

# INDEPENDENT NEWSMEDIA INC. USA

Rates • Regulations • Requirements



## Delaware State News

The State Capital Daily



110 Galaxy Drive • Dover, DE 19901  
 (302) 674-3600 or (800) 282-8586 • Fax (302) 741-8261  
<http://DelawareStateNews.net>

## MILFORD CHRONICLE

37A N. Walnut Street • Milford, DE 19963  
 (302) 422-1200 • Fax (302) 422-1208  
<http://MilfordChronicle.net>



37A N. Walnut Street • Milford, DE 19963  
 (302) 422-1200 • Fax (302) 422-1208  
<http://HarringtonJournal.com>



37A N. Walnut Street • Milford, DE 19963  
 (302) 629-5505 • Fax (302) 422-1208  
<http://SussexCountyPost.com>

## SALISBURY INDEPENDENT

P. O. Box 1385 • Salisbury, MD 21802  
 (410) 543-4500  
 Fax (410) 228-3131, ext. 8255  
<http://SalisburyIndependent.net>



## DORCHESTER BANNER

103 Cedar Street • Cambridge, MD 21613  
 (410) 228-3131 • Fax (410) 228-3131, ext. 8255  
<http://DorchesterBanner.com>



## County Times

914 W. Main Street • Crisfield, MD 21817  
 (410) 968-1188 • Fax (410) 968-1197  
<http://CSCTimes.com>

Printing • Publications • Digital Media

# Publications

## Display Advertising (Retail & Classified)

		52 Weeks	26 Weeks	13 Weeks	6 Weeks	Open	National Commission
<b>Delaware State News</b> <i>Wednesday, Sunday</i>	Full	\$996	\$1,223	\$1,428	\$1,632	\$2,040	\$2,386
	Three-Quarters	\$856	\$1,028	\$1,200	\$1,371	\$1,713	\$2,005
	Half	\$638	\$766	\$894	\$1,022	\$1,276	\$1,493
	Third	\$470	\$564	\$657	\$750	\$938	\$1,098
	Quarter	\$376	\$452	\$525	\$601	\$751	\$878
	Sixth	\$265	\$319	\$372	\$424	\$532	\$620
	Eighth	\$209	\$250	\$291	\$333	\$416	\$487
	Sixteenth	\$114	\$135	\$158	\$181	\$226	\$264
<b>Delaware State News</b> <i>Weekday</i>	Full	\$850	\$1,020	\$1,190	\$1,359	\$1,699	\$1,988
	Three-Quarters	\$713	\$856	\$1,002	\$1,141	\$1,427	\$1,670
	Half	\$500	\$601	\$700	\$801	\$999	\$1,170
	Third	\$391	\$470	\$547	\$626	\$782	\$915
	Quarter	\$279	\$333	\$389	\$444	\$555	\$651
	Sixth	\$220	\$265	\$309	\$353	\$442	\$518
	Eighth	\$146	\$175	\$205	\$234	\$292	\$343
	Sixteenth	\$75	\$91	\$106	\$120	\$151	\$176
<b>The Airlifter</b>	Full	\$582	\$700	\$816	\$932	\$1,164	\$1,364
	Three-Quarters	\$489	\$588	\$685	\$784	\$979	\$1,146
	Half	\$360	\$434	\$506	\$578	\$723	\$846
	Third	\$267	\$322	\$376	\$428	\$536	\$627
	Quarter	\$213	\$257	\$300	\$342	\$427	\$501
	Sixth	\$152	\$181	\$213	\$242	\$303	\$355
	Eighth	\$118	\$144	\$166	\$190	\$237	\$279
	Sixteenth	\$66	\$79	\$92	\$104	\$130	\$152
<b>Milford Chronicle/ The Journal</b>	Full	\$550	\$660	\$770	\$880	\$1,100	\$1,294
	Three-Quarters	\$468	\$561	\$655	\$748	\$935	\$1,100
	Half	\$358	\$429	\$501	\$572	\$715	\$841
	Third	\$248	\$297	\$347	\$396	\$495	\$582
