

# NEWS-BANNER PUBLICATIONS

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## **RATE AND PRODUCT INFORMATION GUIDE**

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**The News-Banner  
Ossian Journal  
The Echo  
Sunriser News  
[www.news-banner.com](http://www.news-banner.com)**

**January, 2017**

# The News-Banner

For over 100 years, The News-Banner has been reporting the triumphs and tragedies that make up today's news and tomorrow's history for Bluffton and all of Wells County. From the council room to the school room, from fields of dreams to fields of corn, The News-Banner has been consistent in supplying reliable and award-winning news six days a week to their loyal readers and subscribers. When you want to know what's going on in Wells County, this is the place people look to daily!



# Ossian Journal

Dating to 1912, this paid-circulation weekly keeps track of what's happening in and around the growing town of Ossian, with a special focus on the Ossian Elementary School. Including recipes, health tips and columns you can't find elsewhere, the Journal offers an opportunity to reach Ossian's core audience "up close and personal."

## Total Market Coverage

In combination with The News-Banner, The Echo and Sunriser News offers Total Market Coverage of all of Wells County, plus much of Adams County, and portions of Blackford, Huntington and Allen Counties.

### The Echo

The Echo goes to non-subscriber homes in Bluffton and southern Wells County in addition to covering the Monroe-Berne-Geneva areas in Adams County as well as Warren and Montpelier to the south.

A wonderful combination of free circulation with local feature articles, local news summaries and classified ads.

### Sunriser News

This free-circulation newspaper covers Ossian and northern Wells County, rural Adams County west of Decatur and a portion of Allen County. News of interest garners loyal readership with features, upcoming events in the Fort Wayne area, a community calendar for northern Wells County, recipes, advice columns, classified ads, more!

# www.news-banner.com

It's a whole new world out there on the Internet. Local businesses can take advantage of it by being connected to Wells County's most popular local website that is being sought by an ever-growing audience. Ask for the most recent visitor statistics on the News-Banner's website, which features loads of local news, important local links, classified ads, local shopping information and much more. Log on and check it out. You'll see why Page View and Visitor numbers continue to climb.

## TV and Entertainment **weekly**



This popular weekly section includes daily prime time grids for local, cable and satellite channels, sports, movie breakouts and a variety of information on attractions and events in northeast Indiana. Each edition includes a front-page feature on a local upcoming event or a regional attraction. All of which has resulted in high readership and week-long retention by many News-Banner readers for this Saturday supplement.

## **House & Home**

Especially targeted at home buyers and sellers, as well as homeowners, 'House & Home' pages are part of each Wednesday's News-Banner and also appear in the following week's Echo and Sunriser News. The pages are chock-full of articles and tips on buying and selling. Additional articles highlight home improvement, decorating and home building tips and advice. An excellent marketing tool for anyone wanting to reach this key market segment.

## Senior Living

Senior Living is a quarterly magazine aimed at serving the senior market of the Wells and Adams County area. Each issue features people and events of interest to this vital market segment, as well as columns and articles aimed at improving and maintaining healthy lifestyles. Distributed in the News-Banner, and numerous locations in both counties.

## **Wedding Bells** D I R E C T O R Y

Couples get married every month of the year, so News-Banner Publications has an economical and effective way to keep your business and services in front of them year-round. "Wedding Bells Directory" is published on the last Tuesday of each month, alternatively in The News-Banner and The Echo/Sunriser News

## **Other Special Features**

### **DAILY FEATURES**

- Local News • Sports • Lifestyles
- Obituaries • Classified Ads pages

### **WEEKLY FEATURES**

Agri-Business Page . . . . . Tuesdays  
All About Health . . . . . Tuesdays  
Spotlight on Business. . . . . Tuesdays  
House & Home. . . . . Wednesdays  
Best Food Day . . . . . Thursdays  
Racing News . . . . . Thursdays & Fridays  
Church News . . . . . Fridays  
Area Church Directory . . . . . Saturdays  
Finance/Local Business News . . Saturdays  
Entertainment/TV Weekly. . . . . Saturdays

### **SPECIAL FEATURES**

The News-Banner publishes a variety of special interest features throughout the year. Here's just a sampling; Annual Fact Book, Spring Lawn & Garden, Graduation Tab, 4-H Fair Scrapbook, Fall Home Improvement, Focus on Agriculture, plus Local Sports Tabs throughout the school year.

