



Sandusky Register

RATES

2010-2011



Sandusky Register

314 W. Market St.
Sandusky, Ohio 44870

Phone 419-625-5500
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www.sanduskyregister.com

**Advertising Rates
Effective
November 1, 2010**

Sandusky Register

meeting regarding a proposed action may be submitted within 30 days of notice of the Proposed Action. An Adjudication Hearing may be held on a proposed action if a hearing request or objection is received by the CEPA within 30 days of issuance of the proposed action. The CEPA requires that all proceedings in Juvenile Court, The Court will appoint a lawyer or designate a county public defender or joint county public defender to provide legal representation if you cannot afford a lawyer and meet certain requirements. You must be ready to appear in Court (suit and tie for men, dress and shoes for women) and 4.00 o'clock in the afternoon. Originals have been recorded pursuant to Chapter 5211 of the Ohio Revised Code in the office of the Erie County Recorder, recorded at Official Records Book 54, Page 315, Plat Volume 32, Page 73, and for which amendments to same were filed at O.R.B. 51, Page 44, O.R.B. 52, Page 79; O.R.B. 53, Page 48; Plat Volume 33, Page 81, Page 288, and O.R.B. 54, Page 132. Plat Volume 33, Page 81, Page 288, and O.R.B. 54, Page 132. Plat Volume 33, Page 81, Page 288, and O.R.B. 54, Page 132.

Legal and Preprint Rates

Effective November 1, 2010

LEGAL RATES

The following rates will apply to all legal ads starting in the Sandusky Register on or after September 1, 2008.

LINE RATE:

\$1.10 PER LINE

NOTE OF FIDUCIARY

(4 TIME RUN) **\$62.84**

Up to and including 57 total lines.

Over 57 lines is \$62.87 plus \$1.10 per extra line.

STATEMENT OF ACCOUNTS

(1 TIME RUN) **\$44.10**

Up to and including 40 total lines.

Over 40 lines is \$44.10 plus \$1.10 per extra line.

NAME CHANGE

(1 TIME RUN) **\$33.07**

Up to and including 30 lines, paid in advance.

Over 30 lines is \$33.07 plus \$1.10 per extra line.

ADOPTIONS

(3 TIME RUN) **\$122.37**

Up to and including 111 lines.

Over 111 lines is \$122.37 plus \$1.10 per extra line.

- Also, effective September 1, 2008 all legal notices, set in the standard legal type face and format, will appear on the Sandusky Register's web site, www.sanduskyregister.com.

- Ads set with borders or ads using other than standard legal type face will run as display ads and charge at the rate of \$13.23 per display column inch.

- As in the past the Register will make every possible effort to publish your notices correctly and on time. This can best be accomplished by the observance of deadlines. All notices must be submitted by noon, at least two working days before the date the notice must appear. Legal notices in excess of two typewritten pages of 8.5x14 inches should allow three or more days before publication.

LOCAL PREPRINT RATES

1. Inserts measuring 8½ "x 11" or smaller are called "flexies" and for purposes of billing each 2 pages equals one tab page.
2. Maximum size for a tab page is 11"x 16". If either measure exceeds these limits it will be charged as a full size section.
3. Our inserting equipment can not handle inserts smaller than 5"x8".
4. Catabooks, die-cut inserts and other unusual sizes and shapes should be submitted in advance for approval.
5. We do not accept inserts in which more than one advertiser is represented.
6. Preprints may be scheduled any day that we publish.

7. Deadline for scheduling or canceling preprints is one week prior to date of publication.
8. Zone preprints will be charged according to the distribution requested.
9. Inserts must be printed and delivered F.O.B. Register and/or Reflector at least five (5) working days prior to publication date.
10. Single sheet preprints must be cleared with retail manager prior to acceptance. An example of paper weight must be available.
11. Inserts must be delivered between 8a.m. to 5p.m. Monday thru Friday.
12. Placement of inserts in The Register and Reflector will result in credit toward fulfillment of advertiser's R.O.P. contract covering retail and classified advertising.
13. Insert date on preprint is optional but advisable.
14. Overall paper size must be no longer than 11" by 11½". Larger sizes must be quarter folded.

PRINT PLUS PROGRAM

Single sheet preprints designed, printed and distributed. SEE YOUR REGISTER SALES REP FOR PRICING.

