

## PRODUCT CATALOG

# The Middletown News

# The Middletown News: Advertising

## Single Paper Prices

### Color

Full Page .....	\$600
Half Page .....	\$450
1/4 Page .....	\$300
1/8 Page .....	\$150
2x5 .....	\$100
2x4.....	\$80
2x3 .....	\$60
2x2 .....	\$40

### Black & White

Full Page .....	\$400
Half Page .....	\$300
1/4 Page .....	\$200
1/8 Page .....	\$100
2x5 .....	\$75
2x4.....	\$60
2x3 .....	\$45
2x2 .....	\$30

## General Advertising Information

### COLUMN PRICE

Full Color \$10.00 per inch  
Black/White \$7.50 per inch

### COLUMN SIZES

- 2 Column is 3.2500 in. wide
- 3 Column is 4.9375 in. wide
- 4 Column is 6.6250 in. wide
- 6 Column is 10.000 in. wide

### CAMERA READY

#### DEADLINE

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

### FRONT PAGE AD

Full color space. 8.000 in. wide by

2.5 in. tall ad. \$100. 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.
- E-mail 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 The Middletown News. 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. The Middletown News is not responsible for more than 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 ad.
- 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 estimated to be \$300.
- Deadlines for preprint reservations are **9 days prior to publication.**

The Middletown News

Phone 765-354-2221 • 106 N. 5th St., Middletown, IN 47356 • [www.themiddletownnews.com](http://www.themiddletownnews.com)

E-mail [sue@themiddletownnews.com](mailto:sue@themiddletownnews.com)

# The Middletown News: Printing

## BUSINESS CARDS

	250	500	1000
<b>Glossy</b>			
Full Color (one sided, white back)	\$69.90	\$79.90	\$89.90
Full Color (double sided)	\$79.90	\$89.90	\$99.90

## ENVELOPES

**Per 500**

### Standard White Envelopes

Regular #9 and #10

\$65.00

Window #10

\$75.00

### OTHER PAPER TYPES

#### AND OPTIONS AVAILABLE:

- Linen Envelopes
- Laid Envelopes
- Full Color Envelopes
- 60# Smooth White Text

- LETTERHEAD
- POSTCARDS
- TRI-FOLD BROCHURES
- FLYERS
- BOOKLETS
- YOUR PRINT PROJECT

**Ask for a quote today!**

## Black & White Photocopy

I to 10.....25¢ each

11 to 100.....20¢ each

101 to 499.....16¢ each

500 & up.....12¢ each

### UPGRADES:

- Color paper add 2¢ per copy (yellow, pink, blue, and green).
- Index and other special paper types by request.
- Two-sided copies available (double the cost).

### Cutting:

- Add \$10 per 500 for complex.
- Add \$5 per 500 for simple.

### Folding:

- Add \$10 per 500 for manual.
- Add \$5 per 500 for machine simple.

### Padding:

- Add \$10 per 500 for complex.
- Add \$5 per 500 for simple.

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# The Middletown News: Classified

## Classified Advertising

### CLASSIFICATIONS

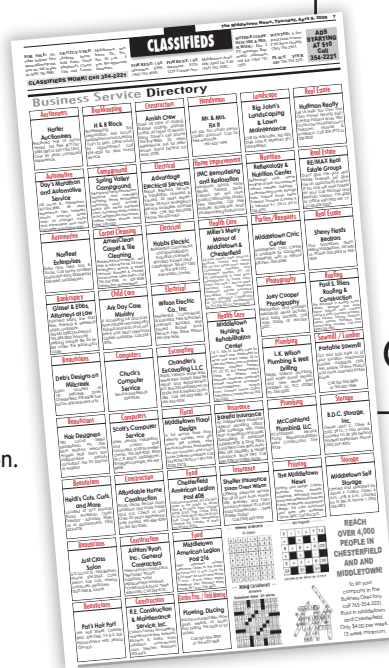
- Garage Sales
- For Sale
- Help Wanted
- Lost & Found
- For Rent
- Misc

### CLASSIFIED DEADLINE

- Monday at five o'clock, for Thursday edition.

### LINE CLASSIFIED AD

- \$10 per ad, includes first ten words. Each additional word is 10¢. Ad runs in The Middletown News.
- Circulation: 2,000 total.



## BUSINESS SERVICE DIRECTORY

REACH OVER 2,000 PEOPLE  
IN MIDDLETOWN!

To list your company in the Business  
Directory, call 765-354-2221.

Only \$5.50 per week. 10 week minimum.

### DISPLAY CLASSIFIED AD

- Starting at \$45 per week, includes Logo / photo.
- Circulation: 2,000 total.

## Obituaries

### OBIT DEADLINE

- Monday at five o'clock, for Thursday edition.

### STANDARD OBITUARY PRICING

- \$45 per obituary, includes photograph.
- Up to 4" tall by 2 columns wide

### EXTENDED OBITUARIES

- Add'l \$10.00 charge per inch over 4" tall

## Anniversary, Engagement, and Wedding Announcements

### ANNOUNCEMENT DEADLINE

- Monday at five o'clock, for Thursday edition.

