

INFORMATION FOR ADVERTISERS

Circulation - 2,500

Serving Union, Delaware, Marion & Surrounding Counties

\* All advertising copy subject to publisher's approval.

\*Page position is not guaranteed.

\*Page size - 6 columns x 21 in. Column width - 1.75 in. (display)

\*Advertising will be accepted on a cash only basis from any advertiser whose account is 3 months in arrears.

\*All political advertising must be paid in advance.

\*Major changes in copy after ad has been set will result in extra cost to advertiser.

\*Full page ads, double truck spreads, or color ads must be in our office Thursday of week prior.

\*Double-truck ads are charged at 13 columns.

\*Advertising copy set but not run will be charged at one-half the regular rate.

\*Complete ad service available from our office free to advertisers.

\*Advertisements measuring over 20 inches in depth will be charged as full columns.

\* Tear sheets up to 3 copies at no charge

\*Ad proofs available upon request.

.....  
-Color Rates-

\$110 per fountain per page

\$235 full color process  
.....

# THE RICHWOOD GAZETTE

*Established in 1872*

Serving the community for over 138 years

www.rgnews.biz

26 S. Franklin St.

P.O. Box 187

Richwood, Ohio 43344

Phone: 740-943-2214

Fax: 740-943-3595

Email news items: editor@rgnews.biz

Email advertising: rgads@rgnews.biz

-PUBLISHED EACH WEDNESDAY-

.....  
**Display & Classified  
Advertising Rates**  
.....

Effective April 1, 2010

ANNUAL SUBSCRIPTION RATES:

\$29 in Ohio

\$39 outside Ohio

(\$2 discount for age 62 & older)

Publisher.....Daniel E. Behrens

Open Display Advertising.....Marie Woodford

Office Manager.....Sherryl L. Sheets

Member Ohio Newspaper Association and the Inland Press Association

represented by Landon Ohio Newspaper Services, Inc.

U.S. Suburban Press, Inc.

-Open Display Advertising-

Column	-per insertion-	Rate
Inches		per Inch
1-40.....		\$7.10
41-84.....		\$6.80
85-126.....		\$5.95

10% discount for advertising 4 consecutive weeks

DISPLAY ADVERTISING DEADLINE IS

1 p.m. FRIDAY

**Online Advertising**

www.rgnews.biz      \$300/month - Front Page,  
6 Month Commitment

*-Pre-Printed Insert Rates-*

Open Rate.....	\$160
National Rate.....	\$175

1. All pre-prints must conform to the U.S. Post Office Department's regulations governing periodical mail.
2. Inserts can't exceed 10.5" x 11." Inserts exceeding this size must be folded. There will be an extra charge for insert folding.

**Display Sizes**

COLUMN WIDTH	RETAIL DISPLAY
<b>1 Column</b>	1.75" 10.6 picas
<b>2 Column</b>	3.60" 21.7 picas
<b>3 Column</b>	5.45" 32.8 picas
<b>4 Column</b>	7.30" 43.9 picas
<b>5 Column</b>	9.15" 54.10 picas
<b>6 Column</b>	11" 66 picas

3. Delivery requirements:  
Inserts must be delivered to  
Richwood Gazette, c/o The  
Marysville Journal-Tribune,  
207 N. Main St., Marysville,  
OH 43040

Ad available on internet  
for an add'l fee

-Classified Advertising-

*-Classified Word Ads-*

*-Regular Classified-*

39 cents per word - Minimum charge \$5.85  
(max. of 14 words)

*-Free Item Classified-*

\$4.75 charge - Maximum 14 word

Only one item per ad - Item must be absolutely free

*-Classified Display Ads-*

(Ads in a border or box)

\$6.20 per column inch - Minimum size 2 col. in.

**Classified Sizes**

COLUMN WIDTH	CLASSIFIED DISPLAY
<b>1 Column</b>	1.49" 8.11 picas
<b>2 Column</b>	3.07" 18.5 picas
<b>3 Column</b>	4.66" 27.11 picas
<b>4 Column</b>	6.24" 37.5 picas
<b>5 Column</b>	7.83" 47 picas
<b>6 Column</b>	9.42" 55.6 picas
<b>7 Column</b>	11" 66 picas

\*CASH IN ADVANCE FOR ALL CLASSIFIED ADS\*

*-Deadlines-*

Display (Boxed Ads) - 1 p.m. Friday

Word Ads - 1 p.m. Friday

Legals - \$6.50 per column inch per insertion

Church Page Advertising - \$9.00 per weekly insertion

Obituaries - Up to 10" \$60 \$5 for every col. in. over 10"  
\$10 additional for photo, \$10 add'l for funeral home logo

National Display Rates- \$9.75 per column in. per insertion