

ABOUT US

Publications serving Lucas, Ottawa, Sandusky and Wood Counties
Box 169, 1550 Woodville Rd. Millbury, OH 43447

MECHANICALS

COMMON AD SIZES

Here are a few popular choices in ad sizes. The table below shows various options for each inch size. For more options and offerings, call your local sales representative today!

HALF	<div>10.375" x 8"</div>	<div>5" x 16"</div>	<div>7.56" x 10.5"</div>	<div>PAGE SIZE (WIDTH)</div> <div>Display Ad Sizes</div> <div>1.5 column2.375"</div> <div>3 columns5"</div> <div>4.5 columns7.5625"</div> <div>6 columns10.375"</div> <div>Classified Ad Sizes</div> <div>1 column1.5625"</div> <div>2 columns3.3125"</div> <div>3 columns5"</div> <div>4 columns6.8125"</div> <div>5 columns8.5"</div> <div>6 columns10.375"</div> <div>Tabloid format: 6 columns x 16" deep</div> <div>Offset Printing: Using 85 line screen.</div> <div>Double truck: Charged at 200"</div> <div>Ads 14 inches or more: Charged at 16 inches.</div> <div>Electronic files accepted.</div>	
	<div>5" x 8"</div>	<div>Classified</div> <div>3.3" x 12"</div>	<div>10.375" x 4"</div>		
	<div>5" x 4"</div>	<div>Classified</div> <div>3.3" x 6"</div>	<div>7.56" x 2.5"</div>		<div>10.5" x 2"</div>
	<div>2.37" x 4"</div>	<div>5" x 2"</div>			
QUARTER PAGE					
EIGHTH PAGE					
SIXTEENTH PAGE					

ADVERTISING RATES & SPECIFICATIONS

Display ROP	METRO OR SUBURBAN					COMBO				
	1x	4x	13x	26x	52x	1x	4x	13x	26x	52x
Full page	\$1900	\$1500	\$1350	\$1000	\$700	\$3200	\$2700	\$2400	\$1800	\$1000
Half page	\$990	\$750	\$720	\$560	\$380	\$1600	\$1350	\$1300	\$1000	\$650
Quarter page	\$495	\$375	\$360	\$300	\$240	\$800	\$680	\$640	\$625	\$440
Eighth page	\$250	\$190	\$180	\$150	\$120	\$400	\$340	\$300	\$275	\$225
Sixteenth page	\$125	\$100	\$90	\$70	\$60	\$200	\$170	\$160	\$130	\$110

* Color; \$2.25 per column inch, \$75 minimum.
Contract Commitment: Pre-paid in full will qualify for a 5% discount of total.

INSERT RATES

INSERT SPECIFICATIONS

- Inserts can be ordered for specific delivery routes.
- Inserts cannot be larger than 8-1/2" x 11". Larger pieces must be pre-folded before insertion. Cost to hand fold is \$15/1,000 and must be delivered at least two weeks in advance.
- These rates apply to all 1, 4, 8 and 12 pages inserts.
- Cost to insert is determined by the quantity

inserted. Your sales representative will be able to assist you with more details.

DELIVERY INSERTS

- Inserts should be delivered to our location at 1550 Woodville Road, Millbury, Ohio.
- Deliveries are accepted between 9:00 a.m. and 4:00 p.m., Monday thru Thursday. Call 419-836-2221 to confirm if personally delivering.
- Inserts should be bundled in turns or slip sheets of 100.

Inserts	Cost*
20,000 to full run	\$42
14,000 to 19,999	\$49
8,000 to 13,999	\$54
3,000 to 7,999	\$62
Under 2,999	\$72

* Costs are per 1,000

EXPLORE MAUMEE BAY VISITORS' GUIDE

The only visitors' guide to Maumee Bay and Western Lake Erie. Distributed throughout Northwest Ohio at over 100 locations tourists frequent. Three editions published annually in the spring, summer and fall.