### PRICING

- \$30 per announcement, includes photograph.

The Middletown News

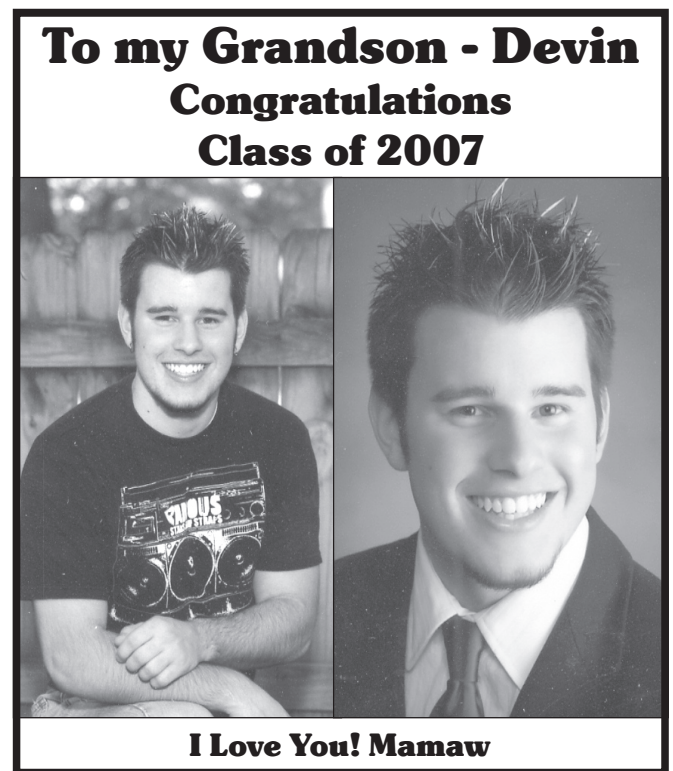
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# The Middletown News: Happy Ads

Birthday and special message happy ads are available  
for purchase in *The Middletown News*.

Happy Ad  
from  
\$30.00



*1 to 2 pictures*

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# The Middletown News: Photos

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

## Premium/Specialty

### CALENDARS



12x18 Calendar

### GALLERY WRAPS



11x14 Gallery Wrap  
16x20 Gallery Wrap

### HOLIDAY CARDS



Holiday Cards (24)

### REALLY FUN STUFF



Photo Button



Playing card deck



Puzzle (50 pieces)  
Puzzle (300 pieces)

**Mat Board \$5  
extra per photo**



# The Middletown News: Stamps

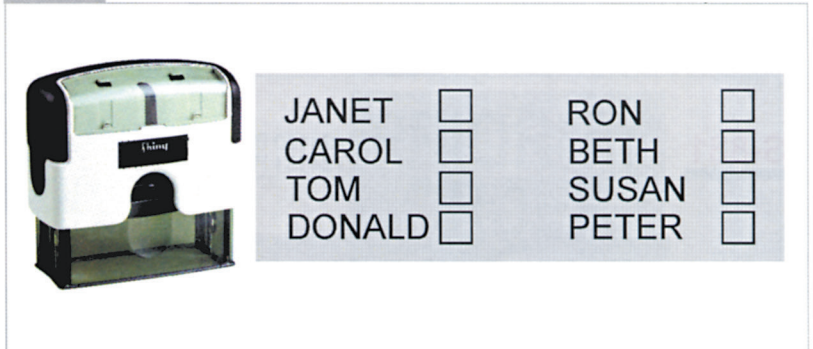
Ask for a quote today!

S-1822



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



S-1821



S-1823



S-1824



Tax not included. Many other styles and sizes available. Ask for details.

## Signature Stamp Upgrade

Any size stamp is available with signature scan.

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

FOR DEPOSIT ONLY  
MIDDLETOWN NEWS

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

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# The Middletown News: Printing

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## 5.5" X 8.5" HALF PAGE CARBONLESS FORMS

	<b>2-Part</b>	<b>3-Part</b>	<b>4-Part</b>
100 Business Forms	\$55.00	Quote	Quote
250 Business Forms	\$75.00		
<b>500 Business Forms</b>	<b>\$85.00</b>		
1,000 Business Forms	\$135.00		
2,500 Business Forms	Quote		
5,000 Business Forms	Quote		



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## 8.5" X 11" FULL PAGE CARBONLESS FORMS

	<b>2-Part</b>	<b>3-Part</b>	<b>4-Part</b>
100 Business Forms	\$75.00	Quote	Quote
250 Business Forms	\$85.00		
<b>500 Business Forms</b>	<b>\$95.00</b>		
1,000 Business Forms	\$155.00		
2,500 Business Forms	Quote		
5,000 Business Forms	Quote		
10,000 Business Forms	Quote		



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### Also Available:

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

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

### Cutting:

- Add \$10 per 500 for complex.
- Add \$5 per 500 for simple.

### Numbering:

- Add \$50 per 1,000

### Padding:

- Add \$10 per 500 for complex.
- Add \$5 per 500 for simple.

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