

MarketPLACE
Community
Guide RATES

TOTAL ANNUAL DOLLAR INVESTMENT	DISPLAY RETAIL/CLASS
OPEN RATE	\$10.00
\$2,500	\$5.00
\$5,000	\$4.25
\$7,500	\$3.75
\$10,000	\$3.25
\$15,000	\$2.50
PICK-UP ANY AD FROM LIMA NEWS FOR \$2.50 PCI	

RETAIL & CLASSIFIED COLUMN WIDTHS

Columns	Width In Inches
1	1.63"
2	3.41"
3	5.18"
4	6.95"
5	8.73"
6	10.5"

DOUBLE TRUCKS

Columns	Width In Inches
7 Scotch Double/Tab.....	15.25"
9 Full Double/Tab	18.75"
11 Scotch Double/Broadsheet.....	18.5"
13 Full Double Truck Broadsheet	22"

ROP Display Mechanical Requirements

Ads over 18.5 inches deep will be charged full depth. Full page: six columns by 19.25 inches deep or 115.5 column inches.

TABLOID COLUMN WIDTHS

	Width In Inches
Full Page.....	8.7" x 9.9"
Half Page (V)	4.3" x 9.9"
Half Page (H)	8.7" x 4.9"
Quarter Page.....	4.3" x 4.9'
Eighth Page.....	2.9" x 4.9"

Circulation
Published every morning. Total Average Paid Daily (Mon. -Fri.):..... 19,000
Total Average Paid Sunday: 22,000
Alliance for Audited Media Audit 24 months ending June 30, 2017

Retail Advertising
Retail advertising rates are available to retail advertisers of any single firm or individual selling directly to the public. See our Regional Rate Card for display advertising rates of companies, corporations or individuals whose products are distributed through retail dealers. Retail advertising agreement rates are available to retailers with fixed and permanent locations in The Lima News circulation area. Advertising regarding property, products or services located outside The Lima News circulation will be charged the regional rate. The existence of local representative will not alter the meaning of this condition. All rates are per column inch on 6 column format.

Classified Advertising
Classified advertising rates apply only to the classified section of The Lima News. Classified advertising rates are available to individuals or single firm or business with fixed and permanent location in The Lima News circulation area. Advertising regarding property, products or services outside The Lima News circulation area will be charged the regional rate. Display rates per column inch on 6 column format.

CLOSING DATES

DEADLINES

Publishing on...
Monday..... Noon Friday
Tuesday 4p.m. Friday
Wednesday..... 4 p.m. Monday
Thursday 4 p.m. Tuesday
Entertainment/TV Magazine 5 p.m. Tuesday
Friday 4 p.m. Wednesday
Saturday..... 5 p.m. Wednesday
Sunday..... 5 p.m. Wednesday
Sunday Lifestyle/Entertainment Noon Wed.
Monday Marketplace..... 5 p.m. Thursday

CLASSIFIED LINER ADS DEADLINES

Publishing on...
Monday..... 3 p.m. Friday
Tuesday..... 3 p.m. Monday
Wednesday..... 3 p.m. Tuesday
Thursday..... 3 p.m. Wednesday
Friday..... 3 p.m. Thursday
Saturday..... 3 p.m. Friday
Sunday..... 3 p.m. Friday

SPECIAL FEATURE DAYS

Driver’s Seat Auto Section..... Monday
Health Tuesday
Reminisce Wednesday
Religion Thursday
Entertainment Magazine (360) Friday
Business Daily
Community Calendar Daily



2018

advertising rates

1. ADDRESS

Mailing Address The Lima News 3515 Elida Road Lima, OH 45807	Delivery Address The Lima News c/o Fort Wayne Newspapers 600 W Main St Dock 1 Ft. Wayne, IN 46802-1498
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Display - 419-993-2040 - Fax:419-221-2884
Classified - 419-993-2222 - Fax: 419-222-6696
Toll Free - 866-310-6397
www.limaohio.com

2. PERSONNEL

Doug Olsson, Publisher 567-242-0371
..... dolsson@aimmediamidwest.com

Barbara Staples, Advertising Director 567-242-0356
..... bstaples@aimmediamidwest.com

3. COMMISSION AND TERMS

- a. Credit and Collection Policy:
All advertisements placed with The Lima News shall be on a cash with copy basis until credit for the account has been established with The Lima News. All advertising charges are due within 30 days of the original invoice date. Charges older than 30 days from the original invoice are in arrears and will be subject to a finance charge.
- b. Commission Rate Policy
Local open and contract rates are non-commissionable.
Commissionable rates available upon request.

The Lima News and LimaOhio.com The Region’s #1 Source For News and Information	
Total Daily (Monday-Saturday) Adult Readers/Unique Visitors... 78,000 EVERY DAY!	Sunday Households... 22,000 HOUSEHOLDS EVERY SUNDAY!
Total Sunday Readers/Unique Visitors... 95,500 Every Sunday!	Sunday Adult Readers 74,000 READERS EVERY SUNDAY!
Daily Households (Average Monday-Saturday)... 19,000 HOUSEHOLDS EVERY DAY!	Market Place Community Guide 33,000 HOUSEHOLDS EVERY MONDAY!
Daily Adult Readers (Average Monday-Saturday)... 56,500 READERS EVERY DAY!	