### **ONLINE OPPORTUNITIES**

#### **WWW.NEWS-BANNER.COM**

By far, *THE* most popular local website, with local headlines and summaries enhanced with photos, videos, slideshows and blogs. There are numerous advertising and promotion options along with The News-Banner's popular social media tools

including Facebook and Twitter.

### **WHO WE ARE**

#### **Our award-winning annual "Progress" edition**

Be sure to include in your budget to be included in The News-Banner's annual full-color "Who We Are" edition ... a portrait of our community in stories, photos and profiles of local people. Published each year in late June, with extra copies published that are utilized by The Chamber and Economic Development in packets for prospective businesses.

### News-Banner Publications, Inc.:

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PO Box 436  
Bluffton IN 46714  
(260) 824-0224 • 800-579-7476  
Fax: 260-824-0700  
email@news-banner.com

# R.O.P. Display Advertising

## The News-Banner

Wells County's Hometown Connection

Published 6 days a week: Mon-Fri. afternoons; Sat. mornings

**Open Rate:** Per Col. Inch  
Local Display Open Rate. . . . . \$13.60

### Contract Rates:

#### Based on Dollar Volume:

All advertising purchases count towards Dollar Volume contracts, including Website, Classified Line Ads, etc.

Level	Annual Commitment	Per Col. Inch
1)	\$1,000 - \$2,499	\$10.80
2)	\$2,500 - \$4,999	\$10.70
3)	\$5,000 - \$7,499	\$9.90
4)	\$7,500 - \$9,999	\$9.50
5)	\$10,000 - \$14,999	\$9.30
6)	\$15,000 - \$19,999	\$9.00
7)	\$20,000 - \$24,999	\$8.40
8)	\$25,000 - \$29,999	\$8.20
9)	\$30,000 - \$39,999	\$7.80
10)	\$40,000 - over	\$7.60

### Combination Rates

Place your Advertisement in the News-Banner and "pick-up" in these sister publications:

	<b>Best Value!</b> Pick-up All Three!	<b>TMC*</b> The Echo	<b>TMC*</b> Sunriser News	<b>TMC*</b> TMC* Combo	<b>Ossian</b> Journal
News-Banner					
Open Rate	7.30	3.70	4.30	4.90	2.20
Any News-Banner					
Contract	6.25	3.20	3.70	4.40	2.20
Special Automatic					
Pick-up Contract	5.70	2.60	3.30	3.70	2.20

Note: Pick-up ads must run within six (6) calendar days of News-Banner, no copy changes.

### Color Rates

Color charge is per color, per page, per publication in addition to space costs. . \$80.00

Minimum ad size: 15 col. inches

Ask about our color specials.

MECHANICAL SPECIFICATIONS		
	INCHES	PICAS
1 Column	1.625	9p9
2 Columns	3.4	20p5
3 Columns	5.175	31p1
4 Columns	6.95	41p8
5 Columns	8.725	52p4
6 Columns	10.5	63
Double-Track	21.75	131p3
PAGE DEPTH: Broadsheet: 21.5" Tabloid: 10.5"		

## Multiple Run Pricing

The News-Banner offers a number of special packages that take advantage of multiple runs in the daily newspaper and The Echo, Sunriser News. The Ossian Journal is also available at economical pickup rates.

Ask your Advertising Representative for all the details.

