

## Advertising Rates

Effective April 1, 2008

### Publication Information

The *Monroe Observer* is a locally owned and operated monthly publication serving the Monroe, Ohio community with news about local events, organizations, businesses and residents.

Our web site will be used to inform residents of current events throughout the month.

#### Free Business Listings

at [www.monroeobserver.com](http://www.monroeobserver.com)  
for all Monroe businesses and/or  
businesses owned by Monroe residents

#### Publication Size

11.375" x 17"

#### Publication Dates 2008

April (March 28)	September (Aug 29)
May (April 25)	October (Sep 26)
June (May 30)	November (Oct 31)
July (June 27)	December (Nov 28)
August (Aug 1)	

#### Policy

Local rates are non-commissionable • Accounts outstanding over 30 days are subject to 1-1/2% monthly service charge • Accounts are billed monthly • The customer assumes complete and full responsibility for advertising content that is printed or published and shall indemnify and save the publisher harmless against any demands, claims, or liability arising from the printing or publication of such advertising copy. • We cannot guarantee position, but will make every effort to honor reasonable requests within the limits of standard composition practices • The publisher reserves the right to edit or reject any copy submitted.

### Display Advertising Rates

#### Regular Display Rate

\$5.25 per column inch  
(# of columns x height = column inches)

#### Agency/National Rate

\$6.18 per column inch  
(15% Agency Commission)

#### Discount Rates (local only)

40+ column inches \$5.00 per column inch  
50+ column inches \$4.75 per column inch  
60+ column inches \$4.50 per column inch

#### Color Rates

\$2.00 per column inch  
\$30 minimum / \$80 maximum per insertion

#### Pre-print Insertion Rate 5,500 Full Insertion

Up to 16 pg tab/8 pg standard \$275 (\$50cpm)

#### Deadlines

Electronic submission - 21st of the month  
Repos or slicks - 18th of the month  
Design services - 18th of the month

#### Electronic Formats

Adobe InDesign, Photoshop, Illustrator  
or Adobe PDF  
Please call/email if you have another format.

#### Ad Design Services

Free for advertisers

#### Column Widths

1 Column	11p3 (1.875 inches)
2 Column	24p0 (4.000 inches)
3 Column	36p9 (6.125 inches)
4 Column	49p6 (8.250 inches)
5 Column	62p3 (10.375 inches)
Total available height	93p0 (15.500 inches)

### Contact Information

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