



# The Herald

## 2011 Rate Card and Marketing Information

All rates effective January 1, 2011



[www.sharonherald.com](http://www.sharonherald.com)

**Closing times, deadlines, mechanical measurements, contracts**

**Closing Times Placement and copy deadlines**

**Retail ads ~**

Weekdays: 10 AM (2) days prior to publication.  
 Sunday: 5 PM Wednesday prior to publication.

**Classified Display ads ~**

Weekdays: 10 AM (2) days prior to publication.  
 Sunday: 5 PM Wednesday prior to publication.

**Classified Line ads ~**

Weekdays: 3:00 PM previous day.  
 Sat.-Sun.-Mon.: 3:00 PM Friday.

**Specifications for Digital Advertising**

- 3rd party vendors ~Associated Press AdSEND.
- E-mail ~ heraldcreative@gmail.com
  - Files must come as a PDF (portable document format) with embedded fonts.
  - All colors must be CMYK.

**Tear Sheets**

Furnished on request. 724-981-6100  
 Classified Advertisers ext. 300, Retail Advertisers ext. 212  
 e-tears available upon request contact your sales representative

**General Rate Policies**

- Invoices paid upon receipt.
- Service charge 1.5% per month added to all past due accounts.
- The Herald Credit Manager must approve application for credit.
- Publisher reserves the right to adjust advertising rates on 30 days written notice.

**Commission/Terms Of Payment**

- Local rates non-commissionable.
- Cash discounts not available.

**Mechanical Measurements**

**Retail**

**Classified**

1 Column	1.625"	1 Column	1.083"
2 Column	3.361"	2 Column	2.236"
3 Column	5.097"	3 Column	3.389"
4 Column	6.833"	4 Column	4.542"
5 Column	8.569"	5 Column	5.694"
6 Column	10.306"	6 Column	6.847"

**TV & E & Tabs**

1 Column	1.625"	7 Column	8"
2 Column	3.361"	8 Column	9.153"
3 Column	5.097"	9 Column	10.306"
4 Column	6.833"	Full page depth for retail and classified ROP is 20.667".	
5 Column	8.569"	Full page depth for Tab and TV & E is 10.306".	

**CONTRACT/COPY REGULATIONS**

- Publisher reserves the right to reject or cancel any advertisement at any time.
- Cancellations will not be accepted by publisher after closing date 10 a.m. two days prior to publication date. Publisher not bound by any terms or conditions, printed or otherwise, appearing on order blanks, advertiser's forms or copy instructions when in conflict with terms and conditions of this rate card.
- Advertiser and advertising agency will indemnify and hold harmless The Herald, its officers, agents, employees and contractors, for all contents supplied to publisher, including text, representations and illustrations of advertisements printed, and for any claim arising from contents including, but not limited to, defamation, invasion of privacy, copyright infringement, plagiarism, and in the case of preprint insert, deficient postage.
- The Herald shall not be liable for failure to print, publish or circulate all or any part of any issue in which an advertisement accepted by the publisher contained a failure due to acts of God or government, strikes, accidents, lack of newsprint or other circumstances beyond the control of The Herald. The Herald shall not be liable for errors or omissions in, or a failure to insert any advertisement, for which it may be responsible, beyond the cost of actual space to have been occupied by item in which error, or omission, or failure to insert occurred. Advertiser will be entitled to refund of advertisement price or insertion in next issue, at the advertiser's option.
- Should the minimum space contracted for not be used within the contract period, the advertiser agrees to pay the difference between the inch rate contracted for and the rate for actual inches earned.
- Annual contracts will be renewed automatically unless canceled in writing by the advertiser.



## WEEKLY and BULK CONTRACTS

The following rates are for advertising appearing in the retail section of The Herald. Contract rates are available with a signed agreement. These rates are non-commissionable and non-transferable.

### Weekly Minimum Contracts

These contracts are designed for those advertisers who need or want constant exposure. Weekly contracts are a more cost efficient way to place your message in front of potential customers on a consistent basis.

