



TIMES UNION



Published Monday through Friday afternoon and Saturday morning at:
Mailing Address: P.O. Box 1448, Warsaw, IN 46581-1448
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www.timesuniononline.com • High-Key Enterprises, LLC

Phone: (574) 267-3111 • Fax: Advertising (574) 268-1300 • News (574) 267-7784
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Not Published on Sundays, New Year's Day, Memorial Day, July 4th, Labor Day, Thanksgiving, Christmas



E-MAIL:
NEWS: news@timesuniononline.com
DISPLAY ADVERTISING: advertising@timesuniononline.com
CLASSIFIED: classified@timesuniononline.com
CIRCULATION: circulation@timesuniononline.com

PERSONNEL:
CO-PUBLISHERS: Chandler & Erin Williams
GENERAL MANAGER: Gary Gerard
COMPTROLLER: Jessica Rodriguez
IT DIRECTOR: David Hays
ADVERTISING MANAGER: Paul Smith
CLASSIFIED SUPERVISOR: Laura Sowers
CIRCULATION MANAGER: David Hays
PRODUCTION DIRECTOR: Gary Kunkle

DISPLAY ADVERTISING RATES:
(Effective 7/1/17)
OPEN.....\$11.20 (NON-COMMISSIONABLE)
IN TOWN.....\$8.80 (NON-COMMISSIONABLE)
NOT FOR PROFIT.....\$6.80 (NON-COMMISSIONABLE)

TMC (Total Market Coverage)
14,000 distributed every Thursday
(6,700 in addition to our regular paid circulation).
Applicable Display rate plus 30%.

PICK-UP DISCOUNTS
25% space discount for any ad over 10 column inches repeated within 6 days of original insertion.

POLICIES
ADVERTISING ACCEPTANCE POLICY: Any advertising offered by a person to an employee or agent of the Times-Union is subject to final acceptance by the Publisher at any time prior to distribution of the newspaper. The Publisher reserves the right to refund any money paid, to reject any offer to advertise and to cancel any ad at any time. Advertising is accepted with the understanding that the merchandise or services offered are accurately described and willingly sold to customers at the advertised price. Deceptive or misleading advertising is never knowingly accepted.

ACCURACY AND LIABILITY: In the event of an error, the Times-Union will make prompt publication of corrections. The Times-Union does not assume any liability for goods sold at an incorrect price and will be responsible only for the amount of space in which the error occurred. Claims for errors in advertisements allowed for the first insertion only. Failure to print any advertisement in one or more issues shall not hold the Times-Union liable for any damages.

ADVERTISER, AND/OR ADVERTISING AGENCY, AGREES TO INDEMNIFY and hold the Times-Union harmless from any and all loss, damages and costs sustained and caused by or resulting from any false, misleading or libelous statements made in any advertising placed by Advertiser.

POSITION REQUESTS for ad location will be honored when possible, but are not guaranteed. Advertising is positioned upon each page beginning with larger ads at the bottom of the page and subsequent smaller ads stacked above. Failure to meet position requests will not constitute cause for adjustment, refund or re-run. Position of color ads subject to press limitations.

CASH WITH INSERTION must be received from parties or individuals who have not established credit with the Times-Union.

ADVERTISING measuring 19 inches or more in depth will be charged a full 21 inches in depth.

ADVERTISING simulating editorial content must carry the word "Advertisement".

ALL POLITICAL ADVERTISING must clearly be labeled "Paid Political Advertising by (Name of Committee or Individual)" at top or bottom of ad. Ads must be prepaid at the published Open Rate.

BEST OF TIMES

THIS PUBLICATION WILL BE MAILED TO EVERY HOUSEHOLD IN KOSCIUSKO COUNTY. IT WILL REACH 34,000 HOUSEHOLDS. IT WILL BE IN MAILBOXES ON WEDNESDAYS.