OPEN RATES - \$ PER THOUSAND

	ONE PAPER	ONE PAPER & IT'S TMC	BOTH PAPERS	BOTH PAPERS & BOTH TMC
SINGLE SHEETS	\$39	\$39	\$39	\$39
4 thru 24 TAB PAGES	\$54	\$51	\$53	\$49
28 thru 36 TAB PAGES	\$59	\$56*	\$58	\$54*

FREQUENCY RATES - ANNUAL CONTRACT

\$ PER THOUSAND

12 THRU 24 PREPRINTS ANNUALLY

SINGLE SHEETS	\$39	\$39	\$39	\$39
4 thru 24 TAB PAGES	\$48	\$45	\$47	\$44
28 thru 36 TAB PAGES	\$54	\$51*	\$53	\$50*

25 THRU 39 PREPRINTS ANNUALLY

SINGLE SHEETS	\$39	\$39	\$39	\$39
4 thru 24 TAB PAGES	\$45	\$42	\$44	\$41
28 thru 36 TAB PAGES	\$51	\$48*	\$50	\$47*

40 THRU MORE PREPRINTS ANNUALLY

SINGLE SHEETS	\$39	\$39	\$39	\$39
4 thru 24 TAB PAGES	\$42	\$39	\$41	\$38
28 thru 36 TAB PAGES	\$48	\$45*	\$47	\$44*

Add \$5 per thousand to the above rates for each 8 tab pages over 36 tab pages.

The above rates are based on quantities of 8,800 copies or more. Add \$3 per thousand for quantities less than 8,800. Add \$6 per thousand for quantities less than 6,000 pieces. The total number of pieces distributed in all products will be used to determine the quantity.

ZONING SURCHARGE

Flat \$50 to each newspaper where zoning occurs. A single charge covers that paper and the TMC for that paper.

* REFLECTOR TMC CHARGES

Base rates apply to first 24 tab pages or 2 ounces. Add \$3 per half ounce for each half ounce over 2 ounces,

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...all proceedings in Juvenile Court. The Court will appoint a lawyer or designate a county public defender or joint county public defender to provide legal representation if you cannot afford a lawyer and meet certain requirements. ...

...Draftsmen have been recorded pursuant to Chapter 5211 of the Ohio Revised Code in the office of the Erie County Recorder, recorded at Official Recordy Book 54, Page 315, Plat Volume 32, Page 73, and for which amendments to same were recorded at O.R.B. 57, Page 180, Plat Volume 33, Page 41; O.R.B. 112, Page 102, Plat Volume 25, Page 47; O.R.B. 121, Page 93, Plat Volume 33, Page 79; O.R.B. 123, ...

Local and Classified Rates

Effective November 1, 2010

COLOR RATES

COLOR RATES & DATA

Sandusky Register Retail and Classified

1 Color and black (per page).....	\$201.76
2 Colors and black (per page).....	\$279.76
3 Colors and black (per page).....	\$317.20

No minimum ad size required. If we are required to make process color separations there will be an extra charge for this service.

Color Frequency contract available offering a discount for 12 or more color ads annually.

Norwalk Reflector Retail and Classified

1 Color and black (per page).....	\$130.00
2 Colors and black (per page).....	\$190.00
3 Colors Limited Availability in Reflector....	\$210.00

COMBO COLOR RATES

Retail and Classified

	Combo-Rate	Billed by Register	Billed by Reflector
1 Color & black (per page).....	\$305.22.....	\$185.62.....	\$119.60
2 Colors & black (per page).....	\$432.18.....	\$257.38.....	\$174.80
3 Colors & black (per page).....	\$485.02.....	\$291.82.....	\$193.20

SPECIAL DISPLAY RATES

THE FREQUENT BUYER DEAL

The Frequent Buyer Deal is: Buy 2 Ads, Get 2 FREE and one in the TSR Express for 85% off your regular Sunday rate (within 7 days). That's Right! You pay for the first two at your regular rate, and we'll run the same ad on two additional days in that same week....FREE and a 5th ad in our TSR Express at 85% off off your regular Sunday rate!!

The concept is a simple one...based on the fact that today's consumers--your customers--are busier than ever. Multiple insertions mean unequal reach into Register area households. It gives you many more opportunities to reach your busy audience.

