 It cost \$64 for 1 week
 $2 \times 4 \times \$8.00 = \64

This is a 3 column x 5 inch ad.
 It cost \$120 for 1 week
 $3 \times 5 \times \$8.00 = \120

This is a 1 col. x 2 inch ad.
 It cost \$16 for 1 week
 $1 \times 2 \times \$8.00 = \16

This is a 2 col. x 1 inch ad.
 It cost \$16 for 1 week • $2 \times 1 \times \$8.00 = \16

Leave a little space here.

This is a 2 column x 2 inch ad.
 It cost \$32 for 1 week
 $2 \times 2 \times \$8.00 = \32

This is a 4 column x 3 inch ad.
 It cost \$96 for 1 week
 $4 \times 3 \times \$8.00 = \96

