

MEDIA KIT 2016



The
Times Leader
INTERACTIVE ADVERTISING BEGINS HERE.



THE TIMES LEADER

200 South Fourth Street,
Martins Ferry, Ohio 43935
(740) 633-1131 / 1-800-244-5671 (in Ohio)
Fax: 1-740-633-1122 Editorial
1-740-633-3496 Advertising
RATES EFFECTIVE:
JANUARY 1 - DECEMBER 31, 2016
Members: Audit Bureau of Circulation
Published afternoons Monday through
Friday, mornings Saturday and Sunday.

ADVERTISING CONTACT INFORMATION

Retail and National Advertising
Heidi Clark.....Advertising Director
hclark@timesleaderonline.com

Inside Sales Advertising
Kim Collette.....Inside Sales Manager
[Ext. 769, kcollette@timesleaderonline.com](mailto:kcollette@timesleaderonline.com)

Real Estate Advertising and
Home Buying Guide
Kim Collette.....Inside Sales Manager
[Ext. 769, kcollette@timesleaderonline.com](mailto:kcollette@timesleaderonline.com)

Legal Advertising/In-Memoriams
Joyce Dayton.....Office Assistant
[Ext. 759 jdayton@timesleaderonline.com](mailto:jdayton@timesleaderonline.com)

DEADLINES

A. RETAIL AND CLASSIFIED

Publication Day	Deadline
Monday	Thurs. 4:00 p.m.
Tuesday	Fri. 4:00 p.m.
Wednesday	Mon. 4:00 p.m.
Thursday	Tues. 4:00 p.m.
Friday	Wed. 4:00 p.m.
Saturday	Wed. 5:00 p.m.
Sunday-Lifestyles	Mon. 12:00 p.m.
Sunday	Thurs. 4:00 p.m.

B. CLASSIFIED TRANSIENT

Will be accepted up to 4:00 p.m. for next day publication.

C. TV TIMES (TV magazine)

Week prior to date of publication.

MISCELLANEOUS SERVICES

- (At no additional investment)
- Copy, layout and ad design services
 - Co-op search and reimbursement
 - Advertising branding
 - Advertising photography
 - Advertising budgeting

MECHANICAL REQUIREMENTS

Retail - 6 column format - 22" web

One Column	1.583 Inches
Two Column	3.266 Inches
Three Column	4.949 Inches
Four Column	6.632 Inches
Five Column	8.315 Inches
Six Column	10.000 Inches

Classified - 8 column format

One Column	1.163 Inches
Two Column	2.426 Inches
Three Column	3.689 Inches
Four Column	4.952 Inches
Five Column	6.215 Inches
Six Column	7.478 Inches
Seven Column	8.741 Inches
Eight Column	10.000 Inches

ELECTRONIC REQUIREMENTS

A. ADS ON DISC:

- PDF (Portable Document Format)
- #1 choice-grayscale, color or black and white, retains layout, typography and color.
- With Fonts Embedded.
- TIFF (Tagged Image File Format)
- For grayscale or black and white.

B. PROGRAMS AVAILABLE:

- Multi-Ad Creator and Adobe Photoshop
- Color Values: Composite, CMYK (Cyan, Magenta, Yellow, Black),
- Must have for process color.
- RGB-WE CANNOT ACCEPT RGB FILES, PLEASE CONVERT TO CMYK
- Files deleted after final printing date.

PACKAGING PREPRINTS

Improperly packed inserts can cause misses or multiples. We offer these important guidelines:

- Stack inserts on non-returnable 4-way wooden pallets designed for use with forklift trucks.
- Standard pallet should be 40 x 48 inches off the floor.
- Add a protective cover to the bottom of pallet to protect inserts from green lumber and another on top to protect from the weather.
- Do not double stack pallets.
- Skids must be tagged with insert name, date of insertion, and quantity.
- Small quantities can be delivered in boxes identified on the outside with insert name and quantity in each box.
- Preprints are to arrive 7 days prior to insertion.

DELIVERY HOURS

Monday - Friday:
7:30 a.m. to 10:00 a.m.
10:00 p.m. to 1:00 a.m.