	Quarter	\$193	\$231	\$270	\$308	\$385	\$453
	Sixth	\$138	\$165	\$193	\$220	\$275	\$324
	Eighth	\$110	\$132	\$154	\$176	\$220	\$259
	Sixteenth	\$55	\$66	\$77	\$88	\$110	\$129
<b>Sussex County Post</b>	Full	\$760	\$912	\$1,064	\$1,216	\$1,520	\$1,788
	Three-Quarters	\$646	\$775	\$904	\$1,034	\$1,292	\$1,520
	Half	\$494	\$593	\$692	\$790	\$988	\$1,162
	Third	\$342	\$410	\$479	\$547	\$684	\$805
	Quarter	\$266	\$319	\$372	\$426	\$532	\$626
	Sixth	\$190	\$228	\$266	\$304	\$380	\$447
	Eighth	\$152	\$182	\$213	\$243	\$304	\$358
	Sixteenth	\$76	\$91	\$106	\$122	\$152	\$179
<b>Salisbury Independent</b>	Full	\$1,120	\$1,344	\$1,568	\$1,792	\$2,240	\$2,635
	Three-Quarters	\$941	\$1,129	\$1,317	\$1,505	\$1,882	\$2,214
	Half	\$700	\$840	\$980	\$1,120	\$1,400	\$1,647
	Third	\$515	\$618	\$721	\$824	\$1,030	\$1,212
	Quarter	\$336	\$403	\$470	\$538	\$672	\$791
	Sixth	\$291	\$349	\$408	\$466	\$582	\$685
	Eighth	\$230	\$276	\$321	\$367	\$459	\$540
	Sixteenth	\$123	\$148	\$172	\$197	\$246	\$290
<b>Dorchester Banner &amp; Cambridge Extra</b>	Full	\$460	\$552	\$644	\$736	\$920	\$1,076
	Three-Quarters	\$386	\$464	\$541	\$618	\$773	\$904
	Half	\$288	\$345	\$403	\$460	\$575	\$673
	Third	\$211	\$254	\$296	\$338	\$423	\$495
	Quarter	\$169	\$203	\$236	\$271	\$338	\$396
	Sixth	\$120	\$144	\$167	\$191	\$239	\$279
	Eighth	\$95	\$113	\$132	\$151	\$189	\$222
	Sixteenth	\$51	\$61	\$71	\$82	\$102	\$119
<b>County Times</b>	Full	\$360	\$432	\$504	\$576	\$720	\$847
	Three-Quarters	\$306	\$367	\$428	\$490	\$612	\$720
	Half	\$234	\$281	\$328	\$374	\$468	\$551
	Third	\$162	\$194	\$227	\$259	\$324	\$381
	Quarter	\$126	\$151	\$176	\$202	\$252	\$296
	Sixth	\$90	\$108	\$126	\$144	\$180	\$212
	Eighth	\$72	\$86	\$101	\$115	\$144	\$169
	Sixteenth	\$36	\$43	\$50	\$58	\$72	\$85

## Display Ad Sizes

Delaware State News, The Airlifter,  
Dorchester Banner, Cambridge Extra,  
The Journal, Milford Chronicle,  
Sussex County Post, Salisbury Independent,  
County Times

Retail & Classified Display	Inches
1/16 page	2.3 x 2.6
1/8 page vert.	2.3 x 5.4
1/8 page horiz.	4.8 x 2.6
1/6 page vertical	4.8 x 3.5
1/6 page horiz.	7.3 x 2.4
1/4 page vert.	4.8 x 5.4
1/4 page horiz.	9.75 x 2.6
1/3 page vertical	4.8 x 7.25
1/3 page horiz.	7.3 x 4.8
1/3 page full width	9.75 x 3.5
1/2 page vert.	4.8 x 10.9
1/2 page horiz.	9.75 x 5.4
3/4 page vert.	7.3 x 10.9
3/4 page horiz.	9.75 x 8.125
Full page	9.75 x 10.9
Double truck	19.75 x 10.9

### Combination/Daily Repeat Ads

When the same ad runs the same week in an additional market or an additional day, the advertiser receives 50% off the newspaper's appropriate open or contract rate for the additional ads. No other discounts apply.