Your 5th ad will automatically appear in our TSR Express (Total Market Coverage) product at 85% off cost of the initial ad. That means your ad will reach an additional 16,260 non-Register subscribing households in Erie and Ottawa counties.

It's effective for all businesses, large and small, that want to gain a retail sales edge. There is a 4" retail and 6"classified minimum ad size. Only full paid insertions will be credited toward any contract fulfillment. You pick the days within a week you want to run. The frequency gives you maximum impact; the free insertions make it cost efficient.

TRY IT, YOU'LL LIKE IT

A special 13-week contract for at least 3 inches a week. The special rate for this offer is \$18.19 per inch daily and \$19.50 on Sunday. In addition, when you agree to "Try It"... "You'll Like It" because you'll receive three ten-inch ads for FREE! That's a total of 30" of FREE space!!

Think about this...a total of 69" of space with an average rate of as little as \$10.37 an inch. That's nearly 43% off the normal \$18.19 rate!

It's easy to see why we call the offer "Try It, You'll Like It". You get a GREAT net rate and it's available to you just in time for the important Spring buying market. You can't afford not to give it a try!

- Offer available to advertisers not on contract with the Sandusky Register 60 days prior to the contract start date.
- This is a 1-time offer and is not renewable.
- The free ads must appear at the rate of one per month and during the 13-week contract period.
- Advertisers must follow normal credit guidelines including cash-in-advance if necessary.
- Ads cannot be used with other specials or promotions and must run retail display.
- This is a limited time offer and will end at the discretion of the Sandusky Register.

PICTURE ADS- THANK YOU'S - IN MEMORIUM

1 Column x 2".....	\$37.06
1 Column x 2½".....	\$46.33
1 Column x 3".....	\$55.60

Rate **18.53** an Inch
 Payment Due at Ad Placement.
 To get the best reproduction available, photos should be of good quality.

GENERAL INFORMATION

NORMAL ADVERTISING DEADLINES

	MON.	TUES.	WED.	THURS.	FRI.	SAT.	SUN.	COVERSTORY
RETAIL DISPLAY								
Ad Copy From Account	Noon Thurs.	Noon Fri.	Noon Mon.	Noon Tues.	Noon Weds.	Noon Weds.	Noon Weds.	Noon Weds.
To Creative Services	12 PM Thurs.	12 PM Fri.	12 PM Mon.	12 PM Tues.	12 PM Weds.	12 PM Weds.	12 PM Thurs.	Noon Weds.
CLASSIFIED DISPLAY								
Ad Copy From Account	Noon Thurs.	Noon Fri.	Noon Mon.	Noon Tues.	Noon Weds.	Noon Thurs.	Noon Thurs.	Noon Thurs.
To Creative Services	12 PM Thurs.	12 PM Fri.	12 PM Mon.	12 PM Tues.	12 PM Weds.	12 PM Thurs.	12 PM Thurs.	Noon Weds.
COLOR ADS & PROOFS								
Ad Copy From Account	Noon Wed.	Noon Thurs.	Noon Fri.	Noon Mon.	Noon Tues.	Noon Tues.	Noon Weds.	Noon Tues.
To Creative Services	12 PM Wed.	12 PM Thurs.	12 PM Fri.	12 PM Mon.	12 PM Tues.	12 PM Tues.	12 PM Weds.	12 PM Tues.
LINERS & LOCALS								
To Creative Services	3 PM Fri.	3 PM Mon.	3 PM Tues.	3 PM Weds.	3 PM Thurs.	3 PM Fri.	3 PM Fri.	

LEGALS SAME AS RETAIL DEADLINES
 12 PM = Midnight

Sandusky Register

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Local and Classified Rates

Effective November 1, 2010

15
TOTAL MARKET COVERAGE



RETAIL RATES

Open Rate.....\$5.72
Contract Rate.....\$4.42

COLOR RATES

One Color & Black.....\$4.00 per inch
Two Colors & Black.....\$5.00 per inch
Three Colors & Black....\$6.00 per inch

CLASSIFIED RATES

Open Rate.....\$3.81
Contract Rate.....\$2.94

DISTRIBUTION BY ZIP CODE AS OF NOVEMBER 14, 2007

44870	SANDUSKY	9,608
44824	CASTALIA	246
44846	MILAN	208
44839	HURON	2,098
44811	BELLEVUE	2,035
43452	PORT CLINTON	2,065
TOTAL		16,260

Preprints can be inserted into TSR Express

See page #4 for rates

Minimum quantity needed for all zones would be 16,400

Web Rates Effective November 1, 2010

Sandusky Register

www.sanduskyregister.com

Norwalk Reflector

www.norwalkreflector.com

sanduskyregister.com

norwalkreflector.com

www.funcoast.com

fandy.com

Our Web sites ROCK with growing young, affluent, educated and employed audience!!