PRESSPUBLICATIONS.COM

ONLINE - 2022 PRESS WEBSITE STATS

- Pages Viewed - 25,732
 - Visitors - 14,399
 - Unique Visitors - 13,169
- Source: Google Analytics (Per month average Jan.-Nov.)
- Ability to change ad weekly • Searchable site to view archived stories

Flag Banner	350 px x 200 px	\$125
Top Banner	640 px x 80 px	\$125
Mid Banner	640 px x 80 px	\$100
Box Ad	800 px x 600 px	\$100
Half Box	800 px x 400 px	\$65
Ads run one in four rotation. Prices are monthly.		

BUSINESS CLASSIFIED

\$20 for 15 words, 25 cents extra for each extra word. \$2.00 extra for each item listed. (Bold, Centered)
PO Box \$10 charge. 10 pt. headers \$5.00

New rates effective Jan. 1, 2023

- * All rates quoted above are in column inches. Column inches are calculated by multiplying width [columns] of a newspaper page by depth [inches] of page.
- * All rates are net, non-commissionable. No agency discounts. * Minimum ad size is 3."

SPECIFICATIONS

Guaranteed position: \$50 extra, minimum size 24 column inches if available. (Unpaid position requests will be honored at no charge when possible but not guaranteed).

Extra charges: \$25 per hour (1 hour minimum) for extra artwork, photography, extra proofs and work on digital files.

Reproduction: We do not recommend, nor will we guarantee, screened type or reverse type. Please check with your sales representative to insure acceptable reproduction.

Flash Drives: We accept ads on flash drives or via email, PDF files preferred. Call ahead for details and require-

ments. We are not responsible for errors or omissions in files/flash drives provided.

Computer Graphics: An emailed ad MUST meet the following criteria for output of files.

All PDF files should be Adobe Acrobat PDF 1.3 compatible.

All fonts must be embedded in the PDF file.

Artwork, black and white, color photos and logos should be a minimum of 300 dpi at the finished size.

All color must be set up as "CMYK". We cannot accept Pantone colors and any photos left as RGB as these may produce unexpected results.

It is important that the "OPI" is not used for photo/graphic files.

Ads built in a Macintosh platform should be provided as a PDF file with all art and fonts embedded and built to the

correct dimensions.

We cannot accept Publisher files. For assistance, please contact your sales representative who will confer with our graphics department on technical specifications. If an ad is built in a program other than those listed, a final file must be made onto a "PDF" file on order for us to print the ad digitally. For digital files provided on a disk, please provide a hard copy for our reference. Most digital files cannot be edited.

Reposition Notes: The Press can affix a 3" x 3" reposition note on the front page of the paper. Call for details.

If more than one run with the same note is ordered, discounts are available.

Orders must be placed three weeks in advance.

We cannot accept pre-printed notes. It is necessary for us to order the notes through an USPS authorized printer.

2023 Metro & Suburban Press Calendar

Issue Date	Ad	P.O.	Type	Size	Cost
1/2/23					
1/9/23					
1/16/23					
1/23/23					
1/30/23					
2/6/23					
2/13/23					
2/20/23					
2/27/23					
3/6/23					
3/13/23					
3/20/23					
3/27/23					
4/3/23					
4/10/23					
4/17/23					
4/24/23					
5/1/23					
5/8/23					
5/15/23					
5/22/23					
5/29/23					
6/5/23					
6/12/23					
6/19/23					
6/26/23					

2023 Metro & Suburban Press Calendar

Issue Date	Ad	P.O.	Type	Size	Cost
7/3/23					
7/10/23					
7/17/23					
7/24/23					
7/31/23					
8/7/23					
8/14/23					
8/21/23					
8/28/23					
9/4/23					
9/11/23					
9/18/23					
9/25/23					
10/2/23					
10/9/23					
10/16/23					
10/23/23					
10/30/23					
11/6/23					
11/13/23					
11/20/23					
11/27/23					
12/4/23					
12/11/23					
12/18/23					
12/25/23					

