

# The Daily Standard

Serving The Grand Lake Area Since 1848

Advertising Rates • 2023



**Published by the Standard Printing Company, Inc.**

123 E. Market St., P.O. Box 140, Celina, OH 45822

**419-584-1961** - Retail, National, Pre-print Advertising

**419-586-2371** - Classified Advertising, News, Circulation, Business

**419-586-6271** - Fax

**877-525-3680** - Toll Free

**[www.dailystandard.com](http://www.dailystandard.com)**

**Office Hours: Monday - Friday 9 a.m. - 5 p.m.**

Published six days per week: Monday - Saturday morning,  
excluding holidays: New Year's Day, Memorial Day,  
Independence Day, Labor Day, Thanksgiving, Christmas Day

# General Advertising Rates

Effective: April 1, 2023

## The Daily Standard

123 E. Market St., P.O. Box 140, Celina, OH 45822-0140  
419-584-1961 419-586-2371 FAX: 419-586-6271

Frank Snyder, Publisher - fsnyder@dailystandard.com

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**Classified Ads:** **Annette Schmitt**  
classad@dailystandard.com

**Composition Manager:** **Lil Keefer**  
production@dailystandard.com

### Run of Press (ROP) Rates

Open Column Inch Rate	\$11.90
<i>Bulk rate discounts are figured within the calendar month.</i>	
20-39 column inches	\$10.40
40-99 column inches	\$10.00
100-299 column inches	\$9.55
300 column inches or more	\$9.00

### 6 Mo. Contract Rates

#### Monthly Volume

*Discounts are figured within the calendar month.*

20 or more column inches	\$9.75
40 or more column inches	\$9.25
100-299 column inches	\$8.80
300 or more column inches	\$8.45

OR

#### Weekly Volume

6-19 inches	\$9.25
5-31 inches	\$8.75
32-62 inches	\$8.25
63+ inches	\$7.65

Advertisements that repeat **within 6 days** and have no changes will receive a 25% repeat discount. 20" minimum requirement. Limit one repeat discount per regular priced advertisement.

### Political Advertising

- Rates same as earned ROP rates and must be paid in advance.
- Political advertisements will contain a "Paid by..." acknowledgement, and conform to all state and federal requirements.

### National Advertising

#### ROP/Display Advertising

Display Rate ..... \$15.00

per SAU column inch

#### **MATERIAL NEEDED AT LEAST 2 DAYS IN ADVANCE**

Rate is 15% commissionable to recognized advertising agencies. No placement fees allowed.

### Website Advertising

<u>Sizes Available</u>	<u>Week</u>
<b>Leader Board</b> 728px90p	\$80
<b>Medium Rectangle</b> 300px250p	\$55

- \* Monthly charge based on number of Mondays in month
- \* Minimum 4 week commitment
- \* 6 month contract available

### Legal Advertising

- Rates same as earned ROP rates.

### Color Rates - per page

1 Color (plus black)	\$50
2 Colors (plus black)	\$100
3 Colors or Full Color	\$150

Spot Colors available: Blue, Red, Green, Yellow, Purple, Orange, Magenta, Cyan

**6,901 Circulation**

### Deadline Schedule:

For copy pickups and proof corrections call:

<u>Publication Day</u>	<u>Copy Deadline</u>	<u>Corrections</u>
Monday	Thurs. 3 p.m.	Fri. 3 p.m.
Tuesday	Fri. 3 p.m.	Mon. 3 p.m.
Wednesday	Mon. 3 p.m.	Tues. 3 p.m.
Thursday	Tues. 3 p.m.	Wed. 3 p.m.
Friday	Wed. 3 p.m.	Thurs. 3 p.m.
Saturday	Thurs. 3 p.m.	Fri. 3 p.m.

Ads may be phoned, dropped off, picked up or sent by FAX to: 419-586-6271 or E-mailed to: production@dailystandard.com, postal mail or through AdSEND (AP) and Fast Channel

## Preprint Insert Rates

Zoned distribution available.

1 Sheet - 8.5"x11"	\$44 per thousand
Up to 4 pages	\$46 per thousand
Up to 8 pages	\$53 per thousand
Up to 12 pages	\$60 per thousand
Up to 16 pages	\$66 per thousand
Up to 20 pages	\$74 per thousand
Up to 24 pages	\$80 per thousand
Up to 28 pages	\$87 per thousand
Up to 32 pages	\$93 per thousand
Up to 36 pages	\$100 per thousand

### \$150 minimum charge

Deadline for preprint inserts for The Daily Standard is at 3:00PM four business days prior to the distribution date.

Delivery: By 9:00AM - 3PM • Monday - Friday.

Number of inserts needed for full run equals 6,700

1 year with 6 inserts	5% discount
1 year with 12 inserts	10% discount
2 years with 12 inserts/year	15% discount

## Preprint Copies Required By Zone

<b>Northern Mercer County</b>	2,800
<i>Zips include:</i>	
45822, 45862, 45866, 45882, 45898	
<b>Southern Mercer County</b>	2,750
<i>Zips include:</i>	
45310, 45348, 45350, 45351, 45362, 45380, 45388, 45826, 45828, 45846, 45860, 45883, 47371	
<b>Auglaize County</b>	1,150
<i>Zips include:</i>	
45845, 45865, 45869, 45871, 45885	

## Specialty Pages

- Engagements - Monday
- Weddings - Tuesday
- Farmer Pages - Tuesday
- Anniversaries - Wednesday
- Arts & Entertainment - Monday & Thursday
- Sports Picture Page - Wednesday

## Classified Rates

Phone: 419-586-2371

E-mail: [classad@dailystandard.com](mailto:classad@dailystandard.com)

**General rate: \$5.50 per line**

**General rate: \$10.35 1 Day + \$.69/word over 15 words**  
**(Cash) \$12.30 3 Days + \$.82/word over 15 words**  
**\$18.75 6 Days + \$1.25/word over 15 words**

**General rate: \$12.00 1 Day + \$.80/word over 15 words**  
**(Billed) \$16.50 3 Days + \$1.10/word over 15 words**  
**\$21.75 6 Days + \$1.45/word over 15 words**

15 word minimum charge

All capital letter words:

\$ .25 extra per word - not per day

**Blind Box:** \$8.00; additional \$18.00 to mail replies

Any error in classified ads must be reported the first day it appears; credit will be given for one day only. Ad deadlines: 4 p.m. day prior to publication; 4 p.m. on Friday for Monday publication.