## R.O.P. Display Deadlines

The News-Banner	TMC* Echo/Sunriser News	Ossian Journal
Day of Publication	Day of Publication	Day of Publication
MONDAY	Friday, Noon	Thursday, Noon
TUESDAY	Friday, 5 p.m.	Thursday, Noon
WEDNESDAY	Monday, 5 p.m.	Thursday, Noon
THURSDAY	Tuesday, 5 p.m.	Thursday, Noon
FRIDAY	Wednesday, 5 p.m.	Thursday, Noon
SATURDAY	Thursday, 5 p.m.	Thursday, Noon

For PROOFS, PROCESS COLOR, MULTIPLE PAGES, and HOLIDAYS, Add one day

## Special "Combo" Packages

These "Combo-Specials" include two runs in The News-Banner plus a pick-up in our TMC package, as well as our "Print-to-Web" package, all for one low price! Ask about smaller-size Combos!

### Full-Page Combo

Full Page Ad in your choice of these combinations:

News-Banner/ TMC Combo	Ossian Journal/ Sunriser News Combo	Best Value! All 4 Papers!
\$1,009	\$509	\$1039

#### • With Signed Contract:

\$879	\$429	\$889
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### Half-Page Combo

Half-Page ad in choice of these combinations:

(Front Page of Sunriser/Echo available by reservation)

News-Banner/ TMC Combo	Ossian Journal/ Sunriser News Combo	Best Value! All 4 Papers!
\$779	\$439	\$909
(Open Rate: 1165.50)	(661.50)	(1316.70)

#### • With Signed Contract:

\$649	\$339	\$689
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### Quarter-Page Combo

Quarter-Page ad in your choice of these combinations:

News-Banner/ TMC Combo	Ossian Journal/ Sunriser News Combo	Best Value! All 4 Papers!
\$479	\$249	\$559
(Open Rate: 582.75)	(330.75)	(658.35)

#### • With Signed Contract:

\$409	\$189	\$449
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Ask about our Special Color-Combo Rates!

### National/Commissionable Rates

National Rate is commissionable (15%) to all recognized advertising agencies placing camera ready display ads in the News-Banner, our TMCs and The Ossian Journal:

	Per Col. Inch
News-Banner only	\$16.40
News-Banner/TMC* combination	\$24.50
Ossian Journal	\$9.20
All Publications	\$35.00

## T.M.C (The Echo/Sunriser News) THE ECHO

News and information delivered free to non-subscriber homes in Bluffton and southern Wells County, and to every home in much of southern Adams County and portions of Huntington and Blackford Counties. See coverage map and zip code list for details. (Published each Tuesday)

Open. . . . . \$8.30 per col. inch

### Rates Based on Multiple-Week Schedules

26-Week Rate	\$4.70
52-Weeks	4.20
Four or more consecutive weeks, Same Ad Size and Copy	5.10
Four or more consecutive weeks, Ad Size & Copy Changeable	6.00

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## T.M.C (The Echo/Sunriser News) continued

### THE SUNRISER NEWS

A popular free-circulation newspaper in northern Wells, southern Allen, and northwest Adams Counties: See coverage map and zip code list for details. (Published each Tuesday)

#### Open Rate:

per column inch . . . . . 8.30  
Front Page Notice\* . . . . . 29.00

\* up to 25 words. Add'l Words, 25¢ each

#### Contract Rates:

##### Based on Dollar Volume:

All advertising purchases count towards Dollar Volume contracts, including Website, Classified Line Ads, etc.

Level	Annual Commitment	Per Col. Inch
1)	\$1,000 - \$2,499	\$8.10
2)	\$2,500 - \$4,999	\$7.50
3)	\$5,000 - \$7,499	\$7.40
4)	\$7,500 - \$9,999	\$7.10

A "Sunriser Primary" contract earns special pick-up rates into all other print publications.

