

RATE CARD

effective 01/01/14

RETAIL ADVERTISING

OPEN RATE..... \$9.70pci (per column inch)

ANNUAL AGREEMENT RATES, NET

Annual Volume	PCI Rates
350"-749"	\$8.60
750"-1499"	\$7.90
1500"-2699"	\$7.40
2700"-4999"	\$6.80
5000"+	\$5.80

SPECIAL PAGE RATES

Call about our special rates for designated pages.

419-946-3010

POLITICAL ADVERTISING

RATE..... \$9.70pci

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

NON-PROFIT ADVERTISING

RATE.....\$7.90pci

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

COLOR CHARGES

Black + one color	\$50
Black + two colors	\$100
Full Color	\$150

CLASSIFIED DISPLAY ADVERTISING

OPEN RATE..... \$9.70pci (per column inch)

ANNUAL AGREEMENT RATES, NET

Annual Volume	PCI Rates
350"-749"	\$8.60
750"-1499"	\$7.90
1500"-2699"	\$7.40
2700"-4999"	\$6.80
5000"+	\$5.80

CLASSIFIED LINER RATES

Call about our classified liner rates.

419-886-9221

LEGAL ADVERTISING

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

OBITUARIE ADVERTISING RATES

RATE.....\$8.00pci

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

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 Bellville Star

107 Main Street • Bellville, Ohio 44813
419-886-9221

POICIES, DEADLINES & SPECS

FACTS AND CONDITIONS

Bellville Star may revise or reject any advertisement. Bellville Star 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 Bellville Star 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. Bellville Star will make every effort to accommodate position requests, however, in order to guarantee specific placement, a \$25 surcharge will be added to the total of the advertisement. The advertiser agrees to indemnify and save harmless Bellville Star against any loss, or damage, or expense, which they may incur or become liable for by any reasons of action from claims for libel, violation of privacy, plagiarism, copyright infringement, and any other claims in connection with advertisements published by Bellville Star. All ads are prepaid until credit is established and accounts are due upon 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:

Thursday's Publication: Friday prior to 4 p.m.

For Preprint:

Thursday's Publication: Wednesday week prior

MECHANICALS

6 Column Format - Page size is 9.88 inches wide by 21.5 inches deep.

6 Columns x 21.5 inches = 129 inches = 1 full page

1 column	1.55
2 column	3.22
3 column	4.88
4 column	6.55
5 column	8.22
6 column	9.88

Double Truck (two facing pages across gutter): 19.76 inches wide by 21.5 inches deep. Minimum double truck is 9 columns wide by 9 inches tall.

INSERTION POLICY

Due to daily and seasonal variances in circulation, pre-print quantity, estimates necessary to achieve desired saturation within the market adjust daily. It is the policy of Bellville Star 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 received by potential customers.