52 Consecutive Weeks			26 Consecutive Weeks			13 Consecutive Weeks		
Rate per Column Inch			Rate per Column Inch			Rate per Column Inch		
	Daily	Sunday		Daily	Sunday		Daily	Sunday
124	\$21.17	\$21.63	124	\$21.52	\$22.21	124	\$22.27	\$22.81
65	\$21.40	\$21.87	65	\$22.27	\$22.95	65	\$22.61	\$23.32
30	\$21.64	\$22.21	30	\$22.85	\$23.48	30	\$23.02	\$22.71
10	\$21.92	\$22.62	10	\$24.30	\$25.02	10	\$26.15	\$26.62
8	\$22.11	\$22.85	8	\$24.26	\$25.10	8	\$26.27	\$26.84
6	\$22.33	\$23.02	6	\$24.59	\$25.23	6	\$26.50	\$27.37
4	\$22.84	\$23.43	4	\$24.87	\$25.46	4	\$26.84	\$27.78
2	\$24.32	\$24.00	2	\$25.16	\$25.86	2	\$27.94	\$28.84

### Annual Bulk Contracts

The most flexible contract we offer, bulk rates per column inch are based on minimum annual volume levels. For higher volume advertisers than quoted here, dollar volume contracts are available. Contact your advertising consultant.

Rate per Column Inch Inches	Daily	Sunday
Over 10,000	\$20.77	\$21.32
Over 7500	\$21.32	\$21.93
Over 5000	\$21.60	\$22.27
Over 2000	\$22.32	\$23.04
Over 1500	\$22.93	\$23.42
Over 1000	\$23.03	\$23.75
Over 500	\$23.31	\$23.97
Over 250	\$23.59	\$24.36
Over 200	\$26.12	\$26.68
OPEN	\$35.11	\$35.99

## N . A . M . E .

**Name Awareness Market Exposure**

**Ask your advertising consultant about these "best buy" contracts.**

**They allow you to ... economically keep your business message in front of consumers and build name recognition.**

**Up to**

# 75% LESS



**PICKUP RATE**  
Any ad appearing Sunday may repeat once without changes within a period of 6 days prior to or after that Sunday publication and receive a **35% DISCOUNT**

**MONTHLY BUSINESS BUILDERS**  
Weekdays - Mon. - Wed. - Fri. or Tues. - Thurs. - Sat. **\$23.81** per col. inch  
Everyday - No Changes in Copy for One Month **\$17.80** per col. inch

**CHURCH PAGE**  
Published every Friday as a public service feature. Sold by 52 week contract only. **\$7.27** per signature

**Color Rate** One color/black \$395.00 • Two color/black \$465.00 • Three color/black \$565.00

## WEEKDAY FULL DISTRIBUTION PREPRINT RATES

- Zoned insertions available. Minimum number of inserts - 5,000. Please call for CPM. There is a zone charge.
- Rates based on tabloid size page.
- Preprints required to cover total distribution 20,500\*.



## SUNDAY FULL DISTRIBUTION PREPRINT RATES

- No zoned inserts available for Sunday's edition.
- Rates based on tabloid size page.
- Preprints required to cover total distribution 20,500\*.

Number of pages	1 to 4 Units Per Year	5 to 12 Units Per Year	13 to 24 Units Per Year	25 to 36 Units Per Year	Over 36 Units Per Year	Over 50 Units Per Year
Card to 4 Pages	\$1592	\$1539	\$1380	\$1220	\$1167	\$1141
8	\$1645	\$1592	\$1407	\$1247	\$1194	\$1167
12	\$1751	\$1698	\$1513	\$1354	\$1301	\$1273
16	\$1804	\$1751	\$1619	\$1460	\$1407	\$1380
20	\$1867	\$1804	\$1672	\$1566	\$1513	\$1486
24	\$1910	\$1867	\$1725	\$1619	\$1566	\$1539
28	\$1964	\$1910	\$1778	\$1698	\$1645	\$1619
32	\$2015	\$1964	\$1831	\$1725	\$1672	\$1645