##### Rates Based on Multiple-Week Schedules

26-Week Rate	\$5.65
52-Weeks	5.00
Four or more consecutive weeks, Same Ad Size and Copy.	6.50
Four or more consecutive weeks, Ad Size & Copy Changeable	7.60

### THE OSSIAN JOURNAL

Weekly paid-circulation hometown newspaper. (Published each Thursday)

Open . . . . . 6.30 per col. inch

## Pre-print Insert Rates

Insert Size	Open Rate	Contract Rates		
		6 to 10 per year	11 to 23 per year	24 or more per year
Single Sheet	\$39	\$36	\$33	\$30
4 pg tab	\$54	\$52	\$48	\$45
8 pg tab	\$62	\$56	\$54	\$50
12 pg tab	\$68	\$62	\$59	\$57
16 pg tab	\$73	\$68	\$65	\$62
20 pg tab	\$78	\$73	\$71	\$67
24-36 pg tab	\$83	\$78	\$75	\$72
40-pg tab +	\$90	\$82	\$79	\$76

- Minimum Charge: \$50
- All prices reflect the cost per one thousand copies
- A 4-pg tab equals a 2-pg. broadsheet, 8-tab equals 4-broadsheet, etc.
- For current quantity needs, ask your account representative

☞ Rates apply to full run in News-Banner and/or Echo and/or Sunriser News and/or Ossian Journal

#### ZONING AVAILABLE:

**The News-Banner:** Zoning by delivery-route available. For Bluffton City routes, add \$20 per M; for all other routes, add \$5 per M. Minimum total charge when zoning the News-Banner: \$100.

**TMC (Echo/Sunriser):** Zoning available in Echo and Sunriser by zip code. Add \$5 per M.

☞ Signed Preprint Contracts automatically earn lower News-Banner Display Advertising Rates:

Contracts for	earns a Display Rate of
6-10 insertions per year	\$10.80 per col. inch
11-23 insertions per year	\$9.50
24 or more insertions per year	\$8.40

- 1) All rates are net, non-commissionable.
- 2) Inserts should be on skids, pallets or boxed and delivered pre-paid to the newspaper at least five days prior to distribution.

## News-Banner/TMC Advertising Features

### All About Health

Timely and topical health feature written by the very popular "Dr. Oz," appears in each week's Tuesday News-Banner and Echo/Sunriser TMC combo. Advertising spaces sold on an annual basis.

- Standard Small (2.5" w x 1.875" h) \$32/week
- Standard Large (2.5" w x 3.875" h) \$52.50/week
- See sales sheet for feature spots if available.

### Ag Services Directory

Weekly feature on the News-Banner Tuesday Agri-Business page, also is published in each week's TMC.

Regular Space (2.4" w x 1.75" h).	\$94 per month
Commit to run 10" per month on Ag Page.	\$57 per month
Commit to run 20" per month on Ag Page.	FREE!

### Auction Calendar

Brief description of Public Auctions published daily in the News-Banner and in each Echo, Sunriser News and Ossian Journal. (Max.: 30 days) ...PLUS: placed on the World Wide Web via the News-Banner's popular website.....\$119.00 (75 word limit)

☞ **FREE** when you place your full Auction "Sale Bill" in any publication (10" minimum size ad)

### Auction Ads (Sale Bills)

	Per Col. Inch
Open Rates: News-Banner	13.60
News-Banner/TMC	18.50
All-4-One	20.90

### Church News

Sponsors make it possible for the News-Banner to publish weekly church news each Friday and a county church directory each Saturday. Small spot each Sat. and rotating large "feature" spots on Friday and Saturday pages. Only \$6.75 per week with an annual agreement. Ossian Journal: (does not have feature spots) \$4.40 per week, invoiced quarterly.

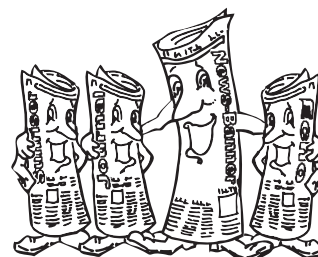
### Daily Directory

Daily Classified-Page feature in News-Banner, and weekly Echo, Sunriser News and Ossian Journal for one low price:

Single Space (1.55"wx1")	\$48.00 per month
Double Space (3.3"wx1" or 1.55"x2.125")	\$92.00 per month
Triple Space (1.55"wx3.125" or 5"wx1")	\$147.00 per month

Restrictions apply. See sales sheet for details.

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## News-Banner/TMC Advertising Features

Continued from previous page

### Front Page Ads

Front page position limited to one per day. 2 col. x 2.5" space. Restrictions apply (i.e. No "Reader" Ads); see separate sales sheet for details. Rates are per ad placement.

