



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.

Page Dimensions

6 columns, 10 1/4 inches wide
by 16" tall (61.12 x 96 picas)

Column widths:

1 column = 1 5/8" 4 columns = 6 3/4"
2 columns = 3 1/4" 5 columns = 8 1/2"
3 columns = 5" 6 columns = 10 1/4"

Page divisions:

Full Page = 6 column, 10 1/4 x 16"
1/2 Page = 4 c, 6 3/4" x 12" or 6c 10 1/4" x 8"
1/4 Page = 3 column, 5" x 8"
1/8 Page = 2 column, 3 1/4" x 6"

Deadlines:

The Barberton Herald is published Thursdays.
Ad deadline is Monday at noon.

Special deadlines may apply for special promotions and around holidays. Check with your Advertising Representative for details.

The Herald has a paid circulation of 10,000-11,000 per week



Display Ad Rates per column inch

Display Ad Term Rates per column inch

Ad runs 1-3 weeks

Ad size	Pre Paid Price per inch
Up to Qtr page	\$19
Qtr page & up	\$18

Ad runs 4-12 weeks

Ad size	Pre Paid Price per inch
Up to Qtr page	\$17
Qtr page & up	\$16

Ad runs 13 weeks and longer

Ad size	Pre Paid Price per inch
Up to Qtr page	\$14
Qtr page & up	\$13

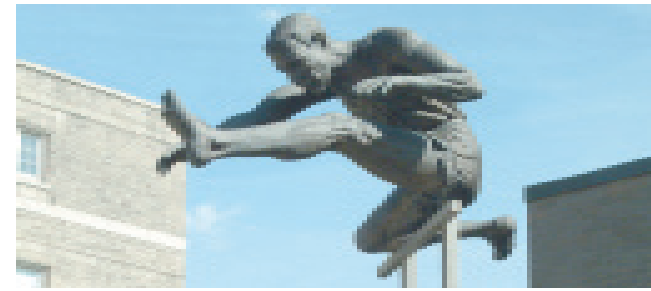
Contract Rates

Check with the Herald for more information.

Color

1-Color	\$10
Full Color	\$35

All display ads should be prepaid by check, Mastercard, Visa or Discover.



No-Hassle Inserts

Pre-printed inserts are available for either or both Herald products for a variety of quantities.

- Minimum 5,000 pieces per order
 - Prices as low as 4¢ per piece
 - Printing & design may have additional costs.
- From start to finish, the Herald can produce, print and distribute your inserts – much easier and often for less than you can do it yourself.

Check with your Advertising Representative for more information.

Subscription prices are:

Destination	Term	Rate
Local 44203	1 year	\$18
Other Ohio cities	1 year	\$25
Seniors	1 year	\$17
Other U.S. addresses	1 year	\$29
Snowbird Rate	1 year	\$21
(Part-time local, part-time other US)		
College Rate	9 months	\$16

