

PRODUCT CATALOG

Cooper & Cooper Media

The
Middletown
News

The
Chesterfield
Weekly

**Joey
Cooper
Photography**



Cooper & Cooper Media • Main Office Ph. & Fax 765-354-2221 • 106 N. 5th St., Middletown, IN 47356

Prices Effective 1-1-2013

Cooper & Cooper Media: Advertising

General Advertising Information

COLUMN SIZES

- 1 Column is 1.6458 in. wide
- 2 Column is 3.4167 in. wide
- 3 Column is 5.1875 in. wide
- 4 Column is 6.9583 in. wide
- 5 Column is 8.7292 in. wide
- 6 Column is 10.5 in. wide

CAMERA READY DEADLINE

- Monday 5 p.m., for that Thursday edition.
- Please allow 24 hours if ad requires additional creative services.

FRONT PAGE AD: Full color space. 5 column by 2 inch ad. \$65. Sold as "first come, first serve."

ADVERTISING POLICIES

- Advertising acceptance is subject to the final approval of the publisher at any time prior to distribution of the newspaper.
- Fax or emailed proofs will be provided for advertisements upon request.
- Tearsheet can be provided with the monthly statement. Request must be received prior to publication.
- Layout services for ads are provided at no extra charge.
- All advertising payments will be due in full prior to deadline unless advertiser has an approved account with Cooper & Cooper Media. All accounts become due and payable twenty-five (25) days after the end of the month in which the advertising was published. Interest charges apply for late payments. If payment is not made and legal action is taken, advertiser is responsible for attorney fees and finance charges.
- In the event of an error, ad will be rerun correctly in next edition. Cooper & Cooper Media is not responsible for more than

WEEKLY RATE

	Middletown	Chesterfield	Both Papers
Full Color	\$5.60 per inch	\$5.60 per inch	\$8.40 per inch
Black/White	\$4.60 per inch	\$4.60 per inch	\$6.90 per inch

STANDARD SIZE RATE

	Middletown	Chesterfield	Both Papers
Full Page Color	\$500	\$500	\$750
Full Page B/W	\$300	\$300	\$450
Half Page Color	\$250	\$250	\$375
Half Page B/W	\$175	\$175	\$265
1/4 Page Color	\$168	\$168	\$252
1/4 Page B/W	\$138	\$138	\$207
1/8 Page Color	\$84	\$84	\$126
1/8 Page B/W	\$69	\$69	\$103.50
2x3 Color	\$33.60	\$33.60	\$50.40
2x3 B/W	\$27.60	\$27.60	\$41.40
2x2 Color	\$22.40	\$22.40	\$33.60
2x2 B/W	\$18.40	\$18.40	\$27.60

8 WEEK COMMITMENT RATE

	Middletown	Chesterfield	Both Papers
1/4 Page Color	\$120	\$120	\$180
1/4 Page B/W	\$90	\$90	\$135
1/8 Page Color	\$60	\$60	\$90
1/8 Page B/W	\$45	\$45	\$68
2x5 Color	\$40	\$40	\$60
2x5 B/W	\$30	\$30	\$45
2x4 Color	\$32	\$32	\$48
2x4 B/W	\$24	\$24	\$36
2x3 Color	\$24	\$24	\$36
2x3 B/W	\$18	\$18	\$27
2x2 Color	\$16	\$16	\$24
2x2 B/W	\$12	\$12	\$18

one week error. It is the responsibility of the advertiser to check ad in the paper and notify of errors. Credit will be given for percentage of space in which error occurs.

- We reserve the right to insert the word "Advertisement" in any advertisement.
- Dates and times for cancellation of ads are the same as reservation deadlines.

Any long term advertising agreement made and not reached will be invoiced the shortage at the end of the year.

PRE-PRINTED INSERT RATES

- Inserting charge is \$280.
- Circulation: 4000 total in Chesterfield/ Middletown. Deadlines for preprint reservations are 9 days prior to publication.