Number of pages	1 to 4 Units Per Year	5 to 12 Units Per Year	13 to 24 Units Per Year	25 to 36 Units Per Year	Over 36 Units Per Year	Over 50 Units Per Year
Card to 4 Pages	\$1672	\$1617	\$1448	\$1282	\$1226	\$1199
8	\$1728	\$1672	\$1476	\$1310	\$1254	\$1226
12	\$1839	\$1783	\$1588	\$1421	\$1365	\$1337
16	\$1894	\$1839	\$1699	\$1532	\$1476	\$1448
20	\$1950	\$1894	\$1756	\$1644	\$1588	\$1560
24	\$2006	\$1950	\$1811	\$1699	\$1644	\$1616
28	\$2062	\$2006	\$1867	\$1783	\$1728	\$1699
32	\$2118	\$2062	\$1922	\$1811	\$1755	\$1728

- Supplements to be distributed by The Herald must be delivered 3 days prior to publication to the West Penn Printing Plant, 103 River Park Dr., RD #2, New Castle, PA 16101.
- Insert dates must be confirmed.
- Number of preprints required is based on the latest paid circulation audit report. Included in this total number are projected copies distributed but not counted as paid, as well as projected process and transportation spoils. At regular intervals the advertiser should confirm that The Herald is receiving the correct amount of inserts needed to cover current total distribution.

## Weekday and Sunday

The following rates are for advertising appearing in the classified section of The Herald. Contract rates are available with a signed agreement. These rates are non-commissionable and non-transferable.

## Weekly Minimum Contracts

These contracts are designed for those advertisers who need or want constant exposure. Weekly contracts are a more cost efficient way to place your message in front of potential customers on a consistent basis.

52 Consecutive Weeks		26 Consecutive Weeks		13 Consecutive Weeks	
Rate per Column Inch Daily & Sunday		Rate per Column Inch Daily & Sunday		Rate per Column Inch Daily & Sunday	
10	\$17.69	10	\$17.79	10	\$18.06
8	\$17.97	8	\$18.01	8	\$18.30
6	\$18.01	6	\$18.30	6	\$18.35
4	\$18.30	4	\$18.35	4	\$18.52
2	\$18.58	2	\$18.52	2	\$18.63

### Annual Bulk Contracts

The most flexible contract we offer, bulk rates per column inch are based on minimum annual volume levels. For higher volume advertisers than quoted here, dollar volume contracts are available. Contact your advertising consultant.

Rate per Column Inch	Daily and Sunday
Over 13,000	\$15.59
Over 10,000	\$16.22
Over 6000	\$16.95
Over 3000	\$17.06
Over 1000	\$17.72
Over 600	\$17.58
Over 300	\$18.06
Over 150	\$18.16
OPEN	\$25.23

### CLASSIFIED LINE RATES

#### COMMERCIAL LINE RATE DAILY & SUNDAY

Local Commercial Rate	\$2.52
Agency Rate	\$2.94
Agency Display	\$29.38

#### CALL THE EXPERTS

3 Lines per day for 30 consecutive days \$117.39  
**Plus! A 2x2 Display Ad FREE**

Each Additional Line \$34.39  
 Payment in Advance.

