

WEST BEND NEWS



# ADVERTISER'S GUIDELINES

WEST BEND  
PRINTING & PUBLISHING INC.

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Publishers of the West Bend News free circulation newspaper

101 N. Main St.  
P.O. Box 1008  
Antwerp, OH 45813

Phone: (419) 258-2000

Fax: (419) 258-1313

Email: [info@westbendnews.net](mailto:info@westbendnews.net)

[www.westbendnews.net](http://www.westbendnews.net)

## Display Ads

We charge \$7.00 per column inch for our ads—whether or not we set type and lay out the ad.

Our full page ad price is the best around with no contracts to sign. Each full page cost \$450. If the full page is completed in correct size and emailed or on a disc as a PDF the full page rate drops to \$400

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 & HFSBO

Classified ads are priced at a minimum charge of \$6.00 for 25 words or less per issue, and \$0.10 for each additional word after 25. Home For Sale By Owner start at \$17 per issue for 25 words or less with one picture of the home (must be provided). Again, additional words after 25 will be charged at \$.10 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 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**.

In 2007 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 & HFSBO deadlines are Monday at noon.

## Pre-printed Inserts

You may give us pre-printed inserts for the paper. We place inserts into the paper every Tuesday (early morning). 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 \$0.07 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

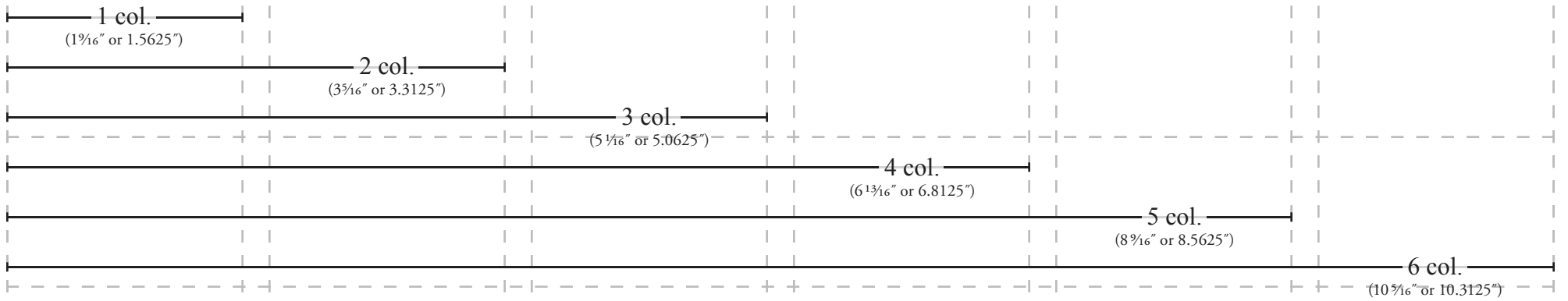
If you live within the circulation area, the West Bend News is FREE. If you reside outside the circulation area, subscriptions are \$30.00 (plus tax) for one year for in state and \$40 for out of state.

(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 1⅞" 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 \$7.00 and that is the price per week for the ad. Front page ads would multiply by \$9.50. See examples below.

**A full page gets a big break. It costs only \$450**

**This is a 2 column x 4 inch ad.**  
It cost \$56 for 1 week

$$2 \times 4 \times \$7.00 = \$56$$

**This is a 3 column x 5 inch ad.**  
It cost \$105 for 1 week

$$3 \times 5 \times \$7.00 = \$105$$

**This is a 1 col. x 2 inch ad.**  
It cost \$14 for 1 week

$$1 \times 2 \times \$7.00 = \$14$$


**This is a 2 col. x 1 inch ad.**  
It cost \$14 for 1 week •  $2 \times 1 \times \$7.00 = \$14$

Leave a little space here.

**This is a 2 column x 2 inch ad.**  
It cost \$28 for 1 week

$$2 \times 2 \times \$7.00 = \$28$$

**This is a 4 column x 3 inch ad.**  
It cost \$84 for 1 week

$$4 \times 3 \times \$7.00 = \$84$$


**Ask us about our multiple run discounts**