Open Rate .....	\$129.00
With Any Contract .....	\$85.00
Commit to one time per month (6-month minimum)	
Open Rate .....	\$99.00
With Any Contract .....	\$65.00

Color is available, ask your Ad rep for details.

### House & Home

Weekly special pages target home buyers and home owners. Published each Wednesday in The News-Banner and the following week's Echo/Sunriser TMC. Real estate offices who place display ads have their names featured in page heading.

**Display Ads:** Package options include:

- Place 5 consecutive Quarter-page ads, get the 6th one free.
- Place 3 consecutive Half-page ads, get the 4th one free.  
(may be consecutive weeks or months)

**Services Directory** - Reach home buyers, sellers and home owners.

3-month minimum commitment:

Monthly Space (2.625" w x 1.875" h) .....	\$18.50
Every-Other-Week .....	\$16.50
Weekly Ad .....	\$13.50

**Website** - In development.

### Who's Who in Real Estate

Business-Card size ads (3.25" w x 2.125" h) appear in each week's House & Home (in News-Banner and Echo/Sunriser TMC) All three publications for one low rate (3-Month minimum commitment)

Monthly .....	\$31 per insertion
Every-Other-Week .....	\$27 per insertion
Weekly .....	\$18 per insertion

### Racing News

Latest racing news and features, appears in each Thursday and Friday News-Banner for one low price per week. Advertising spaces sold on an annual basis. Positions subject to availability.


Single Space (1.625" w x 1.5" h) .....	\$12.75/week
Double Space (1.625" w x 3" h) .....	\$25.50/week
Anchor Ad (bottom) (2.27" w x 2" h) .....	\$32.00/week
Feature Spot (top) (1.625" w x 4" h) .....	\$51.50/week

### Senior Living Magazine

Publishes quarterly. Special Rates apply. See separate sales sheet

### Small Business Spotlight

Weekly feature in Tuesday News-Banner, Echo and Sunriser News

One Insertion .....	\$54.00
One Insertion per month (3 mo. min) .....	\$42.50 each
 Weekly Insertion .....	\$34.00 each

(Signed contract, 3 month minimum)

### Spotlight on New Business

Part of the weekly Small Business Spotlight each Tuesday in News-Banner, Echo and Sunriser News. Get a "feature space" (4.75" w x 2.625" h):

Every Week for 3 months .....	\$42.00 per insertion
Periodic Insertion during 3 month period .....	\$60 per insertion

### Sunriser News Business Directory

Publishes monthly, first issue of each month in Sunriser News and Ossian Journal. \$35 per month

### TV/Entertainment Weekly

Publishes every Saturday. Requires annual commitment. Special rates apply. See separate sales sheet.

### Wedding Bells Directory

Publishes monthly, alternating between The News-Banner and TMC. Includes feature article in News-Banner. Annual contracts.

Single Space Ad (2.375" w x 1.75" h), \$38/month, 3-month minimum

- Commit to a 12-month schedule. .... \$29/month

Double Space Ad (2.375" w x 3.5" h), \$57/month, 3-month minimum

- Commit to a 12-month schedule. .... \$44/month

### YMCA News

Publishes 2 times per month, generally the 2nd and 4th Mondays in the News-Banner and that same week's TMC.

\$39.50 per month for one space in one of the month's features.

\$71 per month for one space in both features.

Subject to availability; ads will run each month until further notice.

### Other Products

**AdNet** Places Display, Classified Line Ads, and pre-prints in participating area newspapers.

**Classified Line Ads** Our complete Classifieds are ON-LINE and webcast via Facebook and Twitter every day ... plus call about our extended-reach options for both print and on-line classified advertising.

**Direct Mail** Turnkey services, from design to delivery by zip code and/or specific demographics.

**Print & Deliver** Design and printing of full color slick inserts and delivery through N-B products.

**Website** Numerous options to take advantage of high traffic counts to Wells County's most popular local website: [www.news-banner.com](http://www.news-banner.com).