<p>Open 1-7 daily. www.simco-apts.com</p> <p><b>Monticello Apts.</b> 2 Bdrm, \$531 + electric. Pool, security deposit, no pets. 724-981-9039</p> <p><b>Office Space, 1200 sq. ft. Completely renovated. Call 724-347-2410 or 724-981-6380</b></p> <p><b>Remodeled 1 bdrm great Farrell location. \$345+ gas &amp; electric. 724-342-5464</b></p> <p><b>Sharon efficiency apt. 724-946-8176</b></p> <p><b>Sharpsville, 2 bdrm. \$425-724-819-0905</b></p>	<p>son Black at Jason Black Chevrolet, Sharpsville, PA.</p> <p><b>LOOK NO FURTHER Immediate Openings \$8/Hr. Full-time Evening shift Part-time day shift also available</b></p> <ul style="list-style-type: none"> <li>Inbound Call Center</li> <li>Paid training</li> <li>Weekly pay + bonus</li> <li>Paid vacation</li> <li>Medical/dental/401(k)</li> <li>Professional atmosphere</li> <li>Stable work</li> </ul> <p>Call for an interview 1-800-210-9184 Inbound Ext. 833 www.infocision.com</p> <p><b>Motor Route Driver</b> Newerford Pa</p>	<p>Complete Home Improvements. Interior Exterior. Bonded &amp; Insured. 724-877-4141</p> <p><b>88. EXCAVATING</b></p> <p><b>Dozer &amp; Backhoe Services, Call Todd. 724-475-4499</b></p> <p>Excavating, housefitting, sewer &amp; utility lines. 724-866-6419</p> <p><b>90. PLUMBING</b></p> <p>American Plumbing M/C &amp; Visa accepted. 724-347-7111</p>	<p><b>H Cross 724-652-4350</b></p> <p><b>100. CONCRETE</b></p> <p>SCHAFFER'S Concrete &amp; Finishing Small block jobs. All facets 724-475-4499</p> <p><b>108. PAINTING</b></p> <p>Autumn/Sr. Specials Custom painting, 25 yrs. exp. 346-4220</p> <p>Larry's Painting. Neat. Free estimates. 724-475-3887</p> <p>Neat &amp; Reasonable. 724-962-4769</p> <p>Painter Lady 983-1540 Paint/wallpaper/texture ceilings. 20 yrs exp. 983-1540</p>	<p>Myron T. Worona, owner operated. Truck mounted unit. 724-962-0800</p> <p><b>150. SNOW REMOVAL</b></p> <p>All plowing &amp; salting. Call 330-448-2848</p> <p>Snow Plowing, removal, salting, commercial residential. Free estimates 330-448-1802</p> <p><b>151. LEAF REMOVAL</b></p> <p>Leaf Removal. Chuck Sr. Discount. 962-9600</p> <p><b>152. TREE SERVICE</b></p> <p>Beck Bros. 347-4455</p>	<p><b>162. HAULING</b></p> <p>#1 K&amp;D Hauling rubbish 724-981-0759 Cell 724-986-4171</p> <p>HAULING, Snow Plowing &amp; car removal! 724-301-4870</p> <p>Sereday's Dumpsters. 330-448-4000 or 1-877-774-BOXX</p> <p><b>181. COMPUTERS</b></p> <p>KeithComputers.com Computer sales/repair 724-269-9478</p> <p><b>182. COMPUTER REPAIR</b></p> <p>Affordable home networking, computer</p>
--	--	--	--	--	--

### ADMINISTRATOR or EXECUTOR NOTICE

Includes required proof of publication \$150.60

### LEGAL ADVERTISING

\$2.01 per line

## POLITICAL ADVERTISING

Candidates for political office within the states of Pennsylvania/Ohio are entitled to classified and retail rates and any applicable earned discounts. All political advertising must be paid in advance and marked "political advertisement" at the top of the ad. The name of candidate or an officer of the committee or organization sponsoring the ad must be included.