The Middletown News

The Chesterfield Weekly

Cooper & Cooper Media • Main Office Ph. & Fax 765-354-2221 • 106 N. 5th St., Middletown, IN 47356

Email sue@themiddletownnews.com

Cooper & Cooper Media: Printing

BUSINESS CARDS

	500	1000	2000	3000	4000	5000	add'l 1000
Full Color 14 pt. with UV Coating							
Full Color (one sided, 4/0)	\$59.90	\$69.90	\$139.80	\$209.70	\$279.60	\$349.50	\$69.90
Full Color (double sided, 4/4)	\$79.90	\$89.90	\$179.80	\$269.70	\$359.60	\$449.50	\$89.90
White Bright Cover / Linen / Laid / Crushed Leaf / Astroparche							
One Color	\$49.90	\$59.90					\$59.90
Two Color	\$54.90	\$64.90					\$64.90
Three Color	\$94.90	\$104.90					\$104.90

ENVELOPES

	500	1000	2500	5000	7500	10000	add'l 1000
#10 Standard White Envelopes							
Regular	\$39.00	\$78.00	\$195.00	\$390	\$585	\$780	\$78.00
Window	\$45.00	\$90.00	\$225.00	\$450	\$675	\$900	\$90
Linen / Laid Envelopes							
One Color (black only)	\$116.60	\$215.30					\$193.20
One Color	\$125.50	\$224.20					\$202.70
Two Color	\$182.20	\$392.90					\$228.90
Full Color Envelopes (60# Smooth White Text)							
Full Color	\$339.00	\$359.00					\$359.00

LETTERHEAD

	500	1000					add'l 1000
60# Smooth White Text							
Full Color	\$299.00	\$339.00					\$339.00

COPY PRICES

	1 - 100	101 - 499	500 - 999	1000 - up
Black/white photocopy	10¢ each	8¢ each	7¢ each	5¢ each
Full color 8.5x11 sheets	50¢ each	45¢ each	35¢ each	25¢ each

- Two-sided copies is double the cost.
- Add 1¢ per copy for color paper (yellow, pink, blue, and green).

- Add \$8 per 500 for complex cutting.
- Add \$4 per 500 for simple cutting.

Cooper & Cooper Media: Printing

POSTCARDS

	500	1000	2500	5000	7500	10000	add'l 1000
Postcards 4 1/4" x 5 1/2"							
Full Color (double sided, 4/4)	\$210.00	\$250.00	\$320.00	\$430.00	\$550.00	\$670.00	\$67.00
Postcards 5 1/2" x 8 1/2" — Rackcards 4" x 9"							
Full Color (double sided, 4/4)	n/a	\$400.00	\$482.50	\$670.00	\$915.00	\$1160.00	\$116.00

TRI-FOLD BROCHURES

	500	1000	2500	5000	7500	10000	add'l 1000
80# Gloss Text 8.5" x 11"							
Full Color (double sided, 4/4)	\$389.00	\$399.00	\$589.00	\$1178.00	\$1389.00	\$1689.00	\$168.90
UV coating (add)	\$70.00	\$80.00	\$125.00	\$200.00	\$225.00	\$300.00	\$30.00
80# Gloss Text 11" x 17"							
Full Color (double sided, 4/4)	\$549.00	\$589.00	\$689.00	\$1378.00	\$1589.00	\$1979.00	\$197.90
UV coating (add)	\$70.00	\$80.00	\$125.00	\$200.00	\$225.00	\$300.00	\$30.00

FLYERS / FULL SHEET

	500	1000	2500	5000	7500	10000	add'l 1000
80# Gloss Text 8.5" x 11"							
Full Color (one sided, 4/0)	\$310.00	\$330.00	\$440.00	\$650.00	\$798.00	\$990.00	\$99.00
Full Color (double sided, 4/4)	\$456.00	\$476.00	\$644.00	\$1040.00	\$1280.00	\$1490.00	\$149.00
100# Gloss Text 8.5" x 11"							
Full Color (one sided, 4/0)	\$330.00	\$350.00	\$470.00	\$690.00	\$890.00	\$1100.00	\$110.00
Full Color (double sided, 4/4)	\$470.00	\$490.00	\$660.00	\$1090.00	\$1360.00	\$1590.00	\$159.00