DELIVERY ADDRESS

240 - 20th Street
Wheeling, WV 26003

THANK YOU...

...for reaching out to The Times Leader and reviewing our 2016 media kit! The Times Leader reaches six counties, with daily circulation reaching 10,000 households and Sunday circulation reaching 14,000 households. We strive to bring you the best local news everyday.

We offer many marketing services and packages, and have plans that cater to any budget, large or small. If you need help determining what your budget should be, please call us for a free consultation.

Don't forget we can also assist you with commercial services and help you design flyers, postcards, posters, brochures and other print materials, including glossy designs and card stock. Online advertising services are available as well. Let us help you design a skyscraper ad that will jump off the screen! We can show you how to target your online advertising by allowing us to program your ads on days and times your target audience will see it.

We offer many popular advertising promotions during the week such as Healthbeat every Monday, Ticket (our entertainment section) every Thursday, Lifestyles every Sunday. Monthly features include Prime Times (for seniors) on the third Wednesday and our monthly real estate book called Home Buying Guide on the second Wednesday.

We look forward to serving your marketing needs and partnering with you in 2016! Call us today and let's increase your traffic and sales together!

RATE POLICY

A. The Times Leader reserves the right to edit or reject any advertisement.

B. In the event an ad is accidentally omitted from publication, the publisher's liability for such omission or error shall not exceed the charge by publisher for the ad which is omitted or in error.

C. The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

D. The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement or trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.

E. Notice of typographical or other errors must be made before the second insertion. Claims for refunds or credit for more than one insertion will not be recognized unless notice of the error is given prior to second insertion. All requests for credit must be made during the same billing period in which ad appeared.

F. All advertising accepted on a cash-with basis unless credit has been established previously.

G. All advertising credit balances must be taken in kind (i.e., through additional advertising) and must be taken in one year.

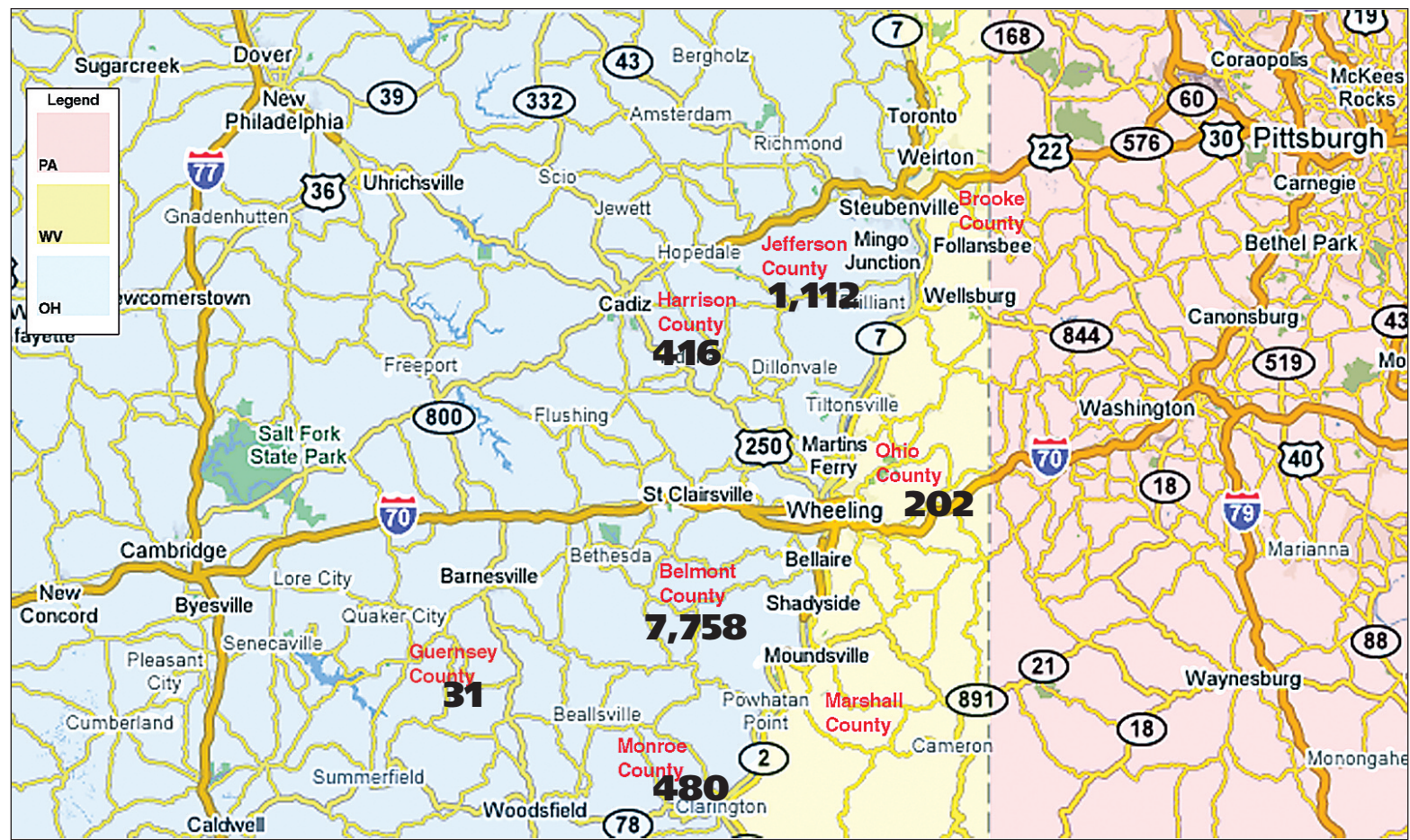
H. The Times Leader reserves the right to cancel any agreement or make any rate revision upon 30 days written notice. The advertiser may cancel any contractual agreement without adjustment charge at any date upon which new and increased rates are made effective by The Times Leader.