**Color Rate** One color/black \$395.00 • Two color/black \$465.00 • Three color/black \$565.00

## The Herald, Allied News, Hubbard Press

		2007 ABC Herald Daily*	2007 ABC Herald Sunday*	PMA DELIVERY	Hubbard Press	Allied Wed. Paid	Allied Wed. Market Guide	1/1/03 Occupied Household Estimate
Clark	16113	86	113	0	0	0	0	212
Clark Mills	16114	25	46	0	0	0	0	277
Farrell	16121	1108	1046	587	0	0	0	2757
Fredonia	16124	40	34	0	0	0	0	724
Greenville	16125	1813	2006	0	0	16	0	7511
Grove City	16127	1554	1657	0	0	3520	2230	5206
Hadley	16130	124	125	0	0	0	0	791
Jackson Center	16133	191	190	0	0	50	300	520
Jamestown	16134	241	304	0	0	0	0	1771
Mercer	16137	2370	2445	0	0	350	2550	4308
Sandy Lake	16145	199	230	0	0	131	730	1077
Sharon	16146	3163	2914	1600	0	0	0	6683
Hermitage	16148	3208	3422	846	0	0	0	7020
Sharpville	16150	1342	1364	718	0	0	0	3706
Sheakleyville	16151	22	50	0	0	0	0	97
Stoneboro	16153	346	368	0	0	61	200	1028
Transfer	16154	488	505	0	0	0	0	1077
W. Middlesex	16159	1621	1658	0	0	0	0	1805
Wheatland	16161	191	149	206	0	0	0	362
Misc. Zips (Mercer Co.)		229	229	0	0	120	0	529
<b>Total Mercer County</b>				<b>3,957</b>	<b>-</b>	<b>4,248</b>	<b>6,010</b>	<b>47,461</b>
Harrisville (Butler Co.)	16038	37	44	0	0	224	875	1464
Slippery Rock (Butler Co.)	16057	10	10	0	0	0	2265	4298
New Castle (Lawrence Co.)	16101	93	146	0	0	0	0	0
New Wilmington (Lawrence Co.)	16142	235	236	0	0	0	0	2232
Pulaski (Lawrence Co.)	16143	21	31	0	0	0	0	1463
Volant (Lawrence Co.)	16156	15	15	0	0	59	0	1015
Clintonville (Venango Co.)	16372	0	0	0	0	0	850	0
Brookfield, OH (Trumbull Co.)	44403	853	861	0	0	0	0	1881
Burghill, OH (Trumbull Co.)	44404	36	38	0	0	0	0	618
Hubbard, OH (Trumbull Co.)	44425	100	99	0	1500	0	0	6286
Masury, OH (Trumbull Co.)	44438	360	349	0	0	0	0	2199
Orangeville, OH (Trumbull Co.)	44453	18	40	0	0	0	0	81
Misc. Zips		0	0	0	0	469	0	0
<b>Total Other Zips</b>				<b>-</b>	<b>1,500</b>	<b>752</b>	<b>3,990</b>	<b>21,537</b>
<b>Total Distribution</b>		<b>20,139</b>	<b>20,724</b>	<b>3,957</b>	<b>1,500</b>	<b>5,000</b>	<b>10,000</b>	<b>68,998</b>

**CIRCULATION**  
 The Herald is a member of the Audit Bureau of Circulations.  
 • Paid circulation: December 31, 2007  
 Daily 19,862 Sunday 20,397

**READERSHIP**  
 Adult Readers (18+) 58,458  
 Percentage of Adults Reached 57%  
 Source: 1999 Inland Research Market Survey, Erie, PA

**Creating maximum exposure for your advertising dollars**

**Allied News And Market Guide**

The Allied News is a weekly sister newspaper of The Herald covering Grove City and the eastern portion of Mercer County. There are 5,000 paid subscribers. The Market Guide is an advertising edition that is distributed to non-subscribers in eastern Mercer County. Published every Wednesday. 13,900 DISTRIBUTION

**ALLIED NEWS/HERALD COMBINATION RATES**

Advertising appearing in The Herald may be repeated without change of copy in the weekly edition of the Allied News and Market Guide at the following rates:

**Retail Wednesday only, Saturday only**  
 \$9.31 per inch (with Herald contract)  
 \$11.02 per inch (without Herald contract)

**Classified Wednesday only, Saturday only**  
 \$6.00 per inch (with Herald contract)  
 \$7.27 per inch (without Herald contract)

**Allied News Saturday**  
 (Combo Pickup Rates With Wednesday Allied Run)

- Retail  
 \$3.29 per inch (with Herald contract)
- Classified  
 \$2.64 per inch (with Herald contract)
- Preprints  
 \$690 In combination with The Herald  
 FULL DISTRIBUTION