SMALL & LARGE BOOKLET

	500	1000	2500	5000	7500	10000	add'l 1000
Small Booklet 8.5" x 11" folded to 5.5" x 8.5"							
8 Pages	\$1162.00	\$1202.00	\$1538.00	\$2330.00	\$2935.00	\$3480.00	\$348.00
24 pages	\$2986.00	\$3106.00	\$4114.00	\$6490.00	\$8055.00	\$9440.00	\$944.00
Large Booklet 11" x 17" folded to 8.5" x 11"							
8 Pages	\$1290.00	\$1330.00	\$2330.00	\$3230.00	\$4895.00	\$6420.00	\$642.00
24 pages	\$3370.00	\$3490.00	\$6490.00	\$9190.00	\$13935.00	\$18260.00	\$1826.00

Full color. Printed on 80# gloss text. Cover stock and UV coating available. Includes folding and saddle stitching.

Cooper & Cooper Media: Classified

Classified Line Advertising

CLASSIFICATIONS

- Garage Sales
- For Sale
- Help Wanted
- Lost & Found
- For Rent
- Misc

CLASSIFIED DEADLINE

- Tuesday at noon, for that Thursday edition.

PRICING

- \$10 per ad, includes first ten words. Each additional word is 10¢. Ad runs in both Middletown News and Chesterfield Weekly.
- Circulation: 4000 total in Chesterfield/ Middletown.



BUSINESS SERVICE DIRECTORY

REACH OVER 4,000 PEOPLE IN CHESTERFIELD AND MIDDLETOWN!

To list your company in the Business Directory, call 765-354-2221. Runs in Middletown and Chesterfield.

Only \$4.00 per week. 13 week minimum.

Obituaries

OBIT DEADLINE

- Tuesday at noon, for that Thursday edition.

PRICING

- \$20 per obituary, includes photograph.

Obituary runs in both Middletown News and Chesterfield Weekly.

Anniversary, Engagement, and Wedding Announcements

ANNOUNCEMENT DEADLINE

- Monday at noon, for that Thursday edition.

PRICING

- \$20 per announcement, includes

photograph. Runs in both Middletown News and Chesterfield Weekly.

The Middletown News The Chesterfield Weekly

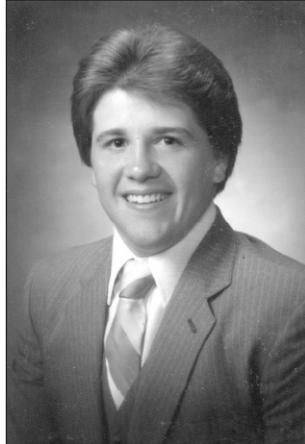
Cooper & Cooper Media: Happy Ads

Birthday and special message happy ads are available for purchase in The Middletown News or The Chesterfield Weekly. The one photograph size is \$10. The square ad is \$15.

