



The Barberton Herald ADVERTISING INFORMATION

COLUMN SIZES

Column Width: 1.5 with 1/6" gutter
 1 column: 1.5" 4 columns: 6.7"
 2 columns: 3.25" 5 columns: 8.25"
 3 columns: 5" 6 columns: 10.2"

DEADLINES

The Herald is published Thursdays.
 Space deadline is Monday at noon
 Creative deadline is Monday at 4 p.m.
 Special deadlines apply during holidays.

PAGE DIVISIONS

Full page: 6 columns (10.2") x 16"
 Half page: 4 columns (6.7") x 12"
 or 6 columns (10.2) x 8"
 Quarter page: 3 columns (5") x 8"
 Eighth page: 2 columns (3.25") x 6"

INSERT PRICING

Minimum 5,000 pieces per order.
 7.5 cents per piece for distribution thru USPS.

No CONTRACTS! When advertising with the Herald, there are no contracts to sign.

*AD PRICING TABLE (per week)	1-3 weeks	4-11 weeks	12 weeks or more
Column inch rate	\$19	\$18	\$17
2" ad (1 1/2" x 2")	\$38	\$36	\$32
3" ad (1 1/2" x 3")	\$57	\$54	\$51
Bizcard (3 1/4" x 2")	\$76	\$72	\$68
Double Bizcard (3 1/4" x 4")	\$152	\$144	\$136
10" ad (3 1/4" x 5")	\$190	\$180	\$170
Eighth page (3 1/4" x 6")	\$228	\$216	\$204
Sixth page (6 3/4 x 4")	\$304	\$288	\$272
Quarter page (5" x 8")	\$456	\$389	\$364

Half page: \$624
 Full page: \$899
 Free color

COLOR RATES

Color: \$10

All digital artwork must be supplied using Adobe Acrobat (PDF) (preferred), Adobe Illustrator or Adobe Photoshop. Fonts must be embedded and color must be in CMYK in all PDF files.

Online Scrolling ad \$15 per week (with print ad)

POLITICAL PRICING

\$17 per column inch
 Additional 20% for paid placement • Full page \$999

LEGAL PRICING

\$17 per column inch
 The Herald meets all requirements to print legal advertising.

330-753-1068 or email info@barbertonherald.com.

ABOUT THE BARBERTON HERALD

The Barberton Herald has a tradition of news as old as the city of Barberton. First published in 1923, The Barberton Herald is a community weekly paper serving the Barberton/Norton area. The Herald has an average circulation of 7,200 per week. The Herald is delivered in the mail to paid subscribers and is sold at 40 newstands.