

NATIONAL ADVERTISING RATE CARD

EFFECTIVE JULY 1, 2010

The Post-JournalCovering The Way You Live
www.post-journal.com

Published Mornings Daily

Member: New York State Publishers' Association • American Newspaper Publishers' Association • Audit Bureau of Circulations and Bureau of Advertising

P.O. BOX 190, 15 W. 2nd STREET, JAMESTOWN, N.Y. 14702-0190 • PHONE (716) 487-1111 • FAX (716) 664-3119

PERSONNELMichael C. Bird, Publisher
Debra Brunner, Advertising Director**COMMISSION AND TERMS OF PAYMENT**

Agency Commission - 15% to accredited agencies

GENERAL RATE POLICY

In the event of error in any advertisement the Publisher shall not be responsible for any amount in excess of the space occupied by the noted error. In case there is any error in price, the Advertising Department will furnish a letter to the advertiser stating the correct price, but will assume no liability if goods are sold at the incorrect price. Publisher shall not be liable for failure to publish an ad. Publisher reserves the right to reject or cancel any advertisement at any time.

ROP/PREPRINT RATES

- \$50.44 per column inch
- Pre-Printed Inserts • 8 pg tabloid size and under (also card) \$63.00
- Post-Journal/ Dunkirk Observer/Warren Times Observer Combination 8 pg tabloid size and under (also card) \$63.00

GROUP COMBINATION RATES

- Buffalo Plus Network
- Buffalo DMA Network
- Dunkirk Observer/Post-Journal Combo/Westfield Pages/Warren/Times Observer, PA
Daily published mornings Monday through Friday, & Saturday & Sunday mornings.
COMBO- \$117.16 per column inch
- The Post-Journal (Jamestown, NY 19,500)
\$50.44 per column inch.
- Dunkirk Observer (Dunkirk, NY 11,400)
\$28.35 per column inch.
- Quality Guide (Westfield, NY 15,400) - \$10.41
- Westfield Republican (Westfield, NY 1,200) and
Mayville Sentinel (Mayville, NY 900) \$5.70 per column inch when
bought in combination with The Post-Journal.
- Warren Times Observer, (Warren, PA, 11,000) \$22.26

COLOR RATES

- 1 Color and Black \$47.54 per column inch plus \$248.00
- 2 Colors and Black \$47.54 per column inch plus \$392.00
- 3 Colors and Black \$47.54 per column inch plus \$494.00
- Process Color (plus separations) \$44.82 per column inch plus \$494.00

SPECIAL SERVICES

Screens, veloxes, line cuts, photo composition, art, layout, and commercial web offset printing.

SPECIAL DAYS, PAGES & FEATURES

- The Scene (Bi-Weekly Entertainment Tab)
- Parental Guidance Magazine (Monthly)
- All About Home (4x per year)
- Weddings (February)
- Medical Services Directory (February)
- Chautauqua Profiles (March)
- Spring Sports (April)
- Spring Car Care (April)
- Golf Guide (April)
- Flowers (April)
- Vacation Guide (May)
- Graduation Tabloid (June)
- Chautauqua Institution Book (June)
- Dining Guide (June)
- Chautauqua County Fair (July)
- The Green Life (July)
- Chamber Tab (September)
- Meet The Chautauqua Region Business People (September)
- Success (September)
- Gridiron (September)
- Fall Car Care (October)
- Experience Winter (November)
- Holiday Wishes Sections (November)
- Great Gift Ideas Book (December)

CONTRACT AND COPY REGULATIONS

Newsplan available. Copy subject to Publisher's approval. Publisher reserves the right to cancel contract agreement or make any rate revision upon 30 days notice or through SRDS.

CLOSING TIMES

Black and white - 3 publication days before publication.
Color and black - 3 publication days before publication.
Comics - Noon Monday two weeks prior to publication.

MECHANICAL MEASUREMENTS

- Make-up
21 1/4" Below folio height
Full Page 127.5 column inches
Double Truck 276 1/4" column inches
6 Columns (1.5" each) • ADS Format "F"
- Material Positives
- Screens: Accept up to 110 line screen for negatives;
up to 85 line screen for positives; 10% highlight dot, 85% shadow dot.
- Printed Size
21 1/4" Printed height
11 1/4" Printed width
Full Page 127.5 column inches
Double Truck 276 1/4 column inches • ADS Format "C"

Printed material to be sent to:

The Post-Journal
P.O. Box 190, 15 W 2nd Street
Jamestown, N.Y. 14702-0190

SPECIAL CLASSIFICATION RATES

Guaranteed position 25% extra when available.

CLASSIFIED RATES

- **The Post-Journal**
Regular Classified - Single column only, 7 pt. body type, \$4.48 line, 3 day, 4 line minimum. 10 lines /inch, 14 & 18 pt type available, white space accepted.
Classified Display - One to eight columns, \$53.76 per column inch
no limit on size of type, cuts and borders accepted.
\$20.00 blind box charge, replies mailed daily.
- **Dunkirk Observer**
Regular Classified - single column only. 7 pt. body type, \$2.63 line, 3 day 4 line minimum. 10 lines per inch.
Classified Display - \$26.30 per column inch
- **Post-Journal/Dunkirk Observer/Warren Times Observer Combo Rate**
Classified Display - \$101.09 column inch.

COMICS

Sunday Color Comic • Section - Broadsheet
Spadea Wrap available • Call for details

MAGAZINES

- Select TV Magazine - Friday A.M. • Call for details

CIRCULATION

Member of Audit Bureau of Circulations
Published mornings daily - Sunday through Saturday

ADSEND: NYJAP