The Lima News



Effective January 1, 2018

4. GENERAL POLICIES

- a. The publisher reserves the right to revise rates with 30-day notice to contract advertisers. The advertiser has the right to cancel any contract or pending order without penalty when new rates are made effective by the publisher. Cancellation must be made in writing prior to the effective date of the new rates.
- b. The subject matter, form, size, wording, illustrations and typography of the advertisements are subject to review by the publisher. The Lima News reserves the right to edit or reject any advertisement.
- c. Advertisements that simulate news content must carry the wording “Advertisement” across every two columns at the top. Use of actual news style typeface is discouraged.
- d. Every effort will be made to honor a position request, however, no specific section, page or position can be guaranteed and such a request will not be considered a condition of advertising.
- e. Liability for any newspaper error in an advertisement shall not exceed the cost of space occupied by the error and will be limited to the first insertion of the advertisement only.
- f. The Lima News cannot assume responsibility for poor quality artwork or print materials furnished by the advertiser, nor for advertising materials given to The Lima News for use in producing advertising.
- g. The Lima News assumes no responsibility whatsoever for omission of advertising, nor will any credit adjustments be based on such omissions.
- h. If disaster, work stoppage, newsprint rationing or other emergency shall cause publishing difficulties, the publisher reserves the right to revise any agreement and prorate available space.
- i. Signed contracts are required for contract rates. Contract periods are based on 12 calendar months and begin on the first day of a calendar month.
- j. The Lima News reserves the right to decline any advertising, including ads and preprinted sections that contain more than one advertiser.

DISPLAY ADVERTISING AND COLOR RATES

TOTAL ANNUAL DOLLAR INVESTMENT	RETAIL & CLASSIFIED ADVERTISING RATES <small>Rates shown are per column inch DAILY SUNDAY</small>	
OPEN RATE	\$25.40	\$31.70
\$2,500	\$23.80	\$29.80
\$5,000	\$22.50	\$28.10
\$7,500	\$21.10	\$26.30

COLOR RATES <small>minimum \$75 charge</small>	
Up to 30"	20% of space cost
31 - 60"	15% of space cost
61" and up	10% of space cost

BUSINESS BUILDER ADVERTISING RATES	
<small>Run the same ad a minimum of 8 times in The Lima News (includes 2 Sundays and 4 weekdays) and 2 runs in The MarketPlace within a 30 day period, no copy changes.</small>	
2 x 2 - \$295	2 x 3 - \$395
<small>Run the same ad a minimum of 15 times in The Lima News (includes 4 Sundays and 8 weekdays) and 3 runs in The MarketPlace within a 30 day period, no copy changes.</small>	
2 x 2 - \$450	2 x 3 - \$650

REPEAT ADVERTISING "PICK-UP RATE"	
<small>Repeat any advertisement within 6 day period following first full price insertion and receive the following discount on the advertisement during the 6 day period.</small>	
DAILY AND SUNDAY	30% DISCOUNT
<small>Ads must be at least 5 column inches in size to qualify for this discount</small>	

FRIDAY 360 ENTERTAINMENT RATES	
Open.....	\$17.75 PER COL. INCH
26 Weeks	\$15.00 PER COL. INCH
52 Weeks	\$12.00 PER COL. INCH
Grid Banner 26wk	\$100.00 each
Grid Banner 52 wk	\$75.00 each
Grid Banner Church & Charitables...	\$50.00 each
Front Banner Open/26wk/52wk	\$375/\$300/\$200 each
Back Page Open/26wk/52w.....	\$900/\$700/\$500 each
Full Color	\$250 per ad

TOTAL ANNUAL DOLLAR INVESTMENT	RETAIL & CLASSIFIED ADVERTISING RATES <small>Rates shown are per column inch DAILY SUNDAY</small>	
\$10,000	\$20.00	\$25.00
\$20,000	\$19.00	\$23.80
\$30,000	\$17.00	\$22.61
\$50,000	\$16.00	\$20.35
\$75,000	\$14.70	\$18.30

NON - PROFIT RATES	
Daily Rate \$16.50 daily pci	Sunday Rate \$18.75 Sunday pci
<i>Add Color \$150</i>	

FRONT PAGE ADVERTISING RATES	
Skybox: 2 columns x 1.5"	
Front Page (A1) - \$150 Daily and \$202.50 Sunday	Section Front Page \$100 Daily and \$135 Sunday
<small>(Includes Full Color)</small>	
Banner: 6 columns x 2"	
Front Page (A1) - \$400 Daily and \$540 Sunday	Section Front Page \$260 Daily and \$351 Sunday
<small>(Includes Full Color)</small>	

All advertising is sold by the column inch. Above rates available with a signed twelve month agreement for a specified dollar amount. All advertising placed with The Lima News is applied toward annual dollar volume and is used to calculate your Annual Investment Level.
*Postage does not accrue toward investment fulfillment.