I. The Times Leader will not extend credit for advertising orders or space reservations that claim sequential liability.

J. The Times Leader does not accept brokered advertising.

BELMONT COUNTY AND SURROUNDING AREAS

Total Average Paid Circulation: Sunday - 13,791 / Daily - 10,403 - ABC Audited



BELMONT COUNTY COMMUNITY DEMOGRAPHICS

POPULATION

Overall	69,461
Martins Ferry	6,814
St. Clairsville	5,122
Bellaire	4,207
Barnesville	4,139
Shadyside	3,729
Bridgeport	1,803
Powhatan Point	1,577
Bethesda	1,251

POPULATION BY AGE

Under 5 years	3,442	4.9%
5 to 17 years	10,160	14.5%
18 to 24 years	5,784	8.3%
25 to 44 years	16,962	24.2%
45 to 64 years	21,124	30.2%
65 years +	12,518	17.9%

CIRCULATION BY COUNTY

Belmont County	7,758
Jefferson County	1,112
Monroe County	480
Harrison County	416
Ohio County	202
Guernsey County	31

HEALTH CARE

Registered Hospitals	4
Physicians	75
Licensed Nursing Homes	10
Licensed Residential Care	5

EDUCATION

Public Schools	23
Students	9,217
Student/Teacher Ratio	16:1
Graduation Rate	90%
Teachers	561.3
Non-Public Schools	7
Students (NP)	670
Branches	1
2-Yr. Public Colleges	1

MAJOR EMPLOYERS

Barnesville Hospital Assn.
Belmont Community Hospital
Belmont County Government
Commercial Vehicle Group
East Ohio Regional Hospital
Kroger Co.
Murray Energy/Ohio Valley Coal Co.
State of Ohio
Wal-Mart Stores Inc.

HOUSEHOLD INCOME

	NUMBER	PERCENT
Total Households	28,329	100.0%
Less than \$10,000	2,153	7.6%
\$10,000 to \$19,999	4,224	.9%
\$20,000 to \$29,999	3,765	14.9%
\$30,000 to \$39,999	3,474	13.3%
\$40,000 to \$49,999	3,028	10.7%
\$50,000 to \$59,999	2,414	8.5%
\$60,000 to \$74,999	2,620	9.2%
\$75,000 to \$99,999	3,361	11.9%
\$100,000 to \$149,999	2,420	8.5%
\$150,000 to \$199,999	451	1.6%
\$200,000 or more	419	1.5%

Median household income \$41,534

Percentages may not sum to 100% due to rounding.