### Color Rates

Sign a contract for more than one newspaper and receive 50% off color charges for additional newspapers!

#### Open Rates:

Full page or less	\$200
Half page or less	\$150
Quarter page or less	\$100

#### For Contract Advertisers:

Full page or less	\$100
Half page or less	\$75
Quarter page or less	\$50

### Center Spread

The center-spread (double-truck) will be billed as two pages plus 10% for the gutter.

### Guaranteed Position

Positions are sold and guaranteed at +25% premium rate only.

## Select TV / Sunday Comics Magazine

(All ads in magazine include process color. Rates are based on 13-week agreements.)

	Rate
Front Page Banner 9.75" w x 4" t	\$175
Page 2 Banner 9.75" w x 4" t	\$85
Celebrity crossword & Channel Guide 9.75" w x 4" t	\$85
Crossword, horoscopes & "Dear Abby" 5.6" w x 2.25" t	\$55
Grid ads (only 7 available) 1.8" w x 3" t	\$35
Comic half-page 9.75" w x 5" t	\$200
Back page 9.75" w x 11" t	\$350

## Special Services

Advertising art and copy service layout work and stock art work from a newspaper art service will be supplied at no extra cost to advertiser.

Tearsheets and Affidavits of Publication will be mailed monthly upon request; \$20 will be charged for each copy that is requested and mailed. Digital copies, sent through e-mail in a PDF format, are \$10.

Proofs will be delivered to the advertiser's place of business upon request. Hard-copy requests require a minimum of 24 column inches, copy must be submitted by the proof deadline of the newspaper and the added cost is \$20 per proof. Digital proofs, sent through e-mail in a PDF format, are \$10.

## Retail & Classified Deadlines

### Delaware State News

PUBLICATION DAY	DEADLINE
Sunday .....	Thursday.....4pm
Monday .....	Thursday..... 5pm
Tuesday .....	Friday..... 4pm
Wednesday .....	Monday..... 4pm
Thursday .....	Tuesday..... 4pm
Friday .....	Wednesday..... 4pm
Saturday .....	Thursday..... 4pm

### Dorchester Banner & Cambridge Extra

*(Cambridge Extra distributed on Friday only)*

Wednesday Publication:

Retail - 4 p.m. on Friday. Classified Display - 1 p.m. on Monday.

Friday Publication:

Retail - 4 p.m. on Tuesday. Classified Display - 1 p.m. on Wednesday

### The Airlifter

Space reserved and copy required by 5:00 p.m. on Monday.

### Salisbury Independent

Space reserved and copy required by 5:00 p.m. on Monday.

### The Journal

Space reserved and copy required by 5:00 p.m. on Friday.

### Milford Chronicle

Space reserved and copy required by 5:00 p.m. on Friday.

### Sussex County Post

Ads requiring proofs by noon on prior Wednesday. Camera ready by noon on Friday.

### County Times

Ads requiring proofs by noon on prior Wednesday. Camera ready by noon on Friday.

### Select TV/ Sunday Comics Magazine

Space and copy required by 5 p.m. Fridays, 9 calendar days prior to publication.

## Digital Media

Each of our newspapers operates an engaging and active website.

Sites include DelawareStateNews.net, HarringtonJournal.com, MilfordChronicle.net, SussexCountyPost.com, SalisburyIndependent.net, DorchesterBanner.com and CSCTimes.com.

