effective 01/01/14

RATE CARD

RETAIL ADVERTISING

OPEN RATE ..... $11.00 Pci (per column inch)

ANNUAL AGREEMENT RATES, NET

Annual Volume	*PCI Rates*
50" - 749"	$9.90
50" - 1499"	$9.00
500" - 2699"	$8.40
700" - 4999"	$7.80
2000"- +	$6.80
Pick-up Rate	$6.50

TOTAL MARKET COVERAGE (TMC) - RETAIL

Morrow County Advertiser ..... Open Rate $5.00 pci

The Advertiser reaches 9,000 households each Saturday.

POLITICAL ADVERTISING

RATE ..... $11.00 pci

Must be paid in advance. Agreements are available if applicable. All political advertising must follow State of Ohio guidelines.

NON-PROFIT ADVERTISING

RATE ..... $9.00 pci

This rate applies to schools, churches and 501(c)3 non profits

COLOR CHANGES

Black + one color $50.00

Black + two colors $100.00

Full Color $150.00

CLASSIFIED DISPALY

OPEN RATE ..... $11.00 Pci (per column inch)

ANNUAL AGREEMENT RATES, NET

Annual Volume	*PCI Rates*
350" - 749"	$9.90
750" -1499"	$9.00
1500" - 2699"	$8.40
2700" - 4999"	$7.80
5,000 +	$6.80
Pick-up Rate	$6.50

CLASSIFIED LINERS

Please Call 419-946-3010

LEGALS

Pricing guidelines set by the State of Ohio. Call for quote

OBITUARIES

RATE ..... $8.00 pci

PREPRINT RATES

OPEN RATE ..... $58 per M

4 -12 Insertions per year ..... $56 per M

13-29 Insertions per year ..... $52 per M

30- 51 Insertions per year ..... $47 per M

52+ Insertions per year ..... $45 per M

The Morrow County SENTINEL

46 S. Main St. / P.O. Box 149
Mt. Gilead, Ohio 43338
419-946-3010
morrowcountysentinel.com

POLICIES, DEADLINES, & SPECS

FACTS AND CONDITIONS

Morrow County Sentinel may revise or reject any advertisement. Morrow County Sentinel shall have no further responsibility or liability exceeding the cost of the advertisement. Advertisements exceeding 18 inches in depth will be charged the full 21.5 inches. the advertiser assigns to Morrow County Sentinel all rights to ownership in and to all advertisements created under the terms of this agreement. Advertisements simulating news materials will be plainly marked "Advertisement" on top of the ad. Advertisements cancelled after deadline will be charged for the full amount of the advertisement ordered. Morrow County Sentinel will make every effort to accommodate position requests, however in order to guarantee specific placement, a 25% surcharge will be added to the total cost of the advertisement. The advertiser agrees to indemnify and save harmless Morrow County Sentinel against any loss, or damage, or expense, which they may incur or become liable for by any reason of action from claims for libel, violation or privacy, plagiarism, copyright infringement, and any other claims in connection with advertisements published by Morrow County Sentinel. All ads are prepaid until credit is established and accounts are due up receipt. Credit is on hold for accounts that are 90 or more days past due. Refunds will be subject to a $5.00 service fee.

DEADLINES

For Retail and Classified advertising:
Wednesday's Publication: Friday prior 4 pm

FOR PREPRINT
Wednesday's Publication: Wednesday Prior

ADVERTISER
Monday 4 pm

MECHANICALS

6 Column Format - Page size is 11 inches wide by 21.5 inches deep
6 coumuns x 21.5 inches = 129 inches = 1 full page
1 column ..... 1.54 inches
2 columns..... 3.21inches
3 columns..... 4.88 inches
4 columns..... 6.545 inches
5 columns ..... 8.212 inches
6 columns ..... 9.88 inches
Double Truck (two facing pages across gutter): 22 inches wide by 21.5 inches. Minimum double truck ins 9 columns wide by 9 inches tall.

Column inch measurement noted above apply for retail and classified display advertising for both Morrow County Sentinel and Morrow County Advertiser.

INSERTION POLICY

Due to daily and seasonal in circulation, pre-print quantity, estimates necessary to achieve desired saturation within the market adjust daily. It is the policy of Morrow County Sentinel to insert excess quantities, should any exist, into the corresponding week total market coverage product Accordingly, advertising customers should always be assured the entire pre-print quantity submitted is recieved by potential customers.