**Hubbard Press**

A weekly newspaper serving the Hubbard, OH market. Delivered every Saturday morning to drop sites in Hubbard. 1,500 DISTRIBUTION

**HERALD/HUBBARD PRESS COMBINATION RATES**

Advertising appearing in The Herald may be repeated without change of copy in the weekly edition of the Hubbard Press at the following rates:

**Retail**  
 \$6.44 per col. inch (with Herald contract)  
 \$7.92 per col. inch (without Herald contract)

**Classified**  
 \$4.02 per col. inch (with Herald contract)  
 \$5.44 per col. inch (without Herald contract)

**TV & E Magazine**

TV & E is published as part of each Friday's Herald in tabloid form. Included are such features as:

- Full TV coverage including all area cable listings.
- Entertainment information and articles.

**TV& E Ad Rates**

Signed contract for 52 weeks and guaranteed position.  
 \$12.86 per col. inch

**HERALD/NEW CASTLE NEWS COMBINATION RATES**

Advertising appearing in The Herald may be repeated without change of copy in the New Castle News at the following rates:

- Retail \$9.99 per col. inch
- Classified \$6.99 per col. inch

**REAL ESTATE SPOTLIGHT**

A special promotion every friday featuring full color. Classified \$31.45 per block



**POWER PACKAGE**

Buy all three publications The Herald, Allied News and Hubbard Press Receive a **\$1<sup>00</sup>** PER INCH **DISCOUNT** on Hubbard Press and Allied News

## Dominates Sharon, Farrell, Sharpsville, Hermitage, Wheatland, Mercer County and Brookfield Township in Ohio. Comprises the Mercer County portion of the Youngstown DMA.

### 1. PERSONNEL

- Publisher **John L. Lima**  
jlima@sharonherald.com
- Director of Advertising **James N. Galantis**  
jgalantis@sharonherald.com
- Advertising Sales Manager **Denise Gabany**  
dgabany@sharonherald.com
- Circulation Manager **Michael J. Linden**  
mlinden@sharonherald.com
- Controller **Kelly Cummings**  
kcummings@sharonherald.com

### 2. REPRESENTATIVES

Not available.

### 3. COMMISSION/ TERMS OF PAYMENT

- a. Agency Commission 15%
- b. Cash Discount 2%
- c. Cash Discount Date, 10th of each month for preceding month's business, providing there are no unpaid balances.

### 4. GENERAL

- a. 30 day notice given of any rate revision.
- b. All advertising subject to approval.
- c. Advertising that simulates editorial content must carry the word "Advertisement" as a caption.  
**SEE ADDITIONAL GENERAL CONTRACT AND COPY REGULATIONS PG. 3**

### 5. GENERAL ADVERTISING RATES

- a. **OPEN RATES**  
Daily and Sunday Black and White \$39.32 per in.  
Combined Herald/Allied News \$52.00 per in.

- b. **PREPRINT RATES**  
8 pages \$2,205 16 pages \$2,360  
12 pages \$2,310 24 pages \$2,480

- Sunday 10% additional.
- Volume discounts available.
- Supplements to be distributed by The Herald must be delivered to West Penn Printing Plant 103 River Park Dr., RD #2, New Castle, PA 16101

### c. NEWSPLAN DISCOUNT RATES

(Subject to 12 months signed contract)

Pages	Inches	Inch Rate	Discount
6	774	\$29.50	25%
13	1,677	\$28.71	27%
26	3,354	\$27.93	29%
52	6,706	\$27.14	31%
65	8,385	\$25.56	35%
78	10,062	\$23.67	40%

### 6. ZONED EDITIONS

None available

### 7. COLOR RATES

Use black and white rates plus the following cost...

b/w 1c	b/w 2c	b/w 3c
\$450.00	\$510.00	\$620.00

- Available Monday through Sunday.
- Closing dates: Reservations 10 days in advance with printing materials 7 days in advance.
- Cancellation date: 4 days in advance.
- Type page or form size 11.3 inches wide by 20.6 inches deep.
- Running head and date line not required on pages.