ALL DISPLAY ADVERTISING
\$15.95 (NON-COMMISSIONABLE)
PREPRINT ADVERTISING
6¢ PER INSERT (Up to 10,000)
5 1/2¢ PER INSERT (Up to 20,000)
5¢ PER INSERT (Up to 34,000)
(ALL KOSCIUSKO COUNTY ZIP CODES AVAILABLE)

COLOR

Available daily. Applicable Display rate plus:

Number of Ads	One Color	Two Colors	Full Color
1.....	\$90.00	\$125.00	\$160.00
6.....	\$80.00	\$115.00	\$150.00
12.....	\$70.00	\$105.00	\$140.00
26.....	\$65.00	\$100.00	\$130.00
38.....	\$60.00	\$90.00	\$115.00
52.....	\$55.00	\$80.00	\$105.00

Position of Color ads is subject to press limitations.

SPACE & COPY DISPLAY ADVERTISING DEADLINES	
PUBLICATION DATE	DEADLINE DAY AND TIME
MONDAY	FRIDAY, 12:00 NOON
TUESDAY	FRIDAY, 5:00 PM
WEDNESDAY	MONDAY, 5:00 PM
THURSDAY	TUESDAY, 5:00 PM
FRIDAY	WEDNESDAY, 5:00 PM
SATURDAY HOME & AUTO	THURSDAY, 11:00 AM
SATURDAY	THURSDAY, 5:00 PM

NATIONAL ADVERTISING AGENCY RATES:

For recognized Advertising Agencies
***\$13.20 per column inch • \$17.16 per column inch TMC.**
 Newsplan contracts available.
15% commission.
2% cash discount payable 10 days from date of invoice.
PRE-PRINTED INSERTS ARE NON-COMMISSIONABLE.

NATIONAL COLOR RATES

Available daily. Applicable National display rate plus:

Number of Ads	One Color	Two Colors	Full Color
1.....	\$105.00	\$140.00	\$185.00
6.....	\$95.00	\$130.00	\$175.00
12.....	\$85.00	\$120.00	\$165.00
26.....	\$75.00	\$110.00	\$155.00
38.....	\$65.00	\$100.00	\$145.00
52.....	\$55.00	\$90.00	\$135.00

Position of Color ads is subject to press limitations.

ADDITIONAL ADVERTISING OPPORTUNITIES

- **Spotlight TV Section** - Saturday AM (tabloid)
- **Business Section** - Saturday AM
- **Generations Page** - Saturday AM
- **Home & Auto Section** - Saturday AM
- **Farm Page** - Wednesday PM
- **Best Food Day** - Wednesday PM
- **Leisure Section** - Thursday (TMC) PM
- **Entertainment Page** - Daily

Other Special Sections Published Throughout The Year.

FRONT PAGE BANNER ADS

Ad size is 5 columns (8.629") x 1.5" and is available daily, on a first-come, first-served basis. Deadline is 4 days prior to first insertion.

\$300.00/Day (1-2 Insertions)
\$200.00/Day (6-12 Insertions)
\$250.00/Day (3-5 Insertions)
\$150.00/Day (13+ Insertions)

COMICS ADVERTISING

Daily Comic Page \$75.00/Wk.

6 column by 2 1/2 inches. Black and White only. Ads will run Monday through Saturday upon availability. Customer may choose to run different ads each day.

Weekend Color Comics \$700.00/Wk.

Single Spadea full color ad wrapped around the left side of the Weekend Color Comics in every Saturday's Times-Union Weekend edition. Contact us for full details

WEEKLY COLUMNS \$40.00/Week

The Times-Union will publish weekly informational columns from businesses. Provided to the Times-Union by the sponsoring business, these columns will be of general interest and **WILL NOT** be self-promotions of the individual business. Sponsorship of these columns will consist of a small "strip" ad within the column.

RACK CARDS \$250.00/4 Weeks

The Times-Union will print and display your message on our nearly 100 Vending Machines throughout Kosciusko County. Ad is 11" x 17" in full color, laminated and placed by our delivery drivers to be displayed for a four-week period.

MECHANICAL SPECIFICATIONS

ROP & CLASSIFIED: 6 columns 46" SAU x 21" Depth

1 column.....1.646" 2 column.....3.392" 3 column.....5.137"
 4 column.....6.883" 5 column.....8.629" 6 column.....10.375"

SPOTLIGHT TV SECTION: Tabloid 6 columns x 10" Depth

CLASSIFIED AD RATES:

(Effective 7/1/17)

CLASSIFIED LINE ADS

Classified Line ads are charged a rate of
80¢ per word for 2 days
25¢ per word for days 3 thru 5.
 Classified Line ads for 6 days or more,
80¢ per word for 2 days,
25¢ per word thereafter.