2023 Metro & Suburban Press Calendar

Issue Date	Special	Type	Ad	Size	Cost
1/2/23	Honor Roll of Business	In Paper			
1/23/23	PrimeTimes	In Paper			
2/20/23	Vitality	In Paper			
2/27/23	Get to Know Local	Separate			
3/20/23	PrimeTimes	In Paper			
4/3/23	Biggest Week in American Birding	Separate			
4/17/23	PrimeTimes	In paper			
4/24/23	Spring Home & Auto	Separate			
5/22/23	Vitality	In Paper			
5/22/23	Explore	Separate			
6/12/23	Top of the Class	Separate			
6/26/23	Explore	Separate			
7/24/23	PrimeTimes	In Paper			
8/14/23	Football Preview	Separate			
8/21/23	Vitality	In Paper			
8/28/23	Explore	Seperate			
9/18/23	Fall Home & Auto	Separate			
9/18/23	PrimeTimes	In Paper			
10/23/23	Caregivers	In Paper			
11/13/23	PrimeTimes	In Paper			
11/27/23	Eastern Maumee Bay Chamber Directory	Separate			
11/27/23	Basketball Preview	Separate			
12/04/23	Vitality	In Paper			

SPECIAL SECTIONS & FEATURES

During the course of the year, The Press publishes stand-alone special sections or editions. Each section fulfills a unique purpose and is targeted to a diverse segment of our local community. There are also special advertisement groupings offered during certain times of the year.

JANUARY

Tax Time

FEBRUARY

Valentine's Day

MARCH

St. Patrick's Day

Here's My Card

Anniversary Special

APRIL

Anniversary Special

Easter Services

Summer Childcare

Spring Home & Garden

MAY

Mother's Day

Biggest Week in

American Birding

JUNE

Home Yard and Garden

Here's My Card

Genoa Homecoming

Woodville 4th of July

Celebration

JULY

Faces Behind the
Places

Ottawa County Fair

Back to School

Childcare

AUGUST

Sandusky County Fair

SEPTEMBER

Here's My Card

OCTOBER

Oak Harbor Apple Fest

NOVEMBER

Holiday Gift Guide

DECEMBER

Christmas Services

Christmas Greetings



MONTHLY FEATURES

1st week of the month - Entertainment, Dining Guide, Woodville Town Page

2nd week of the month - Health, Genoa Town Page, Ag (April-November)

3rd week of the month - Family, Wedding, Oregon Town Page, Oak Harbor Town Page

4th week of the month - Education/Student of the Month, Elmore Town Page

Liability:

The advertiser and/or advertising agency assumes all liability for advertising published and is expected to assume any and all responsibility for claims occurring thereof against the published. The Press will be under no compensatory liability for failures to publish an ad for any reason.

Errors:

The Press's liability for errors in advertising will not exceed the cost of that portion of space occupied by such error, nor will liability for errors on multiple insertions exceed the cost of the first ad. Claims for adjustments

must be made within seven (7) days of publication.

Proofs:

Customarily one (1) proof is provided for reviewing/editing. Proof #2 is considered a final proof and should be accompanied with written approval for publication. A production fee of \$25 will be charged for each additional proof. The minimum size for a proof is 1/8th of a page. Ads cannot be resized or have other major changes on deadline day.

Terms of Payment:

Visa, MasterCard, Discover and American Express. Late charges will

accrue on any unpaid balance 30 days after the date of statement at 1.5% per month. First-time advertisers must complete a credit application and pre-pay the first two ads prior to credit approval. Invoices are mailed weekly and statements are sent out at the end of the month.

Content Approval:

The Press reserves the right to edit, alter, refuse or cancel any advertisements submitted for publication. Advertising submitted for publication is not considered accepted by the publisher until the advertisement is published.

