

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~~. \$200 Middletown Only
- Circulation: 4000 total in Chesterfield/ Middletown. Deadlines for preprint reservations are 9 days prior to publication.

The Middletown News

The Chesterfield Weekly

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