### 12. R.O.P. DEPTH REQUIREMENTS

Minimum advertisement acceptable: one column by one inch. Advertisement 20.6 inches or more in depth will be charged as full columns.

### 13. CONTRACT and COPY REGULATIONS

- See Page 2

### 14. CLOSING SCHEDULES and CANCELLATION DATES

- See Page 2

### 15. MECHANICAL MEASUREMENTS

- See Page 2

OUR PRODUCTION IS 100% OFFSET

### 16. SPECIAL CLASSIFICATIONS and RATES

Legal Advertising \$3.25 per line  
Set 6 pt. plus notary fee of \$1 for affidavit.

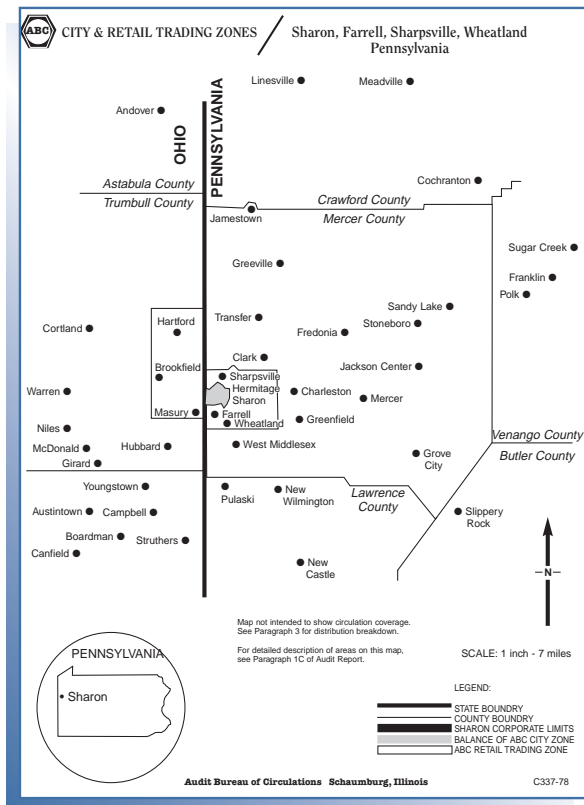
### 17. CLASSIFIED RATES

Agency rate (line) \$2.55  
Agency rate (inch) \$25.40

### 20. CIRCULATION

a. Member ABC Daily 19,862 Sunday 20,397  
December 31, 2007.

## ~ Sharon Herald Market Area ~



*Giving coverage to the special interests of our readers*



Business and consumer issues are the focus of The Herald's monthly specialty magazine The Mercer County Business Chronicle.

Cover stories introduce readers to local businesses that are sometimes better known internationally than locally, or recount the history and futures of longtime family institutions. And for fun there's stories like Sharon's quirky collection of the "world's-biggest" retailers and attractions.

In between, local columnists give advice on advertising, marketing, legal issues and minding your money and guarding your nest egg. Medical Pulse covers news and newsmakers in the medical community, while Honor Roll chronicles notable achievements by individuals and groups within the business community.

Q&A takes you deeper into the lives and backgrounds of familiar community and business leaders.

Each month a new vehicle or model is reviewed in Behind the Wheel and illustrated with one on the lot of a local dealership.

Chamber dates highlights events hosted or toasted by by the four local chambers of commerce.

The award-winning Mercer County Business Chronicle shines a spotlight on the business community and offers news to inform both business-to-business and consumer interests.

As newspapers come up with unique ways to stay current with societal trends, The Herald made the decision to expand their community coverage by creating a magazine for women in 2005. The magazine – Views & Voices – had its inaugural issue in May 2005 followed by two more issues quarterly that year.

Because of the positive feedback from our readers, the decision was made to increase publication from a quarterly into a monthly magazine.

The key to the success of Views & Voices is the emphasis of stories about women currently or originally from our readership area using ideas and information from in and around our community.