The Times Leader

SOURCE: Ohio Dept. of Development Office of Policy, Research and Strategic Planning

RETAIL DISPLAY RATES

Open Rate Daily \$27.37 Per Inch
Sunday \$29.02 Per Inch

Church/Charity Rate Daily \$18.52 Per Inch
Sunday \$19.61 Per Inch

Annual Bulk Space Rates (non-commissionable net)

Inches Per Year	Daily Rate Per Inch	Sunday Contract Rates
500	\$16.61	\$17.63
1,000	\$16.12	\$17.15
2,000	\$15.90	\$16.90
3,000	\$15.52	\$16.42
4,000	\$15.18	\$16.11
6,000	\$14.82	\$15.70
8,000	\$14.42	\$15.31
10,000	\$14.26	\$15.10
15,000	\$14.08	\$14.34

CLASSIFIED NON-RECRUITMENT RATES

Minimum 3 Lines Per Day

Line Contract Rates

Open Space Rate

Daily \$2.20/Line — \$26.40/Inch

Sunday \$2.50/Line — \$30/Inch



Lines Per Year	Daily Cost Per Inch	Sunday Cost Per Inch
5,000	\$12.11	\$13.23
10,000	\$11.87	\$12.85
20,000	\$11.49	\$11.99
30,000	\$11.25	\$11.87
40,000	\$10.88	\$11.62
50,000	\$10.75	\$11.49
60,000	\$10.51	\$11.00
80,000	\$10.14	\$10.88
100,000	\$9.89	\$10.63



CLASSIFIED RECRUITMENT RATES

Lines Per Year	Daily Cost Per Inch	Sunday Cost Per Inch
2,500	\$13.44	\$14.28
5,000	\$13.32	\$14.16
10,000	\$13.08	\$13.80
20,000	\$12.72	\$12.96
30,000	\$12.48	\$12.84
40,000	\$12.12	\$12.60
50,000	\$12.00	\$12.48
60,000	\$11.76	\$12.00
80,000	\$11.28	\$11.88
100,000	\$11.04	\$11.64



COLOR ADVERTISING

	Open	13X	26X	52X
1 Color	\$128	\$ 97	\$ 82	\$ 67
2 Color	\$199	\$118	\$102	\$ 87
Process	\$260	\$138	\$123	\$108

Color contracts available.

Call advertising for more information.

FREQUENCY PACKAGES

Our Frequency Packages give you the power of three days of advertising in a 7 day stretch. Frequency Packages also receive an aggressive number of impressions on our website.

FREQUENCY PACKAGE EXAMPLES

Size	One Week	12 Weeks	26 Weeks
12	\$433.58	\$416.27	\$ 368.95
24	\$867.17	\$832.54	\$ 797.90
30	\$1,083.96	\$1,40.67	\$ 997.38

* Ask your rep for a color quote.

Call advertising for more information
on our Frequency Packages.

BRAND BUILDERS

Build your brand with Brand Builders! This popular, consistent program offers you the most bang for your buck!

4 Inch Ad	1 Year Contract
3 Ads Per Week	\$262 Per Month
5 Ads Per Week	\$377 Per Month
7 Ads Per Week	\$450 Per Month

6 Inch Ad	1 Year Contract
3 Ads Per Week	\$371 Per Month
5 Ads Per Week	\$541 Per Month
7 Ads Per Week	\$634 Per Month

Color	Spot	Process
3 Ads Per Week	\$25.50	\$36.00
5 Ads Per Week	\$40.80	\$51.00
7 Ads Per Week	\$56.10	\$67.00

TV TIMES

OUR TELEVISION MAGAZINE HAS A SHELF LIFE OF 24 HOURS A DAY, 7 DAYS A WEEK.