MISCELLANEOUS PRICING	
SPADEA	
Full Run Only \$35.00 CPM	
<i>If Spadea runs on section A front, must also run a spadea on matching section to A</i>	
FRONT PAGE NOTES	
	CPM*
21,000	\$58.00
<i>*Rate includes printing and application</i>	

RETAIL PREPRINT RATES

TOTAL ANNUAL DOLLAR INVESTMENT	SINGLE SHEET	4 - 12 TAB	16 -20 TAB	24 - 36 TAB	40 + TAB
OPEN	\$42.00	\$53.00	\$62.00	\$67.00	\$70.00
\$2,500	\$42.00	\$53.00	\$61.00	\$66.00	\$68.00
\$5,000	\$41.00	\$52.00	\$60.00	\$65.00	\$66.00
\$7,500	\$41.00	\$52.00	\$59.00	\$63.00	\$65.00
\$10,000	\$40.00	\$49.00	\$57.00	\$61.00	\$63.00
\$15,000	\$40.00	\$48.00	\$56.00	\$59.00	\$61.00
\$25,000	\$39.00	\$46.00	\$53.00	\$56.00	\$59.00
\$50,000	\$38.00	\$44.00	\$50.00	\$54.00	\$57.00
\$75,000	\$37.00	\$40.00	\$47.00	\$50.00	\$54.00

RATES QUOTED ARE PER 1,000 INSERTS, FULL RUN DISTRIBUTION RECEIVES \$3.00 CPM DISCOUNT. TOTAL DISTRIBUTION PRICE IS BASED ON OUR MOST RECENT ALLIANCE FOR AUDITED MEDIA AUDIT CONDUCTED ON SEPTEMBER 30, 2012, SPOILAGE QUANTITY REQUIRED ARE NOT INCLUDED IN YOUR DISTRIBUTION COST. TOTAL ZONE QUANTITY DISTRIBUTED MAY VARY SLIGHTLY BY ZIP CODE AUDITED QUANTITY DUE TO SINGLE COPY SALES DISTRIBUTED IN THE ZIP CODE BEING INCLUDED IN OUR TOTAL ZONE NUMBERS. QUOTED PREPRINT QUANTITIES REQUIRED FOR DISTRIBUTION INCLUDE A 1.5% SPOILAGE FIGURE FOR WHICH YOU ARE NOT BILLED.

Reservations
Preprint reservations should be made 10 days in advance of the distribution date. Contracts are required for contract rates.

Insert Specifications
Preprint page sizes for billing: Flexi...Maximum Size 6" x 10" Tabloid... Maximum Size 10" x 10"; Standard...Greater than 10" x 14"; Single Sheet...Maximum Size 8.5" x 11". Preprint Page Conversion: 2 - page Flexi equals 1 page Tabloid: 2-page equals 1 page standard. Maximum acceptable width (fold) 10", maximum length 10" Minimum width (fold) 7", minimum length 5". Single sheet and cardstock preprints must be at least .006" thick, 70lb stock minimum.

Shipping
Preprints should be on wooden pallets, secured with bands, in boxes or uniform turns of 50 and shrink - wrapped to insure secured transportation. Pallets should not exceed 4' x 4' x 4'. Preprints should be delivered a minimum of 14 days prior to the distribution date, freight prepaid, to The Lima News, c/o Fort Wayne Newspapers, 600 W Main St Dock 1, Ft. Wayne, IN 46802-1498 . Deliveries accepted Monday through Friday 8am to 4pm.

Quantities Billed/Zoning
A \$3.00 per thousand discount will apply if advertiser is billed for full-run distribution based on most recent Alliance for Audited Media Audit or Publisher's Statement of Circulation. Preprint distribution is available Sunday, Tuesday, Wednesday, Thursday and Friday. Zoning preprints is available. Minimum distribution quantity is 5,000. Preprint rates apply to The Lima News and The MarketPlace (TMC) distribution.

Action Insert Print and Deliver
The Lima News will typeset, print and distribute a single sheet advertisement. Contact the Advertising Department for current rates and sizes.
Due to daily and seasonal variances in circulation, preprint quantity estimates necessary to achieve desired saturation within the market adjust daily. It is the policy of The Lima News to insert excess quantities, should any exist, into the corresponding week's TMC product. Accordingly, advertising customers should always be assured the entire print quantity submitted is received by potential customers.

Electronic File Requirements
- We prefer all electronic advertisements to be sent as a PDF (portable document format), with all fonts (screen and printer) embedded.
- If a PDF cannot be provided, we will only accept ads created using the following software: InDesign CS 5.5, and Adobe Photoshop CS5 or later. All links and artwork must be included with the ad. Fonts will be matched as closely as possible.
- We can accept documents on the following media or services: AP AdSend, Fast Channel, AdTransit
- We use the Adobe library for Postscript Type 1 and OpenType fonts. If a particular font is not available, we will match it with the closest one available in graphics.
- Spot colors used in the ad must be converted to process CMYK.
- Images included with black and white ads should not contain color artwork. Type should not include color or registration black. Other requirements for publication: Apply a screen of 85 lines at 1200 dpi