These seven sites attract more than 45,000 visits per week with an engrossing mix of hard news, sports and lifestyle coverage. Visitors have access to their favorite e-news-paper, as well as to FREE online classifieds, obituaries, employment ads from Monster.com, and BizSearch, a comprehensive directory for local businesses. A high concentration of our online readers work and spend their money on the Delmarva Peninsula.

Our websites offer a unique integrated marketing approach that affordably combine print and digital advertising in targeted packages. This results-oriented approach delivers the exposure businesses want and need while providing a solid return on investment. Whether your business employs one or 100, you will find an integrated marketing package that delivers print and online customers at a monthly rate that fits your budget.

Available online ad sizes include:

- Medium rectangle - 300 by 250 IMU (dimensions are in pixels).  
Recommended Initial Download File Weight: 40k.  
Recommended Animation Length in Seconds: 15
- Leaderboard - 720 by 90 IMU (dimensions are in pixels).  
Recommended Initial Download File Weight: 40k.  
Recommended Animation Length in Seconds: 15

## BizSearch

BizSearch is a new and expanded business directory that features EVERY business from our local communities. The directory provides visitors to our community home pages with important information about local businesses in an easy-to-find and easy-to-use searchable format.

A basic listing is FREE and includes business name, address, phone number, store hours and web address.

Claiming your free listing then enhancing it is a reliable way, over time, to improve search results for your business and its web site.

Rates are as follows:

- Monthly = \$40.
- Annually = \$240.

All paid listings include company logo, a prominent position in the "Featured Listings" widget, along with a business blog, unlimited photos, unlimited videos, up to 10 offers or coupons and integration into your Facebook and Twitter profiles.

An enhanced listing on BizSearch is the perfect alternative for any business that doesn't already have an online presence or web site.

To find out more, e-mail [adsonline@newszap.com](mailto:adsonline@newszap.com).

**Integrated marketing solutions. Bottom-line results.**

## Preprint Insert Rates

All INI Publications are printed at our central printing plant in Dover, DE. This enables an advertiser to choose several market areas for their pre-printed inserts, but handle them all with a simple shipment to one location. The central printing plant can coordinate the delivery of your inserts into your selected newspapers.

Preprint rates are for non-mailed copies only. Rates for mailed copies, preprints larger than 32 tab pages and non-traditional sizes, weights and shapes are available by special request.

Frequency Discounts: Advertisers who commit to run inserts on consecutive weeks qualify for the following discounts - 5% for six weeks; 10% for 13 weeks; 15% for 26 weeks, and 20% for 52 weeks.

Cost is per 1,000					
<b>Pre-Print Insert Rates:</b>	<b>Open</b>	<b>5M-25M</b>	<b>25M-50M</b>	<b>50M-75M</b>	<b>Over 75M</b>
8.5" x 11" Single Sheet	\$49.00	\$46.50	\$44.00	\$41.50	\$39.00
4-8 Page Tab	\$61.50	\$59.00	\$54.00	\$49.00	\$44.00
12-16 Page Tab	\$64.00	\$61.50	\$56.50	\$51.50	\$46.50
20-24 Page Tab	\$69.00	\$66.50	\$61.50	\$56.50	\$51.50
28-32 Page Tab	\$74.00	\$71.50	\$66.50	\$61.50	\$56.50

Minimum charge \$75 per scheduled insertion  
Preprint rates are non-commissionable. Rates are per 1,000 copies inserted.  
5% service fee for all Thanksgiving week inserts.

## Preprint Guidelines

To provide our preprint clients with the best possible quality delivery, we ask that you follow these guidelines. Please let us know of any challenges or concerns that you have and we will do our best to resolve them.

### Deadlines

Reservations - 10 calendar days prior to newspaper's publication date.  
Shipment should be received at plant 7 business days prior to actual publication date.

### Shipping Instructions

Ship to: Delaware Printing Company  
110 Galaxy Drive, Dover, DE 19901  
Dock hours: Monday - Friday, 8 a.m. to 4:30 p.m.  
Delivery questions call (302) 741-8253.

