



EFFECTIVE • March 1, 2009

THE TIMES

MEDIA COMPANY

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2008 Retail Zone Rates

		Open Rate	\$ 2,500	\$ 5,000	\$ 10,000	\$20,000	\$ 35,000	\$ 50,000	\$ 75,000	\$ 100,000	\$ 125,000
Illiana	Daily	\$ 9.66	\$ 8.69	\$ 8.40	\$ 7.92	\$ 7.53	\$ 7.15	\$ 6.76	\$ 6.38	\$ 5.99	\$ 5.60
	Sunday	\$ 11.11	\$ 10.00	\$ 9.66	\$ 9.11	\$ 8.67	\$ 8.22	\$ 7.78	\$ 7.33	\$ 6.89	\$ 6.44
Southlake	Daily	\$ 26.04	\$ 23.44	\$ 22.65	\$ 21.35	\$ 20.31	\$ 19.27	\$ 18.23	\$ 17.19	\$ 16.14	\$ 15.10
	Sunday	\$ 29.95	\$ 26.95	\$ 26.05	\$ 24.56	\$ 23.36	\$ 22.16	\$ 20.96	\$ 19.76	\$ 18.57	\$ 17.37
Northlake	Daily	\$ 24.57	\$ 22.11	\$ 21.38	\$ 20.15	\$ 19.16	\$ 18.18	\$ 17.20	\$ 16.22	\$ 15.23	\$ 14.25
	Sunday	\$ 28.26	\$ 25.43	\$ 24.58	\$ 23.17	\$ 22.04	\$ 20.91	\$ 19.78	\$ 18.65	\$ 17.52	\$ 16.39
Porter	Daily	\$ 24.36	\$ 21.92	\$ 21.19	\$ 19.98	\$ 19.00	\$ 18.03	\$ 17.05	\$ 16.08	\$ 15.10	\$ 14.13
	Sunday	\$ 28.01	\$ 25.21	\$ 24.37	\$ 22.97	\$ 21.85	\$ 20.73	\$ 19.61	\$ 18.49	\$ 17.37	\$ 16.25
Full Run	Daily	\$ 75.62	\$ 68.06	\$ 65.79	\$ 62.01	\$ 58.99	\$ 55.96	\$ 52.94	\$ 49.91	\$ 46.89	\$ 43.86
	Sunday	\$ 86.97	\$ 78.27	\$ 75.66	\$ 71.31	\$ 67.83	\$ 64.35	\$ 60.88	\$ 57.40	\$ 53.92	\$ 50.44

Any ad run in multiple zones gets a 5% discount | Any ad picked up within 6 days of initial run gets a 25% discount on the 1st pickup, a 50% discount on the 2nd pickup. Ask your Media Consultant about the flight program. | Guaranteed positioning requires additional fees

Color Rate

Color is an additional charge of 20%, with a minimum charge of \$50. Color availability is limited. Color is subject to pickup discounts.

Tax Exempt Associations

Churches, Civic Organizations and Educational Institutions pay a daily rate of \$43.18 per column inch; \$49.66 on Sundays. Tax Exempt number must be provided. 501 C-3 must be provided. No additional discounts apply.

Retail Space Reservation Deadlines

In-paper Deadlines

These deadlines refer to space and copy ads that run in The Times

SUN. | SPACE & COPY due 12 pm Wednesday

MON. | SPACE & COPY due 5 pm Wednesday

TUE. | SPACE & COPY due 5 pm Thursday

WED. | SPACE & COPY due 5 pm Friday

THU. | SPACE & COPY due 5 pm Monday

FRI. | SPACE & COPY due 5 pm Tuesday

SAT. | SPACE & COPY due 5 pm Tuesday

Non-Profit Charity Associations

Non-profit Charity Associations pay a daily rate of \$32.25; \$37.09 on Sundays, 501 C-3 must be provided. No additional discounts apply.

Grand Opening/ Anniversary Discount

A 40% discount will be given to a ROP full page and a 50% discount for a ROP double truck on the Grand Opening or Anniversary of a contract advertiser. No other discounts applicable.

General Provisions

Design Charge

A \$75 per hour design charge will be charged when applicable.

Proofs

At your request, proofs are available.

Tearsheets

At your request, we will provide two free tearsheets. Additional tearsheets are 50¢ a piece. Tearsheets may be available for up to six months depending upon supply.

Acceptance Policy

Any advertising offered to any person by any employee or agent of The Times 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 and reject any offer to advertise. Any advertising involving contests, prizes, political advertising or testimonials is subject to review prior to publication. Advertising that resembles news style must be bordered and prominently labeled as an advertisement.

Taste

The Times is a family newspaper. It reserves the right to reject tasteless, libelous, illegal or other ads it may deem inappropriate.

Political Ads

Political advertisements must be submitted for review of The Times prior to publication. Claims and statements of fact should be accompanied by substantiation. New campaign issues will not be published after the Friday preceding a Tuesday election. Ads must be labeled "Paid Political Advertisement" as prescribed by law, and must include the name and contact information (phone or e-mail) of responsible party placing the ad. Advance payment by cash or certified check prior to publication is required.

Going Out of Business

Going out of business advertising is regulated by Indiana law. Advertiser should contact the appropriate county clerk's office to obtain a permit number.

Mechanical Requirements

Retail

The Times uses standard advertisement units (SAU's)

Columns per page: 6 | Inches per full page: 126

BROADSHEET (Standard) | COLUMN DEPTH: 21 inches

1 column width..... 1.56"

2 column width..... 3.22"

3 column width..... 4.89"

4 column width..... 6.56"

5 column width..... 8.22"

6 column width..... 9.89"

Minimum display is 1 column by 2". Double trucks must be a minimum of 17 inches in depth. Display advertisements will be billed in increments of 1/4 inches. Ads ordered more than 19 inches in depth will be charged at the full column depth of 21 inches.

Errors

Despite our best efforts, errors do occur. Liability for errors in an advertisement shall not exceed the cost of the space occupied by the error. Credit is allowed for the first insertion only. Claims for credit should be made within 15 days of insertion. The Times does not assume responsibility for errors in proof correction received by telephone. Responsibility for correcting errors is that of the advertiser when proofs are delivered.

Position

The Times attempts to grant your requests for position. There is no guarantee of position and no credits are extended when position requests are not honored. Position may be guaranteed by a 25% surcharge, if feasible. Color positions may be limited. When there are excessive requests for color position, 4 color ads take precedence over spot color and black and white ads by size.

Payment

All advertising must be paid in advance unless credit has been approved. Payment terms are net 30. A late fee of 1.5% of the past due balance will be accessed each month. There is a charge of \$15 for any check returned from the bank (NSF).

Commissions

RETAIL RATES are non-commissionable.

Special Deadlines

- Full color ads require 1 additional day prior to deadline.
- Holidays require 1 additional day prior to deadline.
- Special ads may require earlier deadlines by arrangement.
- CAMERA READY ads must follow the above space reservation deadlines. However, complete materials may arrive as late as 10 a.m. on the business day prior to publication.

Colors and Screens

Reservations are based on space availability. Special colors are available by arrangement.

Electronic Files

The Times offers its advertisers a web address which will allow you to upload files to the ftp site with your standard internet browser (i.e. Internet Explorer, Netscape, etc).

Site address: <http://ads.nwitimes.com>

File formats accepted are: pdf, jpg, tiff, txt and eps. For further information, please contact our Production Department at 219-933-3378 or email prepress@nwitimes.com.

Any ad not formatted to The Times' specifications will be charged \$50/hour for output.