

STAR BEACON

Serving these Counties in Ohio and Pennsylvania

\$1.25

- Ashtabula
- Lake
- Geauga
- Trumbull
- Crawford
- Erie

2011

ADVERTISING RATE CARD

Starting over after losing a home

Families from different backgrounds and states share their journey



4626 PARK AVENUE • P. O. BOX 2100 • ASHTABULA, OH 44005-2100 • (440) 998-2323 • FAX (440) 992-9655

Communities.....D2
 Entertainment.....C4, C5
 Horoscopes.....C2
 Index.....PAGE AG

Saturday
 By G...

RETAIL ADVERTISING

R.O.P. OPEN RATE..... Daily \$25.71 Sunday \$28.07

ANNUAL DOLLAR INVESTMENT

	Daily	Sunday
\$1,500.....	\$20.87	\$22.94
\$4,000.....	\$20.53	\$22.59
\$7,500.....	\$20.36	\$22.35
\$15,000.....	\$19.93	\$21.96
\$22,500.....	\$19.70	\$21.70
\$30,000.....	\$19.27	\$21.26
\$40,000.....	\$18.93	\$20.92
\$55,000.....	\$18.48	\$20.46

*Rates are per column Inch * Signed contract required.

PREPRINTED INSERT

- Minimum quantity charged for daily papers is 2,500.
- Signed Contract required for any rate over 12 times.

Preprint	Size	Full run	Zoned
1-12 Yearly	Card	\$35.11	\$45.48
	4T-8T	\$43.39	\$53.05
	12T-16T	\$51.82	\$62.17
	20T Plus	\$60.94	\$71.34
13-26 Yearly	Card	\$33.21	\$43.61
	4T-8T	\$38.92	\$50.82
	12T-16T	\$50.49	\$59.43
	20T Plus	\$57.69	\$68.09
27-51 Yearly	Card	\$31.31	\$41.71
	4T-8T	\$38.13	\$48.53
	12T-16T	\$46.29	\$56.69
	20T Plus	\$54.50	\$64.85
52-60 Yearly	Card	\$29.40	\$39.75
	4T-8T	\$35.89	\$46.29
	12T-16T	\$43.61	\$50.93
	20T Plus	\$51.43	\$61.78
61 or More Yearly	Card	\$27.50	\$37.90
	4T-8T	\$33.60	\$43.99
	12T-16T	\$40.87	\$51.27
	20T Plus	\$48.20	\$58.53

FULL RUN - Inserts distributed full run in Star Beacon, Daily or Sunday.
ZONED - By Pre-established Zone.
T - Tab Pages

DESIGN-PRINT-DISTRIBUTE Insert Program

Let us do it all for you. We will design, print & distribute your insert for you at one low price.

All inserts are printed in full color, on **Glossy 60#** coated paper.

Low-cost Fixed pricing including plates, printing, freight & insertion

Prices are per **1000** - Ask about 50,000+ **Quantity Discount.**

Quantities	1/2 Page 5.5" x 8.5"	Single sheet 8.5" x 11"	4 Page 11" x 17"
10,000 TO 19,000	\$60.60	\$68.60	\$88.60
20,000 TO 29,000	\$53.60	\$61.60	\$81.60
30,000 TO 49,000	\$53.60	\$57.60	\$77.60
With Bleed	+\$4.00/M	+\$4.00/M	+\$4.00/m

SPECIAL SECTION PRICING

ENTERTAINMENT PACKAGE

The Entertainment Package is available to entertainment related businesses. Rates are good for 3 DAYS ONLY - Thursday's & Saturday's Entertainment page, and Friday's WeekENDER. Ad must remain the same for all 3 days. All copy is due no later than 5:00 p.m. on the Monday prior to publication.

OPEN RATE.....	\$10.31 pci
13 weeks.....	\$8.20 pci
26 weeks.....	\$7.46 pci
48 weeks.....	\$6.79 pci

TV WEEK

Complete network and cable listings, along with celebrity features are published in this easy to read booklet each Sunday. An invaluable guide, 7 days a week.

52 week \$10.50 pci • 26 week \$12.50 pci

All ads includes run in Monday or Tuesday Star Beacon, black & white, at no charge.

"FOR THE RECORD" LEGAL SECTION

"For The Record" is a weekly Section that publishes every Sunday in the Star Beacon's Neighborhoods section. This section features an in-depth look into the legal system of Ashtabula County, criminal court cases, marriage license applications, divorce decrees and real estate transfers in Ashtabula, Lake and Geauga counties.

	OPEN	13wk	26wk	52wk
Per Column Inch.....	\$11.00	\$9.75	\$8.50	\$7.00
Front Strip	\$200	\$150	\$100	\$75

PREMIUM FRONT PAGE ADVERTISING

TWO PREMIUM SPOTS
ON THE FRONT PAGE OF OUR DAILY PAPER

SKYBOX 3"x 2 1/4" full color ad placed in top right side corner of our front page.

