

# The Middletown News: Advertising

Single Paper Prices	Color	Black & White		
	Full Page .....	\$600	Full Page .....	\$400
	Half Page .....	\$450	Half Page .....	\$300
	1/4 Page .....	\$300	1/4 Page .....	\$200
	1/8 Page .....	\$150	1/8 Page .....	\$100
	2x5 .....	\$100	2x5 .....	\$75
	2x4.....	\$80	2x4.....	\$60
	2x3 .....	\$60	2x3 .....	\$45
2x2 .....	\$40	2x2 .....	\$30	

## General Advertising Information

### COLUMN PRICE

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

### COLUMN SIZES

- 2 Column is 3.4167 in. wide
- 3 Column is 5.1875 in. wide
- 4 Column is 6.9583 in. wide
- 6 Column is 10.5 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. 8.7292 in. wide by

2.3 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 \$200. Deadlines for preprint reservations are **9 days prior to publication.**

The Middletown News

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