Ad Size	Open	6 Weeks	13 Weeks	26 Weeks
1/8 Page	\$ 25.12	\$ 24.37	\$ 23.19	\$ 21.92
2x3.5	\$ 43.93	\$ 42.65	\$ 40.52	\$ 38.33
2x7	\$ 65.20	\$ 63.30	\$ 60.05	\$ 56.72
1/4 Page	\$ 48.30	\$ 46.90	\$ 44.48	\$ 42.01
Full Page B&W	\$189.99	\$152.24	\$141.21	\$131.56
Full Page Color	\$233.85	\$187.57	\$179.94	\$167.90
Center Spread	\$608.45	\$485.61	\$459.20	\$431.65
Back Page	\$390.33	\$313.42	\$296.19	\$277.79
Front Horizontal	\$173.35	\$139.73	\$132.38	\$125.02
Front Vertical	\$ 42.79	\$ 40.75	\$ 38.71	\$ 36.77
Front Peel	\$ 53.50	\$ 50.95	\$ 48.40	\$ 45.98

WEATHER MAP PAGE

10" x 1" Spot Color \$212

Runs seven consecutive days Sunday through Saturday.

TIMES WEEKLY (TMC)

Display Pickup Rate \$5.60 Per Inch

Reach an additional 12,000 households at a fraction of the price. The Times Weekly is distributed to non-subscribers in Belmont County and part of Jefferson County.
Deadline: Monday prior to weekend distribution.



STICKY NOTES

Put the power of front page advertising to work for you. Sticky notes are placed by hand on the front page of all paid households. Pricing available upon request.

HOME BUYING GUIDE

NEW LOGO, NEW LOOK, NEW SIZE!

Double Truck	Full Page	Half Page	Quarter Page
\$643.75	\$321.13	\$193.48	\$83.24

*All Pricing Includes 30 Days on the web.

2016 SCHEDULE PUBLICATION DATES



Wednesday, January 13, 2016
Wednesday, February 10, 2016
Wednesday, March 9, 2016
Wednesday, April 13, 2016
Wednesday, May 11, 2016
Wednesday, June 8, 2016
Wednesday, July 13, 2016
Wednesday, August 10, 2016
Wednesday, September 14, 2016
Wednesday, October 12, 2016
Wednesday, November 9, 2016
Wednesday, December 14, 2016

* Call Kim Collette at 740-633-1131
Ext. 769 for deadlines and to set up a FREE consultation.



THE TIMES LEADER PREPRINT PROGRAM

Commitment Level Tab Pages	Non Contract	6 Per Year	19 Per Year	34 Per Year	52 Per Year
2 Page	\$44.00	\$42.00	\$40.00	\$38.00	\$37.00
4 Page	\$50.25	\$48.25	\$46.25	\$44.25	\$43.25
8 Page	\$50.50	\$48.50	\$46.50	\$44.50	\$43.50
12 Page	\$50.75	\$48.75	\$46.75	\$44.75	\$43.75
16 Page	\$51.00	\$49.00	\$47.00	\$45.00	\$44.00
20 Page	\$57.75	\$54.50	\$51.50	\$48.25	\$46.50
24 Page	\$59.00	\$55.75	\$52.75	\$49.50	\$47.75
28 Page	\$60.50	\$57.25	\$54.00	\$51.00	\$49.00
32 Page	\$61.75	\$58.50	\$55.25	\$52.25	\$50.25
36 Page	\$63.25	\$60.00	\$56.75	\$53.50	\$51.50
40 Page	\$66.00	\$62.75	\$59.50	\$56.25	\$54.00



FOLLOW US!

The Times Leader is on Facebook and Twitter. You can also download our app to stay connected on your mobile device.

PRINT-TO-WEB RATES

Print Ad Size	Online Fee
1"-10"	\$ 21
11"-20"	\$ 26
21"-30"	\$ 31
31"-40"	\$ 36
41"-50"	\$ 41
51"-60"	\$ 46
61"-70"	\$ 51
71"-80"	\$ 61
81"-90"	\$ 71
91"-100"	\$ 81
101"-110"	\$ 91
111"-120" +	\$101

Rates are for seven days.