The screenshot shows the Sandusky Register website homepage. At the top, there's a navigation bar with 'Home', 'Local News', 'Obituaries', 'Sports', 'Family', 'Forums', and 'Funcoast'. Below this, there are several news articles with images and headlines. A 'SERVICES' box on the left lists options like 'Submit an Ad', 'Contact Us', and 'Read the E-Paper'. A 'LIVE LOCAL WEATHER' box shows a temperature of 42°F and a 58% chance of rain. A 'Place your ad' button is also visible.

The screenshot shows the Norwalk Reflector website homepage. It features a navigation bar with 'Home', 'Videos', 'ReflectorCam 2.0', 'Main Street Cam', 'Most Wanted', 'Obituaries', 'Sports', and 'Blogs'. The main content area includes a large photo of a group of people, a headline 'Duncan's friends, family gather to celebrate life', and a 'September 2008' calendar. There are also sections for 'Read the E-Paper' and 'REFLECTORCAM'.

The screenshot shows the ReflectorCam website homepage. It has a navigation bar with 'Home', 'We Spotted', and 'You Spotted'. The main content area features a large photo of a man with a child on his shoulders, and several smaller photos of other spots. There are also sections for 'Upload Now', 'Find It Now', and 'Sign'.

The screenshot shows the Fandy.com website homepage. It features a navigation bar with 'Home', 'Events', 'Restaurants + Bars', 'Bands', 'Movies + Games', 'Attractions', and 'FunCam'. The main content area includes a 'HAPPENING NOW' section with various events, a 'WIN!' section with a contest, and a 'MOST POPULAR SPOTTED PICS' section. There are also sections for 'SAVE', 'FEATURES', 'LOCAL FUN', and 'FUNCAM'.

The screenshot shows the Spotted website homepage. It features a navigation bar with 'Home', 'We Spotted', and 'You Spotted'. The main content area includes a large photo of a group of people, a headline 'Friday Night Party', and a 'Spotted' section with various photos and descriptions. There are also sections for 'Upload Now', 'Find It Now', and 'Sign'.

The screenshot shows the Funcoast website homepage. It features a navigation bar with 'Home', 'Events', 'Restaurants + Bars', 'Bands', 'Movies + Games', 'Attractions', and 'FunCam'. The main content area includes a 'HAPPENING NOW' section with various events, a 'WIN!' section with a contest, and a 'MOST POPULAR SPOTTED PICS' section. There are also sections for 'SAVE', 'FEATURES', 'LOCAL FUN', and 'FUNCAM'.

Contact your Advertising Account Representative for web rates and specialized programs designed to fit your needs!

NEW MEDIA SALES MANAGER
Tracey Elson
 419-609-5805 or 800-466-1243 ext. 105
 traceyelson@sanduskyregister.com

www.sanduskyregister.com
 314 W. Market St., Sandusky, Oh 44870
 419-625-5500 800-466-1243

www.norwalkreflector.com
 61 E. Monroe St., Norwalk, OH 44857
 419-668-3771

SIZES AVAILABLE (all sizes in pixels)
MEDIUM RECTANGLE.....300X250
HALF PAGE SKYSCRAPER.....300X600
 Acceptable file types: gif or .jpeg 20k Acceptable Flash: 30k 15 second animation limit