**Big
5-0**

**If you see him
on January 14th,
wish him a
Happy Birthday!**

Love, Your Family



Small Happy Ad



\$10.00

1 picture

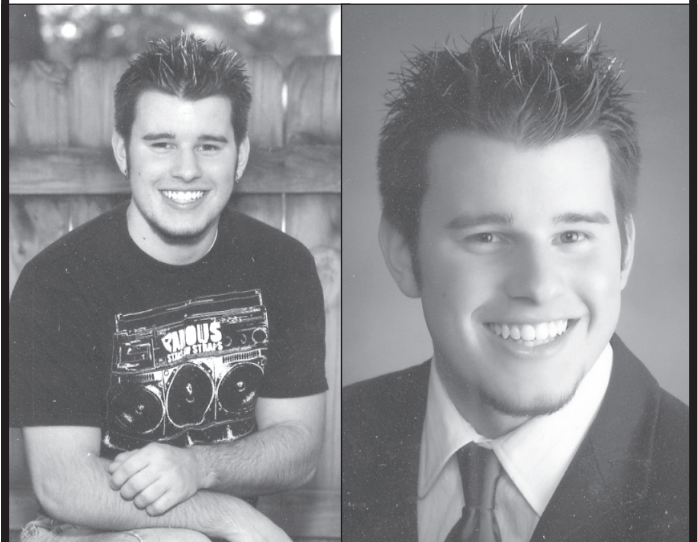
Square
Happy Ad

\$15.00

1 to 2 pictures



**To my Grandson - Devin
Congratulations
Class of 2007**



I Love You! Mamaw

The Middletown News

The Chesterfield Weekly

Cooper & Cooper Media: Photos

Photography

PRINT PRICING

Single print pricing for restoration, portraits, and pictures ordered out of the pages of *The Middletown News* and *The Chesterfield Weekly*.

Billfold (per 8).....	\$12
4x5	\$4
4x6	\$4
5x5	\$6
5x7	\$6
6x9	\$12
8x8	\$12
8x10.....	\$14
8x12.....	\$20
5x15.....	\$28
10x10.....	\$32
10x13.....	\$34
11x14.....	\$36
10x20.....	\$60
12x18.....	\$64
16x20.....	\$70
16x24.....	\$78
20x24.....	\$112
20x30.....	\$140

REALLY FUN STUFF



Photo Button (per two)\$10



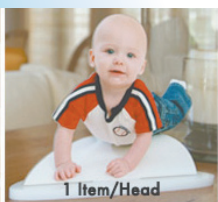
Playing card deck\$35



Puzzle (50 pieces).....\$38
Puzzle (300 pieces).....\$54



1 Item/Head



1 Item/Head



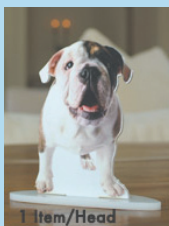
Complex

5X7 STATUETTES

1 Head.....	\$32
2-4 Heads	\$44
Group/Complex.....	\$52

8X10 STATUETTES

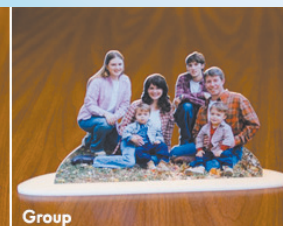
1 Head.....	\$48
2-4 Heads	\$60
Group/Complex.....	\$68



1 Item/Head



2-4 Items/Heads



Group

CALENDARS



12x18 Calendar.....\$50
Only \$34 each when ordering 12 or more calendars.

GALLERY WRAPS



11x14 Gallery Wrap.....	\$140
16x20 Gallery Wrap.....	\$180
20x24 Gallery Wrap.....	\$220
20x30 Gallery Wrap.....	\$260
24x30 Gallery Wrap.....	\$300
24x36 Gallery Wrap.....	\$340

PHOTO BOOKS



8.5x11 Custom Hard Cover Book - 20 Page.....	\$120
8.5x11 Suede Hard Cover Book - 20 Page.....	\$100
7.75x10 Soft Cover Book - 12 Page.....	\$70

FOLDED GREETING CARDS



5x7 Custom Folded Greeting Cards (24).....\$68
Choose from text stock, linen, or pearl paper. Envelopes included.

HOLIDAY CARDS



Holiday Cards (24).....\$34
Many designs available.
Envelopes included.

STANDOUTS



8x10 Standout.....\$50
8x12 Standout.....\$60
11x14 Standout.....\$80
16x20 Standout.....\$140
16x24 Standout.....\$160
20x30 Standout.....\$220
Standouts are a print mounted on 1.5" Gatorfoam and are sealed with a smooth white or textured black band. Arrives ready to hang.

POSTCARDS



5x7 Postcards (48).....\$74
Choose from text stock, linen, or pearl paper.

For your convenience, we accept Visa, Mastercard, and Discover.