**Card of Thanks/In Memoriam:** \$12.00 for first 50 words; 15¢ for each word after

### Service Directory (24 days):

1"=\$60 1.5"=\$88.50 2"=\$116

### Format:

- 6 columns per page
- 107 lines per column
- 642 lines per page

### Typography:

- In-column classified: the basic "in-column" classified body type is 9 point Corona. Other type sizes: 12 point Futura headers.

### Classifications:

- |                        |                 |
|------------------------|-----------------|
| Garage Sale            |                 |
| For Rent               |                 |
| Help Wanted            | For Sale        |
| Flea Markets           | Entertainment   |
| Lost/Found             | Pets            |
| Business Opportunities | Wanted          |
| Services               | Boats           |
| Mobile Homes           | Automobiles     |
| Trucks & SUVs          | Vans            |
| Hay/Feed & Grain       | Farm Equipment  |
| Livestock              | Real Estate     |
| Card of Thanks         | In Memoriam     |
| Notice                 | Public Auctions |
| Buster's Bin           |                 |

## Standard Page Specifications:

- 6 columns x 21 inches - 126 column inches
- Printed dimensions: 10.125 inches wide x 21 inches deep

Columns	Inches Wide	Picas Wide
1	1.5833	9p6
2	3.2917	19p9
3	5.0	30p0
4	6.7083	40p3
5	8.4167	50p6
6	10.125	60p9

## Tabloid Page Specifications

Printed Dimensions = 10.125 in. wide x 9.75 in. deep.

Columns	Inches Wide	Picas Wide
2	5	30p0
4	10.125	60p9

### Creative Services:

Includes art, layout and copy

- A charge of \$40 per hour or fraction thereof will be made for copy which has been processed and then revised, resized, put on hold or cancelled.  
15 minute minimum charge  
(Proofs: Upon request)
- Proofs are for copy misspelling or grammarizations  
Second proof is not given

### Demographics

	<i>Mercer</i>	<i>Auglaize</i>
<b>Total population</b>	<b>40,814</b>	<b>46,422</b>
<b>Housing Data</b>		
<b>Total units</b>	<b>17,633</b>	<b>20,044</b>
<b>Owner-occupied</b>	<b>12,349</b>	<b>15,273</b>

Source: Mercer County Auditor and census.gov

## Special Editions Throughout The Year

Bridal .....	Jan.	HS Fall Sports .....	Aug.
Progress .....	Jan. & Feb.	HS Football.....	Aug.
Senior Living.....	Feb.	Senior Lifestyles ..	Sept.
HS Spring Sports..	March	Home Improvement.	Sept.
National Ag .....	March	Hero Tab .....	Oct.
Spring Car Care....	April	Pork Week .....	Oct.
Home Improvement..	April	Winter Car Care.....	Oct.
Mother's Day .....	May	HS Winter Sports..	Nov.
Summer Festivals..	May	HS Basketball .....	Nov.
Dairy Week .....	June	Christmas Opening .	Nov.
Summer Bride.....	June	Santa Letters .....	Dec.

## Mechanical Requirements

### General Specifications

- Offset printing
- Halftone Screen: 85 lines recommended
- Standard Advertising Unit (SAU) format
- Web width: 22 inches
- Press folder cutoff: 22.75 inches

### General Policies and Copy Regulations

- The publisher reserves the right to revise rates on a 30 day notice.
- The Daily Standard does not accept tobacco ads or ads promoting excessive drinking.
- Going Out-of-Business & political ads must be paid in advance.
- All bills for accounts are payable on or before the 30th day of the following month in which the ad appeared. A SERVICE CHARGE of 1.5% per month (which is an ANNUAL PERCENTAGE RATE of 18%) will be added to all accounts past due.
- Volume discount rates apply only if account is current.
- The open rate is \$11.90 per column inch.
- The Daily Standard reserves the right to edit, alter or reject any advertisements.
- Contracts must be fulfilled 6 months after contract date. Contracts are self-renewing, but can be cancelled per the advertiser after the 6 month period.
- Contracts not completed may result in an open rate charge retroactive to start of advertising.
- Correction of a printed error will be negotiated by the publisher. Corrections must be received within 48 hours. The Daily Standard is not responsible for ads or corrections given by phone. Written cancellations, corrections or confirmations are recommended. Rerunning of the ad or a correction notice will be inserted at the discretion of the publisher.
- The Daily Standard shall be under no liability for failure to insert an advertisement for any reason.
- Advertisements over 19 inches high will be billed at the full 21 inch column depth.
- Positioning is not guaranteed. The Daily Standard will make an effort to accommodate an advertiser's request without additional charge.
- No discounts for 'camera ready' copy or .pdf files.
- A benevolent rate is available for civic/service clubs, churches and charities at the rate of \$9.50 per inch. See your advertising representative for qualifications.
- The local retail rates are non-commissionable. National rates only are commissionable at a single commission of 15%. Local retail rates are allowed only to local retail and service establishments dealing directly with consumers in our circulation area.