Printing:

The Press's parent company, Douthitt Communications has two presses. A web press and a digital press. We can print flyers, brochures, newsletters, catalogs, and more. call your sales representative for details.

Acts of God:

If, because of acts of God, or other causes beyond the control of The Press or the advertiser, where either party is prevented from meeting the terms of the signed advertising contract, the terms of said contract shall no longer be binding.

CALL TODAY TO RESERVE YOUR ADVERTISING SPACE FOR OUR NEXT ISSUE

Lesley Willmeth lesley@presspublications.com
Leeanne LaForme lee@presspublications.com

Angie Tierney angie@presspublications.com
Classified classified@presspublications.com

CIRCULATION

We are delivered directly to homes and businesses in the 4 county area by our carrier force. Your ad will be seen by readers in 22 communities in portions of Lucas, Wood, Ottawa and Sandusky Counties.

Metro Edition 11,105

Community	Zip Code	Total
East Toledo	43605	300
Oregon	43616	7750
Jerusalem Twp.	43616	1025
Curtice	43612	30
Northwood	43619	1780
Mail & Office		220



*Circulation numbers change periodically. Call your sales rep for the latest CVC audit.

Suburban Edition 14,323

Community	Zip Code	Total
Clay Center	43408	100
Curtice	43412	600
Elmore	43416	1055
Genoa	43430	1975
Gibsonburg	43431	1225
Graytown	43432	415
Lake Twp.	43447	1100
Lindsey	43442	25
Luckey	43443	365
Martin	43445	255
Millbury	43447	605
Oak Harbor	43449	1515
Pemberville	43450	1035
Rocky Ridge	43458	25
Stony Ridge	43463	200
Walbridge	43465	2365
Williston	43468	150
Woodville	43469	1115
Mail & Office		198

25,428 Newspapers delivered weekly! Reach 41,956 Readers!

Are you reaching your market?

Discover the reach The Press Newspapers can deliver for you. Our readers enjoy a higher income, are educated and turn to The Press Newspapers for their buying decisions.

What's Missing?

Your message! Let our readers know what products and services you have to offer. Target your potential customers by advertising in the Press Newspapers.

- 1 70.8% of Press readers**
 - frequently purchase products or services from ads seen in The Press.
- 2 56% of Press readers**
 - are ages 25-54, the age group making the most purchases.
- 3 76% of Press readers**
 - have a combined household income of \$50,000 or more. 46% of Press readers have a household income of \$75,000 or more.

March (2021 CVC Readership)

OUR READERS

By advertising in The Press your message is sure to reach a diverse audience hungry for information on how to spend discretionary income. Let us help make your business a success!

COPY GUIDELINES:

1. A thirty-day (30) written notice will be given on any newspaper rate increase to contract advertisers. Any advertiser with a contract will be spared the rate increase until the conclusion of their current contract.
2. Compensation for errors by the newspaper will be in the form of an advertising credit based on the nature of the error (i.e.: a percentage of the cost of the ad cost).
3. We reserve the right to revise or reject any advertisement not compatible with our publishing standards.

4. All display ads are measured and billed in column inch increments.
5. The newspaper will be under no compensatory liability for failure to publish an ad for any reason.
6. Advertising designed to simulate news or editorial must carry the words "Paid Advertisement: at the bottom of the ad.
7. Cancellations changes of insertion dates and/or corrections must conform to publishing deadlines. The Press will not be responsible for errors appearing in ads that are placed too late for proof approval or errors in ad copy coming from advertiser-designated third-party provider.

8. Advertiser assumes all responsibility for all content of advertisement published and assumes responsibility for any claim arising therefrom made against The Press, including all costs associated with defending against such claim.
9. Placement is the option of The Press and is not a condition of the sale unless a placement surcharge of \$50 is included in the total ad cost. In that case, adjustments or refunds will be made because of position/section in which advertisements has been published. The Press will, however, make every effort to accommodate positioning requests without guarantee.