KEY POINTS

- All sites offer IAB standard ad positions:
Leaderboard - 728x90 pixels
Skyscraper - 160x600 pixels
Rectangle - 300x250 pixels
Half-banner - 234x60 pixels
Banner - 468x60 pixels
- Inventory on the sites can be purchased individually, by region, by state, or by entire network.
- All sites have standard sections that include news, sports, obituaries, business and lifestyles.
- All ads on dailies are scheduled using Open Ad Stream or Google Ad Manager, both of which allow third party tags.
- Targeting is possible by section, time of day, day of week, frequency and by geographic location of the user.

Please contact us to learn how you can use some or all of the sites to reach your intended online audience.

ONLINE RATES

Timesleaderonline.com has had 1,080,107 sessions during 2015; 90,008 monthly average; 460,262 Users in 2015; 38,355 monthly average; 2,323,038 Pageviews during 2015; 193,587 Monthly Average.

Source: Google Analytics report Jan. 1, 2015 - Dec. 31, 2015

POSITION	OPEN		GOLD		SILVER		BRONZE	
	ros*	targeted	ros*	targeted	ros*	targeted	ros*	targeted
TOP								
Top leaderboard	\$17	21	10	14	11	15	14	18
Leaderboard expanding	\$19	23	12	16	13	17	16	20
Leaderboard auto-exp	\$21	25	14	18	15	19	18	22
RIGHT								
Rectangle	\$17	21	10	14	11	15	14	18
Half banners	\$ 9	13	5	9	6	10	7	11
Weather sponsor	\$ 5		2		3		4	
CENTER								
Banner	\$12	16	7	11	9	13	11	15
LEFT								
Skyscraper	\$17	21	10	14	11	15	14	18

ASK US ABOUT VIDEOS ON OUR WEBSITE

Packages Available such as:

20,000 views for
\$200

37,500 views for
\$375

PACKAGES



Gold Level

120,000 impressions per month (ie: leaderboard would be 120 x \$10 = \$1,200) A one year commitment would give the advertiser gold status without a minimum monthly impression commitment.



Silver Level

60,000 impressions per month (ie: leaderboard would be 60 x \$11 = \$660) A 6-month commitment would give the advertiser silver status without a minimum monthly impression commitment.



Bronze Level

30,000 impressions per month (ie: leaderboard would be 30 x \$14 = \$420) A 3-month commitment would give the advertiser bronze status without a minimum monthly impression commitment.

SAMPLE PACKAGES

10,000 impression
per month
LEADERBOARD

\$27.50
per week

Run of site ad with
a silver package.

25,000 impression
per month
HALF BANNER

\$31.25
per week

Run of site ad with
a gold package.

7,500 impression
per month
SKYSCRAPER

\$20.63
per week

Run of site ad with
a silver package.

DETERMINING YOUR BUDGET

Your advertising budget is an indispensable part of your business, so give it the attention it deserves. The process is uncomplicated but necessary in building sales success.

THE 1-MINUTE BUDGET TEST

I'm in a location that has:

- High Traffic 1 point
 - Average 2 points
 - Low 3 points
- Total: _____

My store's awareness in the marketplace is:

- High Awareness 1 point
 - Average 2 points
 - Low 3 points
- Total: _____

Amount of competition:

- Few Competitors 1 point
 - Average 2 points
 - Many 3 points
- Total: _____

My store concept has emphasis on price:

- Little Emphasis 1 point
 - Average 2 points
 - High 3 points
- Total: _____



4-7 points: Advertising dollars should be approximately 3-4% of sales.

8-11 points: Advertising dollars should be approximately 4-5% of sales.

12 points: Advertising dollars should be approximately 5-7% of sales.

SCHEDULING MONTHLY ADS

Consult with your newspaper advertising representative to map a schedule. When distributing your advertising over a month, consider the following:

POINTS TO CONSIDER

- Payroll days of major companies.
- Social Security paydays.
- Heavy-traffic days for your location and any special late-night hours.
- Tie-ins with national and local merchandising events.
- Current prices and inventory.
- Heavy-traffic items.
- Holidays and dates that offer heightened sales opportunities.
- New ideas or hot-selling trends.
- Expanded products and departments.
- Frequency, which builds awareness.
- Competition.
- Strategic integration of your advertising (print, online, etc.).



EIGHT IS ENOUGH...

