

Website Ads

Another approach of exposure is Website Advertising.

The website is another option for reaching readers. Current daily views are approximately 2000. Prices can be worked out to only cents per view. Reports will be provided along with your rates at the time of billing. This will enable you to see the advertising's effectiveness.

The West Bend News designers can create the ads or they can be submitted as an html link, JPG, or animated gif. The sizes must be 728x90, 468x60 or 120x600 for sidebar advertisements. Please submit your searchable tags or keywords at the same time.

Ask about savings when you combine newspaper and website advertising in your order!



P.O. Box 1008 • Antwerp, OH 45813

Phone: (419) 258-2000

Fax: (419) 258-1313

Email: info@westbendnews.net

www.westbendnews.net

The WEST BEND NEWS

Good News for Good Communities

Newspaper and Website



Advertiser Guidelines

Display Ads

Inside rates are \$9.50 per column inch for ads. Front page rates are \$12.50 per column inch.

Full page ad price is the best value around with no contracts to sign. Each full page costs \$525.

Discounts: 10-20% savings depending on size and frequency. Yearly Bulk Rate Contracts are available upon request.

Color Charge -- Regularly priced at \$75 per color. Full Color adds \$225 to ad cost. **Ask us if we are currently running our color special @ only \$25 for FULL COLOR, no matter the size of ad!**

Classified ads are \$8.50 for the first 20 words and \$.15 for each word over 20. Bold adds \$1.00

Professional Photography & Design Services for ads available. Signs and Banners are available to match your ads.

Let us help you to stand out.

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

Deadlines

Deadlines for all news, pictures and ads are Friday at 5:00 p.m. before the following Wednesday's paper. Classified ad deadlines are Monday at noon.

Pre-printed Inserts

Inserts are to be scheduled and delivered at The West Bend News by Monday at noon the prior week (*1½ weeks before publish date*). Inserts usually cost between \$0.08 to \$0.10 each, depending on weight and if folding is required. Inserts *must fit* within the folded newspaper with NO overhang or there will be a charge for folding insert. Insert prices can go as low as \$.06 each if ran every week. A new option is a Sticky Note on the front page. Check with your Sales Rep for more information.

Circulation

The West Bend News is a weekly paper that provides local news. The area covers Northeast Indiana and Northwest Ohio. The paper is free for pick-up in all these regions, as well as free for online viewing/download. Home Delivery Subscriptions are also available at \$32.18 per year (includes tax). The West Bend News website averages over 40,000 hits per month.



The West Bend News is distributed in several ways, including Home Delivery through the mail, various Pick-Up locations in your area, and Online.

People wanting home delivery will pay only \$32.18 per year and this includes all applicable taxes. It is a very small price considering 51 issues are delivered right to your door or mailbox. If home delivery is an option you would like to explore, contact us at info@westbendnews.net, call 419-258-2000 or send a check with your mailing information for the amount stated above.

Reader Pick-Up Locations are constantly being updated and has allowed expansion into other areas previously inaccessible to readers and advertisers, who want work with a single source for advertising. This allows the paper to be distributed without cost to the reader. If you would like to bring potential customers into your storefront, contact us to be added to our list.

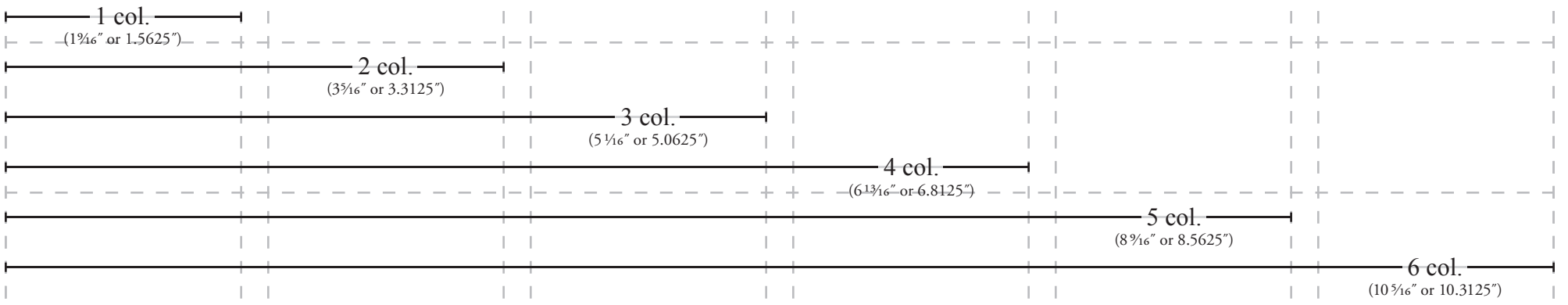
Online access is also free and the fastest way to get all the news without all the paper. Westbendnews.net has all the content for your area. It's family friendly and easy to setup an account for receiving stories as they break and free online classified ads. Pictures of events including high school sports are posted frequently and are the most popular pages on the site.

Ad and article submissions are as easy as emailing info@westbendnews.net

Good local news has always been a priority here at the WBN. We believe good news and good ads make communities better for living, working and raising a family.

The WEST BEND NEWS POSTAL PATRON

The newspaper is divided into 6 columns. The printable area is 10.3125 X 16"



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 \$9.50. Front page ads would multiply by \$12.50. See examples below.

A full page gets a big break. It costs only \$525

2"

This is a 1 col. x 2 inch ad.
 It costs \$19 for 1 week

$1 \times 2 \times \$9.50 = \19

4"

This is a 2 column x 2 inch ad.
 It costs \$38 for 1 week

$2 \times 2 \times \$9.50 = \38

8"

This is a 2 column x 4 inch ad.
 It costs \$76 for 1 week

$2 \times 4 \times \$9.50 = \76

15"

This is a 3 column x 5 inch ad.
 It costs \$142.50 for 1 week

$3 \times 5 \times \$9.50 = \142.50

Ask us about our multiple run discounts • Website advertising is included with your print ad. Be sure to ask.

Newspaper Advertising and other forms of media have been converging with the introduction of more social media and online news. The West Bend News is no exception and is ready to serve your advertising needs.

Along with making your traditional newspaper advertisement, the West Bend News can work with your advertising agency. Or, we can become your print and digital media creator.

Newspaper and Online advertising is critical to the success of a business reaching new and repeat clientele.

Ask yourself:

- Who am I trying to reach?
- What is my monthly advertising budget?
- Where can I reach the most people and diverse addresses?

The West Bend News may be the right place to reach people. Talk with us today to determine the best way to meet your needs.

The NEWS is alive!