OPEN	\$300	26wk.....	\$150
13week.....	\$190	52wk.....	\$100

FRONT PAGE STRIP 5 1/4" x 2" full color ad placed on the bottom of our front page.

OPEN	\$300	26wk.....	\$200
13week.....	\$250	52wk.....	\$125

STAR BEACON ONLINE ADVERTISING

www.starbeacon.com

Northeast Ohio's Premium news and information website. We average over 1.5 million page views per month! Have your business be seen 24 hours a day, 7 days a week. Premium home page spots, site / section sponsorships and in story ad space available. Call for current pricing.

COLOR RATES

	R.O.P.
1 Color.....	\$145
2 Colors.....	\$245
3 Colors.....	\$305
Tabloid Size:	
1 Color.....	\$75
2 Colors.....	\$115
3 Colors.....	\$190
By the inch	
Full Color.....	\$7.50
One Color.....	\$5.00

Studies Show
That Color in Ads
Can Increase
Sales by

43%

CLASSIFIED ADVERTISING

HOMESEEKER

The Homeseeker is a monthly tabloid that publishes the first Wednesday of every month. This modular sized section features advertisements from local real estate companies as well as lenders, title companies and many other service

providers that can ease the transition into your new home. This tabloid is distributed in the Star Beacon and 80 high traffic locations in and around Ashtabula County. The Entire Section is put online at starbeacon.com for 30 days

	OPEN	6x	12x
1/8 pg.....	\$90	\$85	\$75
1/4 pg.....	\$170	\$155	\$135

	OPEN	6x	12x
1/2 pg.....	\$255	\$235	\$205
Full.....	\$460	\$415	\$365

MISCELLANEOUS:

AUTO RATES

	PER INCH	1/2 PG	FULL PG
\$20,000	\$15.95	\$12.75	\$10.20
\$30,000	\$15.20	\$12.15	\$9.70
\$40,000	\$14.45	\$11.60	\$9.25
\$50,000	\$12.05	\$9.65	\$7.70
\$60,000	\$11.20	\$8.95	\$7.20
\$70,000	\$10.65	\$8.55	\$6.85

*Signed contract required. No other discounts apply.
*Rates are per colum inch

HELP WANTED ADS

Starting at \$95.00 for 2 lines per day and \$4.38 for any additional line after 2.

*We are partnered with monster.com. Place a help wanted ad in the Star Beacon and receive an ad on Monster.com for 1 week. All Help wanted ads are placed online at www.starbeacon.com in our premium jobs listings.

FRONT PAGE READERS - \$21.50 per line

LEGALS

Ashtabula\$8.25 per inch
These legal rates apply only to the legal advertisements that are published in the classified section under the legal heading.

REAL ESTATE RATES

	3 Days Fri, Sat, & Sun	2 Days Fri, Sat or Sun
OPEN	\$12.70	\$16.30
13 Weeks	\$10.10	\$13.05
26 Weeks	\$9.05	\$11.75
52 Weeks	\$8.20	\$10.70

*Signed contract required. Minimum 7". Available to realtors & agents
*Rates are per colum inch

CALL•A•PRO ADVERTISING

Advertise your business or service in our Call•A•Pro Section.
PREPAYMENT REQUIRED.

All ads are 1 col wide by 1", 2", 3" or 4".
Prices are based upon a 1 month commitment.

1 col x 1" - \$208.75	1 col x 3" - \$376.62
1 col x 2" - \$294.36	1 col x 4" - \$543.32

(ask about 2-3 month discount pricing)
Border, bold words, larger point size and logos at no additional charge.

LINER CONTRACTS

3 months	\$2.13/line, Average 14 lines/week
6 months	\$1.99/line, Average 14 lines/week
Annual	\$1.86/line, Average 14 lines/week

* Signed contract required.

COMMERCIAL LINE RATES

The following apply to regular transient ads with a 2 line minimum. Rates are per line per day.

1-2 times.....	\$3.66/line
3-4 times.....	\$3.28/line
5-6 times.....	\$2.98/line
7 times.....	\$2.77/line
8th day.....	FREE

SEVEN DAY SPECIAL - 7 days, 2 lines - \$29.00

Non-commercial. 23 spaces per line. \$1.55 each additional line.
NO REFUNDS OR MAJOR CHANGES. NO HELP WANTED OR RENTALS.

Notices, Birthdays, In Memoriams,
Card of Thanks - \$12.50 per inch.
PREPAYMENT REQUIRED.

GARAGE SALE ADS - 5 lines for 3 days - \$25.00

\$1.50 each additional line. **PREPAYMENT REQUIRED.**

BLIND BOX

Picked up - \$16.00/mailed - \$19.00.