USE THE FOLLOWING EIGHT TECHNIQUES TO CREATE A CALL TO ACTION THAT WILL PRODUCE RESULTS.

1. Clearly State a Deadline for Action.

The offer could end on that date, or you could use the deadline in conjunction with an upgrade or free "gift with purchase".

2. Advise of a Price Increase.

Shoppers want to get a good deal. If your price is increasing on a special deal, let them know.

3. Establish an Introductory Period.

Trial periods are a great way to get new customers by offering a special deal, extra service or a lower price.

4. Offer a Free Gift.

As an added incentive for buying, offer your free gift to the first 100 people that respond.

5. "No Risk" Trial.

Let new customers know they can cancel for any reason before the trial period expires.



6. Offer an Upgrade.

For example, "Order within seven days and we'll upgrade you to the deluxe.

7. Free Accessory

Politely urge shoppers to take advantage of your offer before the deadline by offering a free accessory.

8. Use Active (Not Passive) Phrases.

"Act now...", "Call today...", "Save Immediately...", etc.

TIP...

Make the deadline fall within the same month the offer will be received. If potential customers know they only have a limited time to respond, you can mitigate "I'll do it later" syndrome.

Source: Newspaper Association of America 2015 and 2016 Advertising Planbook Guide

ANNUAL SECTIONS

FINANCIAL PLANNING 2015

7 Ways to Beat a Tough Economy

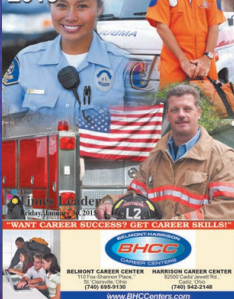
INVEST LIKE A CHAMP
PUMP UP YOUR 401K
LAND A BIG RAISE

Wednesday, January 28, 2015

The Times Leader

Perfect advertising promotion for financial advisors, tax consultants, banks and more. Publishes yearly the end of January.

PUBLIC INFORMATION GUIDE 2015



Quick, at your fingertips information for county offices, schools, fire departments, police departments and more.

SPRING SPORTS SCHEDULES 2015



Spring Sports Schedules section coming the end of March. Featuring baseball, softball and track.

TODAYS WOMAN



Coming in March! Today's Woman will feature popular topics that cater to women.

PARENTING

Tips & advice for a happy, healthy family



Great tips for parents and parents-to-be. Publishes in April.

YOUR HOME INSIDE & OUT



The Times Leader

SEPTEMBER 20, 2015

Our annual home improvement sections feature a Spring edition in April and a Fall edition in September.

The Times Leader

2015



THINGS TO DO
in the TRI-STATE

Annual magazine that publishes right before Memorial day weekend. Great ideas for things to do in the Summer featuring sports, dining, museums and more

MEET THE

Ohio Valley

CONNECTING YOU TO YOUR LOCAL CHAMBER OF COMMERCE



2015

The Times Leader

Meet the Ohio Valley magazine featuring six chamber of commerces in the valley. Get to know your local chambers and see what each town has to offer. Coming in June.

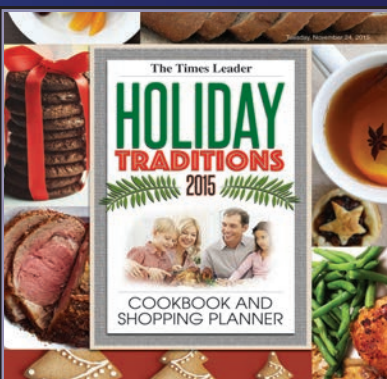
2015 HEALTH CARE



Annual Healthcare tab coming in September. Get the scoop on all the latest medical news.



Get your game face on with Pigskin Preview! Our annual high school football magazine. Packed with pictures, previews, rosters and more.



Yummy!!! Our delicious, annual cookbook. Packed with recipes. Glossy magazine coming in November. Also features Christmas shopping ideas.



READERS' CHOICE NOMINATIONS
You voted! now find out who won from your favorite best of the best categories.

The Times Leader

200 South 4th Street • Martins Ferry, OH, 43935 • 740-633-1131 • timesleaderonline.com