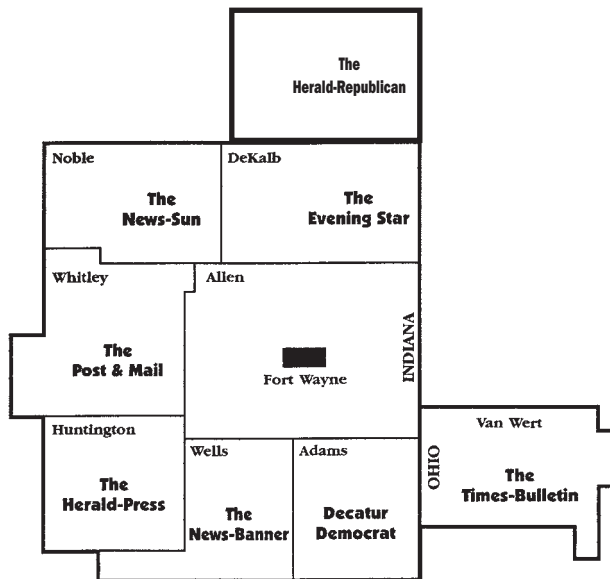
### Policies/Conditions:

• **ADVERTISING POSITION:** Position is NOT guaranteed, although we will make every effort to meet requests. When an advertisement appears on a certain page or location, no guarantee is given that such a position will continue for additional insertions. The advertiser will not be notified prior to publication if we find it necessary to not meet a position request.

• **CREDIT POLICY:** New accounts and political advertisements, cash in advance. Credit extended to accounts upon acceptance of completed credit application. Invoices presented each month are payable by 15th of month. A service charge of 1.5% per month applied to unpaid balances of 30 days or more.

• **CONDITIONS:** News-Banner Publications reserves the right to refuse for publication any advertising. In the event of a publishing or typesetting error, the newspaper(s) is/are responsible for the first insertion only, and only for re-publishing the portion of the advertisement that is in error. All claims for errors must be made within 15 days. We shall be under no liability by reason of omissions of any advertisement ordered for publication.

• **TEAR SHEETS:** Tear sheets must be requested in advance of publication.



# The AdNet Market

AdNet is an advertising network of eight daily community newspapers surrounding Fort Wayne, reaching a collective market of over 48,000 homes in a one billion dollar retail market. AdNet is Indiana's seventh largest paid circulation buy, offering a logical solution to reaching the sprawling Fort Wayne suburban market with high-impact, cost-effective advertising. While AdNet newspapers work closely together to help you in your marketing needs, each news-

paper is independently operated with local management offering its own quality editorial and news coverage of their community.

AdNet is designed to make it easy to reach these diverse, important markets in their hometown newspapers with a one-rep, one-order, one-buy system. Advertisers deal with just one representative in order to place advertising in any or all of the seven newspapers, saving you time and money, since AdNet offers 20% savings - and more

- compared to buying each individual newspaper separately.

AdNet also offers super services including co-op tracking, ad design, art services, and quality reproduction. And recognized advertising agencies receive a 15% commission on most AdNet buys.

Your sales representative can tell you more about each of these AdNet member newspapers and how AdNet can help you reach these key consumers.

## Electronic File Requirements

Advertisements submitted as Electronic Files **must** be the correct size and created using the software/versions listed below:

### Mac Format (up to 10.8.2)

Adobe Illustrator CS 5.1  
Microsoft Word (.doc or .docx)  
Adobe Photoshop up to CS 5.1  
Adobe InDesign CS5.5  
Adobe Acrobat up to x(10.13)  
Multi Ad Creator up to 8.5.1  
Text files save as rich text format (rtf) or email

### PC Format

Adobe InDesign to CS5.5  
Microsoft Word (.doc or .docx)  
Text files save as rich text format (rtf) or email