### Insert Specifications

Product Thickness:  
Maximum (Broadsheet) 128PP; Minimum (Single sheet card) 0.005 inches  
Product Width: Maximum 11 inches; Minimum 6.25 inches  
Product Length: Maximum 10 inches; Minimum 7 inches

Single sheet paper stock: 80 lb. Minimum. All single sheets that do not meet this requirement must be quarter folded to add weight to the product so it gets inserted without physical damage or tears. An additional charge may be incurred if folding of supplements must be done at our plant.

Preprinted supplements should be banded with skids top and bottom; individual turns need not be banded. Unfortunately, curled, buckled or torn preprints cannot be inserted and will be considered waste. Preprinted supplements scheduled for multiple days and/or multiple publications must be packaged on separate skids.

We reserve the right to reject preprints from materials deemed objectionable, or if preprints are the wrong size. We also reserve the right to limit the number of preprints on any given days subject to prior reservations.

### Available by Special Request

#### PREPRINTS:

- Exceeds 128 broadsheet pages, or is less than 0.005 inches thick.
- Exceeds 11 inches in width or 10 inches in length.
- Measures less than 6.25 inches wide or 7 inches in length.
- Rates for mailed copies.

#### POLY BAG DELIVERY:

- Account must furnish bags according to specifications and deadlines outlined by Independent Newsmedia Inc. USA.

## Contract and Copy Regulation

All advertising copy is subject to Publisher's approval. Independent Newsmedia Inc. USA reserves the right to edit or reject any copy, and also reserves the right to cancel any advertisement at any time. Acceptance of copy or prepayment does not imply agreement for publication.

Frequency contract agreements are for consecutive weeks. Recognized agencies allowed the normal commission on National rates. All other rates are net.

Advertisements designed to resemble news copy are subject to design specifications set by the newspaper. Advertisements must, at the very least, be bordered on all sides and labeled "Advertisement" at the top of the ad. Copy must be set in a Sans Serif type style and may not be smaller than 9.5 points.

Alcoholic beverage and cigarette advertising are accepted.

Political advertising must conform to state and federal regulations as well as Independent Newsmedia Inc. USA political guidelines. Payment with copy is required for all political advertising. Regular open or contract rates apply.

Independent Newsmedia Inc. USA will not be liable for any error in advertising to a greater extent than the cost of the space occupied by the item or items in the advertisement. INI will not be liable for errors beyond the first insertion. Advertisers are responsible for errors in production-ready ads.

In the event of an error, in merchandise or services other than ordered, INI will furnish a letter to the advertiser to be posted, noting the error and stating the correction, but will not assume any liability for goods sold at the incorrect price.

Advertising cancelled after composition, but before space is reserved will be charged at the cost of composition. Advertising cancelled after space is reserved will be charged at regular space rates.

INI reserves the right to omit all late copy when not obtained in time to conform with printing deadlines or when production costs would be materially increased by acceptance of same. Publisher reserves the right to reject any or all advertising copy.

A signed contract is required to earn discounts. Contracts will be reviewed at expiration. INI reserves the right to adjust contract rates according to contract fulfillment. No cash rebates will be issued. Short rate advertisers will be charged back differences between actual rate earned and rate billed if advertising purchased is less than contract agreement.

Independent Newsmedia Inc. USA reserves the right to adjust rates without notice, and all contracts are subject to this reservation. In such event, the advertiser may terminate within 30 days of the rate adjustment without penalty.

Display ads that are scheduled and then cancelled after deadline for any reason or not received by deadline are subject to a penalty of 25% of the earned rate for the ad.

Independent Newsmedia Inc. USA reserves the right to amend the terms and conditions stated herein.



We've invested in a third party auditor, Certified Audit of Circulations, to guarantee that our circulation data is accurate, useful and current. CAC is an independent auditor - nationally recognized for its service.



# DELMARVA ADVERTISING NETWORK