Cooper & Cooper Media: Stamps

S-1822

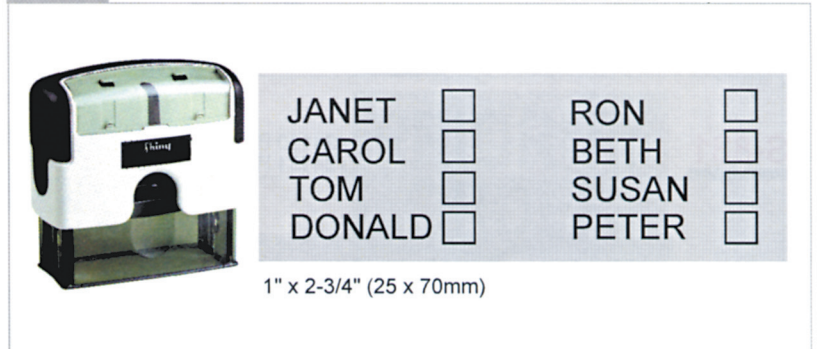
#24105 Black **\$21.99**
#24106 Red



Premium Printer stamps have a soft, slip-proof handle for user comfort. The see-through base allows you to see precisely where to print. More ink colors are available upon request.

S-1825

#24120 Black **\$33.99**
#24121 Red



S-1821

#24100 Black **\$20.99**
#24101 Red



Standard Address Stamp Size

S-1823

#24110 Black **\$25.99**
#24111 Red



S-1824

#24115 Black **\$29.99**
#24116 Red



Tax not included. Orders may be picked up in 4 to 5 business days. Many other styles and sizes available. Ask for details.

Signature Stamp Upgrade

Any size stamp is available with signature scan. \$5 fee applies.

The Middletown News
106 N. 5th St.
Middletown, IN 47356

FOR DEPOSIT ONLY
MIDDLETOWN NEWS

- ANY ADDRESS!
- ANY MESSAGE!
- ANY SYMBOL!
- EVEN YOUR SIGNATURE!

Cooper & Cooper Media: Printing

5.5" X 8.5" HALF PAGE CARBONLESS FORMS

	2-Part	3-Part	4-Part
100 Business Forms	\$39.00	\$59.00	\$79.00
250 Business Forms	\$59.00	\$69.00	\$99.00
500 Business Forms	\$69.00	\$99.00	\$119.00
1,000 Business Forms	\$109.00	\$119.00	\$179.00
2,500 Business Forms	\$179.00	\$239.00	\$359.00
5,000 Business Forms	\$319.00	\$429.00	\$579.00



8.5" X 11" FULL PAGE CARBONLESS FORMS

	2-Part	3-Part	4-Part
100 Business Forms	\$59.00	\$69.00	\$99.00
250 Business Forms	\$69.00	\$99.00	\$119.00
500 Business Forms	\$79.00	\$109.00	\$179.00
1,000 Business Forms	\$139.00	\$199.00	\$299.00
2,500 Business Forms	\$269.00	\$399.00	\$629.00
5,000 Business Forms	\$519.00	\$759.00	\$989.00
10,000 Business Forms	\$929.00	\$1369.00	\$1809.00



5.5" X 8.5" HALF PAGE **COLOR** CARBONLESS FORMS

	2-Part	3-Part	4-Part
100 Business Forms	\$69.00	\$99.00	\$109.00
250 Business Forms	\$119.00	\$179.00	\$199.00
500 Business Forms	\$189.00	\$259.00	\$319.00
1,000 Business Forms	\$349.00	\$429.00	\$589.00
Add'l 1000 Forms	\$349.00	\$429.00	\$589.00



8.5" X 11" FULL PAGE **COLOR** CARBONLESS FORMS

	2-Part	3-Part	4-Part
100 Business Forms	\$99.00	\$139.00	\$179.00
250 Business Forms	\$179.00	\$239.00	\$309.00
500 Business Forms	\$339.00	\$419.00	\$579.00
1,000 Business Forms	\$559.00	\$799.00	\$1099.00
Add'l 1000 Forms	\$559.00	\$799.00	\$1099.00