Minimum 10 words, 2 days.

All rates based on consecutive run days.

All Classified Line ads are set in 7.5 point Helvetica type in a 6 column format.

All Classified Line Ads are published on our website: www.timesuniononline.com

STYLIZING CHARGES FOR LINE ADS

CENTERED LINES.....50¢ per line per issue
Bold Words.....25¢ per word per issue

PERSONALS ADVERTISING RATES:

Published Daily

Daily rate - 1 to 18 words, **\$6.25** • Add 25¢ per word over 18.

STYLIZING CHARGES FOR PERSONALS

CAPS.....25¢ per word bold.....25¢ per word
BOLD CAPS.....50¢ per word

CLASSIFIED DISPLAY ADS

Classified Display ads are sold at Retail rates.
 Help Wanted ads are sold at **\$11.20 per col. in.**
 with contract rates available.

Auctions are sold at **\$7.40 per col. in.**

CLASSIFIED LINE AD AND PERSONALS DEADLINES	
PUBLICATION DATE	DEADLINE DAY AND TIME
MONDAY	FRIDAY, 4:00 PM
TUESDAY	MONDAY, 2:00 PM
WEDNESDAY	TUESDAY, 2:00 PM
THURSDAY	WEDNESDAY, 2:00 PM
FRIDAY	THURSDAY, 2:00 PM
SATURDAY	FRIDAY, 1:00PM

CLASSIFIED DISPLAY AD DEADLINES	
PUBLICATION DATE	DEADLINE DAY AND TIME
MONDAY	THURSDAY, 5:00 PM
TUESDAY	FRIDAY, 12:00 NOON
WEDNESDAY	MONDAY, 12:00 NOON
THURSDAY	TUESDAY, 12:00 NOON
FRIDAY	WEDNESDAY, 12:00 NOON
SATURDAY REAL ESTATE	WEDNESDAY, 10:00 AM
SATURDAY	THURSDAY, 10:00 AM

You may charge your ad if you are listed in the local telephone directory or you may use Visa, MasterCard or Discover. All Garage Sale, Babysitting, Home Improvement and Political ads **MUST BE PREPAID.** The Times-Union will be responsible for only 2 (two) days incorrect insertions.

The Times-Union is a member of the

Indiana Classified Advertising Network

See the Statewide Classified Ads every Friday in the **Times-Union.**

Weekly classified ads print in **140+ Indiana newspapers** once a week.

Reach nearly **2 million potential customers** in Indiana with one placement.

Run your message in part of Indiana or the whole state

Call the Times-Union today to get your message out!



PREPRINTED INSERT RATES:

(Effective 7/1/17)

1 TO 9 PREPRINTS PER YEAR			10 TO 29 PREPRINTS PER YEAR		
SIZE	CPM	REG. DIST.....TMC DIST	SIZE	CPM	REG. DIST.....TMC DIST
Single Sheet.....	\$43.50.....\$39.00	Single Sheet.....	\$39.50.....\$35.50		
4 Pages.....	\$46.00.....\$41.50	4 Pages.....	\$42.00.....\$38.00		
8 Pages.....	\$49.50.....\$45.00	8 Pages.....	\$44.50.....\$40.50		
12 Pages.....	\$54.00.....\$48.50	12 Pages.....	\$47.00.....\$43.00		
16 Pages.....	\$56.50.....\$52.00	16 Pages.....	\$48.50.....\$45.50		
20 Pages.....	\$60.00.....\$55.50	20 Pages.....	\$51.00.....\$48.00		
24 Pages.....	\$63.50.....\$59.00	24 Pages.....	\$53.50.....\$50.50		
28 Pages.....	\$67.00.....\$62.50	28 Pages.....	\$56.00.....\$53.00		
32 Pages.....	\$70.50.....\$66.00	32 Pages.....	\$58.50.....\$55.50		
36 Pages.....	\$74.00.....\$69.50	36 Pages.....	\$61.00.....\$58.00		

