

Front Page Advertising That SELLS!

Front page advertising is the hottest location in the newspaper. Stick-on ads are colorful repositional notes that apply to section fronts and the front page of the paper.

Be Bold, Be Creative....

Get Noticed!



Glossy Stickies

On Glossy White Background Paper

GLOSSY STICKIES Cost per thousand (includes printing and placement)						
	"25,000 - 49,999"	"50,000 - 99,999"	"100,000 - 149,999"	"150,000 - 199,999"	"200,000 - 299,999"	300 +
1 COLOR	\$46	\$35	\$30	\$28	\$25	\$23
2 COLOR	\$58	\$43	\$38	\$35	\$32	\$29
3 COLOR	\$69	\$52	\$45	\$42	\$38	\$35
4 COLOR	\$92	\$69	\$60	\$55	\$51	\$46

*Rates effective 10/1/11

Shape Stickies

Pre-made die cut shapes

SHAPE STICKIES Cost per thousand (includes printing and placement)						
	"25,000 - 49,999"	"50,000 - 99,999"	"100,000 - 149,999"	"150,000 - 199,999"	"200,000 - 299,999"	300 +
1 COLOR	\$51	\$38	\$33	\$30	\$28	\$25
2 COLOR	\$64	\$48	\$41	\$38	\$35	\$32
3 COLOR	\$76	\$57	\$50	\$46	\$42	\$38
4 COLOR	\$102	\$76	\$66	\$61	\$56	\$51

Pre-made die-cut shapes are as follows: Circle, House, Car, Truck, Pumpkin, Heart, Apple, Football, Strawberry, Wine Bottles, Shamrock and Diamond.

STANDARD INK COLORS

White*	Raspberry - PMS 2395	Cyan
Yellow* - PMS 109	Magenta	Green - PMS 374
Process Yellow	Burgundy - PMS 215	Green - PMS 347
Orange - PMS 151	Purple - PMS 527	Teal - PMS 320
Coral - PMS 1777	Purple - PMS 264	Brown - PMS168
Red - PMS 485	Blue - PMS 300	Black
Red - PMS 185	Blue - PMS 285	Tap-On® Purple - PMS 2665
Pink - PMS 231	Sky Blue - PMS 298	Tap-On® Green - PMS 375

* Does not count as a color. Black does count as a color. Other PMS colors available at \$100 per color.

PAPER COLOR

White

DEADLINES

Reserve space 12 business days prior to publication date.

TERMS & CONDITIONS FOR PUBLICATION

1. Selected run dates are on a first-come, first served basis.
2. In the event of major breaking news, Stickies may be inserted the following week. The publisher of the newspaper reserves the right to revise or reject in whole or in part any advertisement in its newspaper.
3. PMS colors other than the standard colors are available at an additional charge of \$100 per color.
4. \$250 per copy change. Two color printing changes in copy allowed with only one of the two colors selected. Copy change location and color must remain the same.
5. The prices listed inside are based on a single product configuration. The price for a particular configuration will be determined by the total quantity of that product configuration on a single shipment purchase. Orders requesting multiple shipments will be priced using the total quantity of that product configuration on each requested shipment. Orders for immediate shipment bill at the prices in effect on the order date. Orders specifying future delivery are billed at prices in effect on the requested ship date. PRICES SUBJECT TO CHANGE WITH 30 DAYS NOTICE.
6. Artwork guidelines and templates are available. Ask your Advertising Consultant.
7. All orders considered firm and cannot be cancelled except on written authorization from the Times Community News. A cancellation fee of \$200 plus any accrued charges (artwork, proofs, materials, etc.) will be charged to the customer.
8. When orders are printed to customer's specifications, the purchaser agrees to assume any liability resulting from actions or demands brought against supplier for copyright infringement.
9. Minimum order: 25,000
10. This order is governed by all terms and conditions outlined in the Times Community Newspapers current Retail Advertising rate sheet.