Sandusky Register

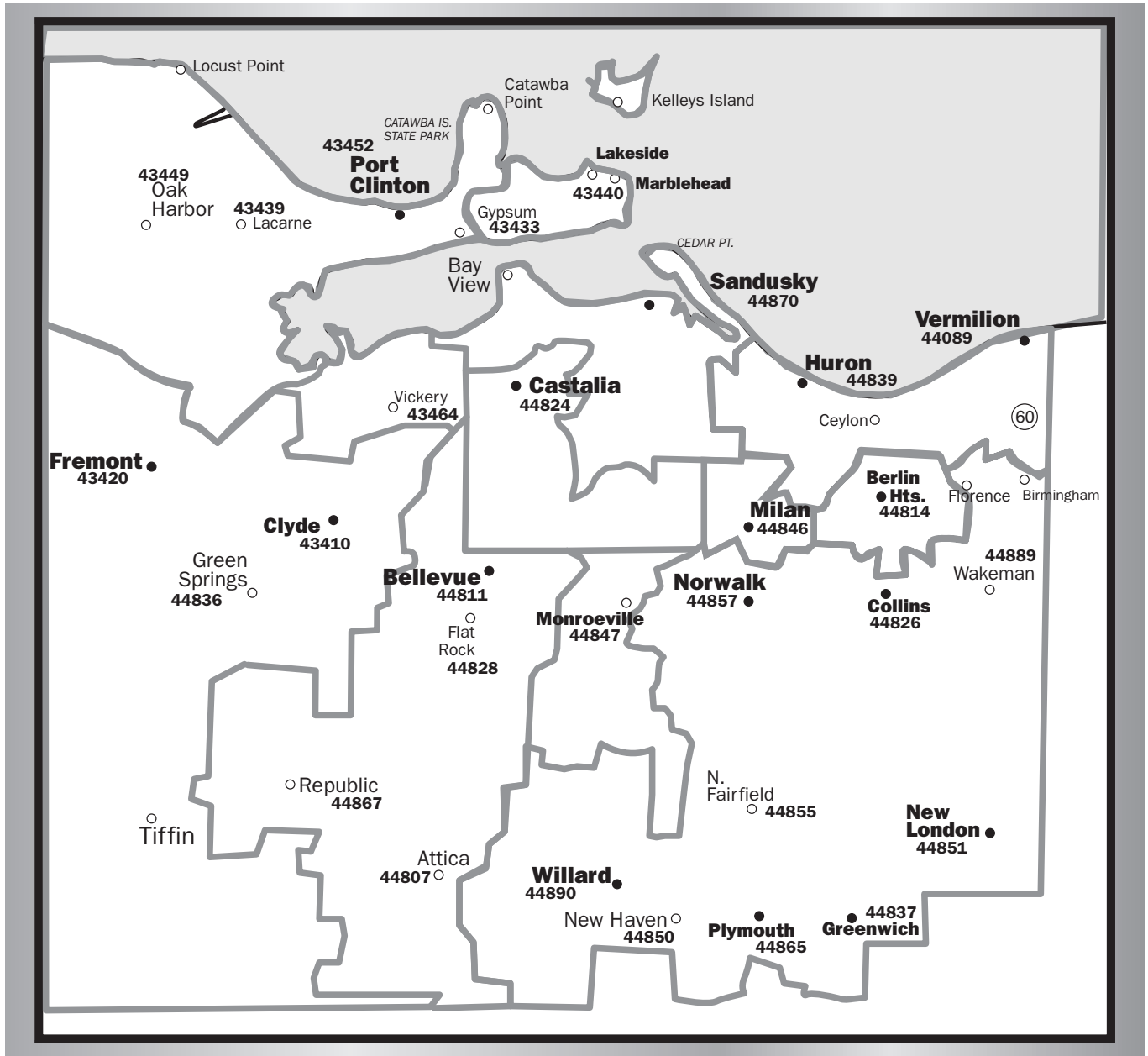
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Sandusky Area Map

Effective November 1, 2010



Sandusky Register

A paid circulation newspaper published afternoons Monday through Friday and Saturday and Sunday mornings. Their "target market coverage" product is *The TSR Express*, a unique weekly broadsheet publication distributed each week to non-subscribers in eight zip codes. It contains lively, interesting stories weighted heavily towards entertainment and sports...plus classified, display and insert advertising. *The TSR Express* is delivered to homes each Sunday.

Norwalk Reflector

A paid circulation newspaper published afternoons, Monday through Friday and Saturday morning. Every Monday, the Reflector is mailed second class to virtually every non-subscribing household in five zip codes to provide "target market coverage". It's called "Market Monday". It provides every household in our area a sample copy of the Reflector and it provides our preprint advertisers an effective way to blanket either all or any part of our market.