For Larger Preprints, CPM increases by \$3.50 per 4 Pages

30 TO 49 PREPRINTS PER YEAR			50+ PREPRINTS PER YEAR		
SIZE	CPM	REG. DIST.....TMC DIST	\$1.00 Per Thousand Less than 30-49 rate		
Single Sheet.....	\$34.00.....\$30.50	Single Sheet.....	All Rates Are Net, Based on Tab Size. Flexis are billed as Half-Tab size.		
4 Pages.....	\$35.50.....\$32.00	4 Pages.....			
8 Pages.....	\$37.00.....\$33.50	8 Pages.....			
12 Pages.....	\$38.50.....\$35.00	12 Pages.....			
16 Pages.....	\$40.00.....\$36.50	16 Pages.....			
20 Pages.....	\$41.50.....\$38.00	20 Pages.....			
24 Pages.....	\$43.00.....\$39.50	24 Pages.....			
28 Pages.....	\$44.50.....\$41.00	28 Pages.....			
32 Pages.....	\$46.00.....\$42.50	32 Pages.....			
36 Pages.....	\$47.50.....\$44.00	36 Pages.....			

For Larger Preprints, CPM increases by \$1.50 per 4 Pages

PREPRINT RECEIVING DEADLINES	
INSERTION DATE	DEADLINE DAY AND TIME
MONDAY	WEDNESDAY, 2:00 PM
TUESDAY	THURSDAY, 2:00 PM
WEDNESDAY	FRIDAY, 2:00PM
THURSDAY	MONDAY, 2:00 PM
FRIDAY	TUESDAY, 2:00 PM
SATURDAY	PREVIOUS FRIDAY, 2:00 PM

CIRCULATION BY ZIP CODE

Zip	Weekday HD	Weekday SC	Weekend HD	Weekend SC
46504	66	0	66	0
46510	321	0	323	0
46524	123	0	124	0
46538	383	25	395	10
46539	172	307	174	447
46542	121	0	125	0
46555	152	245	156	420
46562	324	73	330	108
46567	230	110	237	95
46570	35	0	35	0
46580	2187	609	2204	601
46582	1184	36	1213	57
46590	448	0	457	0
46764	18	10	18	10
46787	32	5	33	10
46910	103	0	104	0
46962	124	17	130	27
46982	205	70	207	125
Misc Ind. Zips	49	70	119	0
Misc. Other Zips	22	0	28	0

Minimum quantity required Monday through Friday.....**4,000**
 Minimum Preprint Size.....**6" wide x 4" deep**
 Maximum Preprint Size Before Folding Is Required.....**11.5" wide x 11" deep**
 Maximum Flexi Size.....**7 7/16" wide x 10 5/8" deep**

PLEASE NOTE: Inserts may be packaged with other inserts for ease of distribution

All Preprinted Inserts, Poly Bags and Post-It Notes **MUST** be shipped to:
Times-Union Warehouse
310 East Prairie Street
Warsaw, IN 46580

Receiving Hours:
Monday - Friday
7:00 am - 2:00 pm

PREPRINTED POLY BAGS		PREPRINTED POST-IT NOTES® ADS	
REG OR TMC DISTRIBUTION	NET CPM	AVAILABLE ANY DAY REG OR TMC DISTRIBUTION	
Imprinted Bags Only.....	\$50.00	CPM (Net).....\$75.00	
Imprinted Bags with Sample.....	\$60.00	Front page placement only on a first-come, first-served basis.	
POLYBAG RECEIVING DEADLINE		DEADLINE DAY AND TIME	
INSERTION DATE	DEADLINE DAY AND TIME	DEADLINE DAY AND TIME	
ANY DAY	10 DAYS PRIOR BY 2:00 PM	10 DAYS PRIOR BY 2:00 PM	
Polybags must be shipped in headers of 25.		Size Required:.....5.5" x 17" x .0065	



Inserts, Mailers, Postcards, Posters and More!
 Allow us to design, print and deliver your insert for one low price!
 Call us for complete details.