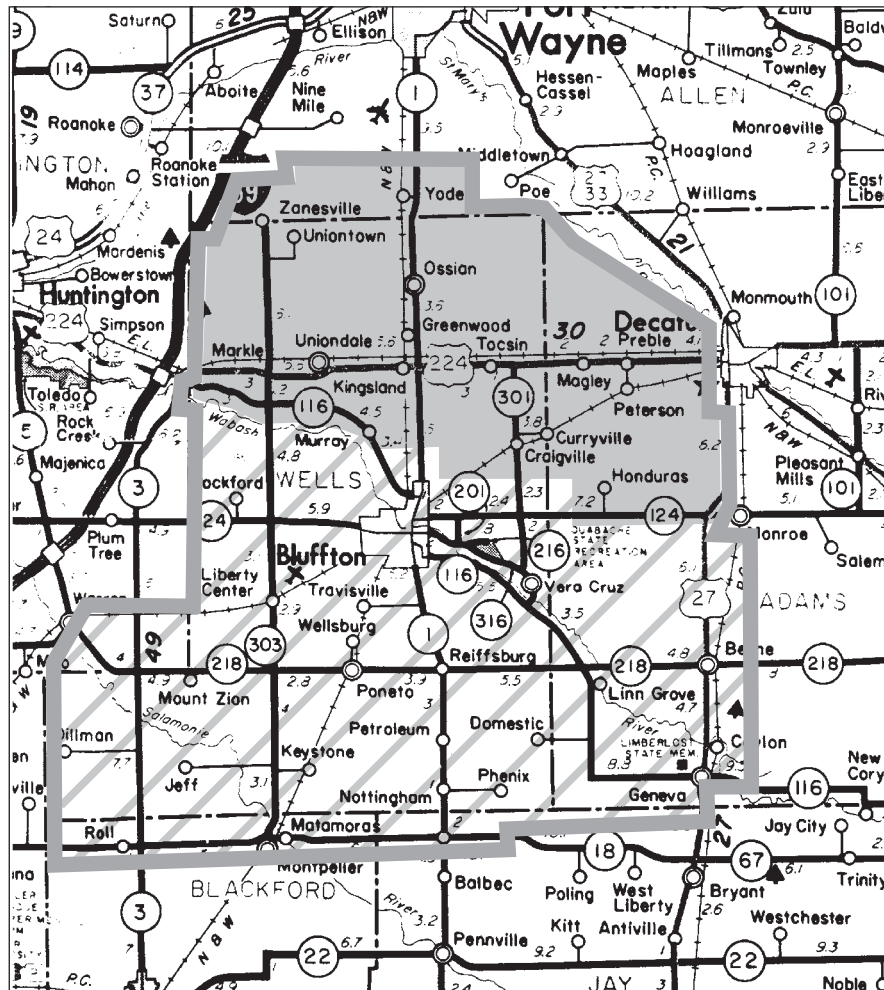
**NOTE:** For exact replication of your ad, all graphics and fonts used in the ad **must** be provided separately. If the graphics and fonts are not provided, we cannot guarantee an exact match.

**Media Transfer** (how to get your information to us) CD, DVD, FLASH DRIVES, EMAIL  
email@news-banner.com

**PDFs must be created using Acrobat Distiller** (Acrobat 5 compatible or earlier)

- PDF files are assumed camera ready and will run as such
- All **Fonts Must Be Embedded**
- Ads **must** be the **correct size**
- All black and white ads must be saved as grayscale
- Spot (one) color ads, use magenta as your spot color
- All **Pictures Or Graphics** for process (full) color must be **CMYK**

# Covering the Market



## The News-Banner:

65% of Bluffton Area; 54% of Total County



## TMC Combo:

(Total Market Coverage)

The News-Banner, The Echo and Sunrider News combination offers 100% coverage of Wells County plus portions of Allen, Adams, Huntington, and Blackford Counties



## The Echo:

In combination with The News-Banner offers 100% coverage of Bluffton and southern Wells County plus much of southern Adams County and selected adjacent desirable zip codes



## The Sunrider News:

Free circulation newspaper based in Ossian and covering northern Wells County and portions of southern Allen and northern Adams counties

## Ossian Journal:

Concentrated coverage for Ossian and area residents



## News-Banner Publications, Inc.

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