

The Barberton Herald

ADVERTISING INFORMATION

COLUMN SIZES

Column Width: 1 1/2" with 1/6" gutter
 1 column: 1 1/2" 4 columns: 6 2/3"
 2 columns: 3 1/4" 5 columns: 8 2/5"
 3 columns: 5" 6 columns: 10 1/2"

PAGE DIVISIONS

Full page: 6 columns (10 1/2") x 16"
 Half page: 4 columns (6 2/3") x 12" or
 6 columns (10 1/2") x 8"
 Quarter page: 3 columns (5") x 8"
 Eighth page: 2 columns (3 1/4") x 6"

DEADLINES

The Herald is published Thursdays. Advertising deadline is Monday at 3 p.m. Special deadlines apply during promotions and holidays. Check with your advertising representative for details.

INSERT PRICING

- Minimum 5,000 pieces per order
- Prices as low as 4 cents per piece for distribution
- The Herald can design and print your inserts for an additional cost. Contact an advertising representative for more information.

No CONTRACTS!

When advertising with the Herald, there are no contracts to sign. Run your ads when you want them to run.

AD PRICING TABLE (per week)	1-3 weeks	4-11 weeks	12 weeks or more
1" ad (1 1/2" x 1")	\$19	\$17	\$14
Half Bizcard (1 1/2" x 2")	\$38	\$34	\$28
Bizcard (3 1/4" x 2")	\$76	\$68	\$56
Double Bizcard (3 1/4" x 4")	\$152	\$136	\$112
10" ad (3 1/4" x 5")	\$190	\$170	\$140
Eighth page (3 1/4" x 6")	\$228	\$204	\$168
Sixth page (5" x 5")	\$285	\$255	\$210
Quarter page (5" x 8")	\$432	\$384	\$312

SPECIAL PRICING FOR LARGER ADS (refer to left for sizes)

Half page: **\$629** Full page: **\$1199**

COLOR RATES One color: **\$10** Full color: **\$35**

POLITICAL PRICING

\$15.50 per column inch
 Additional 20% for paid placement
 Price break on full page ads

LEGAL PRICING

\$14.50 per column inch
 The Herald meets all requirements to print legal advertising.

For all other advertising inquiries not addressed here, call an advertising representative at **330-753-1068** or email ads@barbertonherald.com.

ABOUT THE BARBERTON HERALD

The Barberton Herald has a tradition of news as old as the city of Barberton. First published in 1923, The Barberton Herald acquired the existing local papers to become the only weekly paper serving the Barberton area. The Herald has a paid circulation of 8,000-11,000 per week.

SUBSCRIPTION RATES

Destination	Term	Rate
Local (44203)	1 year	\$18
Other Ohio cities	1 year	\$25
Seniors	1 year	\$17
Other U.S. addresses	1 year	\$35
Snowbird Rate	1 year	\$34
<i>(Part-time local, part-time other US)</i>		