DEADLINES FOR LINER ADS

RUN DAY	DEADLINE
MONDAY.....	3:00 P.M. FRIDAY
TUESDAY.....	3:00 P.M. MONDAY
WEDNESDAY.....	3:00 P.M. TUESDAY
THURSDAY.....	3:00 P.M. WEDNESDAY
FRIDAY.....	3:00 P.M. THURSDAY
SATURDAY.....	3:00 P.M. FRIDAY
SUNDAY.....	3:00 P.M. FRIDAY

"FOREVER" AD Sell Your Car, Truck, Motorcycle, Snowmobile, Ski-Doo, Boat in our classifields
\$40 includes 1 Photo, unlimited lines, unlimited days, until it sells.
(Private Party Only No Commercial)

CLASSIFIED BUSINESS BUILDER

1 inch/30 days.....	\$260/inch
2 inches/30 days.....	\$195/inch
1 inch/15 days.....	\$165/inch
2 inches/15 days.....	\$135/inch

* Must run the same ad for the entire 15 or 30 days. * 10" Maximum Size

MECHANICAL REQUIREMENTS

RETAIL DISPLAY / CLASSIFIED

Broadsheet 6 columns x 21"

1 column.....	1.569"
2 column.....	3.305"
3 column.....	5.041"
4 column.....	6.778"
5 column.....	8.514"
6 column.....	10.25"

Double Truck (13 columns) (22") x 21"

Double Truck (Tabloids 11 columns) (20.5") x 10.5" high
Tabloids 6 col x 10.5". Column widths same
as broadsheet widths.

R.O.P. DEPTH REQUIREMENTS

- Maximum Depth: 21"
- Minimum Depth: 1"
- Maximum Tab Depth: 10.5"
- Ads over 19" are charged full depth.
- Ads over 11" tab are charged full depth.
- All ads must be as many inches deep as columns wide.

ADVERTISING DEADLINES

PUBLICATION DAY.....	DEADLINE
Monday	THURSDAY 5 P.M.
Tuesday.....	THURSDAY 5 P.M.
Wednesday.....	FRIDAY 5 P.M.
Thursday.....	MONDAY 5 P.M.
Friday.....	TUESDAY 5 P.M.
Saturday.....	WEDNESDAY 5 P.M.
Sunday.....	WEDNESDAY 5 P.M.
Special Sections.....	7 days prior
TV Week.....	THURS. 10 days prior
Weekender (Fri. Pub.).....	MONDAY 5 P.M.
Messenger (Wed. Pub.).....	7 days PRIOR
Homeseeker.....	10 days PRIOR
Sunday Wrapper.....	10 days PRIOR

GENERAL RATE POLICY

- A.** Cash with copy required unless credit has been established.
- B.** Advertiser agrees to indemnify and hold the Star Beacon harmless from any and all loss, damages incurred and costs sustained and caused by, or resulting from, any false, misleading or libelous statements made in any advertising placed by Advertiser.
- C.** Repeat Rates -volume contract advertisers may repeat their advertisement within a seven day period, receiving a 25% discount for the second insertion and a 50% discount for the third insertion (maximum of three insertions - 1 full rate & 2 discounts). The highest rate used will be applied to the first insertion. No copy changes are allowed. Color charges are not discountable.

COMMISSIONS & CASH DISCOUNTS:

- All local rates are non-commissionable.
- We do not accept agency placement fees.
- We do not offer cash discounts for prepaid advertisement.

CONTRACT AND COPY REGULATIONS

The Star Beacon reserves the right to revise or reject objectionable advertisements.

The Star Beacon will use every effort to see that all advertising copy is correctly printed and appears when requested. The publisher assumes no financial responsibility whatsoever for omissions or erroneous advertisements, but will either give credit or reprint at no cost that part of an advertisement in which the error occurs if it seriously alters the meaning or effect of the advertisement. On consecutive run advertisements, no adjustments will be made by the publisher for errors not corrected after the first day. The Star Beacon will not be responsible for errors in advertisements which are placed too late for proofs to be submitted or for errors due to late delivery of printing material from the advertiser or from a third party designated by the advertiser as a source for printing material.

All contract rates must have signed contracts. Contracts are not self-renewing and failure to meet signed agreements could result in a short rate.

Supplement Line:

- Indicia requirement - supplement and date lines are preferred but optional. Gang logos are acceptable.

Delivery:

- Inserts are to be scheduled 10 business days prior to publication.
- F.O.B. our dock, 4626 Park Ave., Ashtabula, OH 44004
- Inserts are to be delivered 5 business days prior to publication.
- Receiving hours are 8:00 a.m. to 4:30 p.m., Monday - Friday.
- Bill of Ladings are required with quantity of inserts delivered.

Skidding:

- Non-returnable skids having two runners with a clearance of 8" or standard pallets
- 5' height of skids
- Do not double deck skids
- Do not tie bundles
- Place cardboard between layers to prevent shifting
- Cover with a wooden hold-down top and steel or plastic bands 5 ways