The magazine, which is currently distributed through The Herald newspaper in Sharon and sister paper Allied News in Grove City on a monthly basis, complements the coverage of both newspapers without compromising their editorial content.

As our readership has grown, so has our distribution. The magazine is now sold in "boutique-style" newsstands in two states and is available for subscription across the United States.

Welcome to our award-winning publication for baby boomers and beyond, Life & Times, a magazine with senior flair.

This monthly, full-color magazine offers news to use for the 23,000 people in Mercer County who are considered senior citizens and for those who care about and for them.

Each month, we spotlight a member of the community who remains active at a time when many people have decided to take life easy. In 2010 we introduced you to Mark and Linda Brown, the driving force behind the Mercer Memorial 500; to champion swimmer Ed McCullough, who at 72 can be found in the pool almost every day; and to the Buhl Day honorees, who will anchor the magazine every August.

In 2011, we'll be examining housing options for people looking to downsize or just get away from heavy-duty home maintenance. And our local columnists will assist readers with legal and financial affairs, the latest in technology and their own forms of home-grown entertainment.

Besides that and our timely calendar of things to do, our in-house deltiologist will continue to show readers his collection of historic post-cards of the area.

**Herald Promotional Supplements and Pages**

**SPECIAL PROMOTIONAL SUPPLEMENTS**

- Spring Bridal Guide - January 27th
- Outlook - February 6, 13, 20, 27
- College Guide - February 22
- Spring Car Care - March 9th
- Intro 2011 Autos - March 12th
- Best of the Best Nominees Tab - March 23rd
- Design An Ad - April 5th
- Real Estate Tab - April 14th
- Home & Garden - April 19th
- Golf Tab - April 26th
- Consumer How-To-Guide April 12th
- Senior Lifestyles - May 3rd
- Best of the Best Winners Tab - May 18th
- Graduation Section - May 22nd
- Dream Home - May 17th
- Health and Fitness - July 19th
- Back-To-School - August 2nd
- Football Preview - August 23rd
- Home Sweet Home - September 6th
- Home Finders - September 20th
- Winter Bridal Guide - September 27th
- College Guide - October 4th
- Fall Car Care - October 4th
- Retirement Planning - October 18th
- It's All In The Family - October 25th
- Holiday Gift Guide - November 6th
- Last Minute Gift Guide - December 4th
- Recipe Book - December 6th
- Super Coupon Book - March, June, August, November
- Puzzle Book - January, April, July, October

All Supplements run in Allied News except: Outlook, Design an Ad, Graduation Section

All Supplements run in the Hubbard Press except:

Intro 2011 Auto, Real Estate, Home Finders, Retirement Planning, Consumer How-To, Best of the Best, Dream Home, Health & Fitness, Super Coupon Book, Puzzle Book

**2011 SPECIAL PROMOTIONAL PAGES**

- New Year's Day Special**
- Nascar Page**
- Every week thru NASCAR Season**
- Valentine's Day Page**
- St. Patrick's Day Page**
- Easter Page**
- Mother's Day Page**
- Memorial Day Special**
- Father's Day Page**
- July 4th Special**
- Labor Day Special**
- Power Points**
- Spooktacular Savings Special**
- Stocking Stuffer Page**
- Holiday Color Photo Highlights**
- Holiday Greeting Page**

**Please Note:**

Dates are subject to change

**Pick 5 Special**

Name of Business \_\_\_\_\_

Owner or Manager's Signature \_\_\_\_\_

Size of Ad \_\_\_\_\_ Date \_\_\_\_\_

Name of Herald Representative \_\_\_\_\_

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Spring Bridal        | <input type="checkbox"/> Golf Tab             | <input type="checkbox"/> Home Sweet Home        |
| <input type="checkbox"/> Outlook              | <input type="checkbox"/> Consumer How To      | <input type="checkbox"/> Fall Home Finders      |
| <input type="checkbox"/> Spring Car Care      | <input type="checkbox"/> Senior Lifestyles    | <input type="checkbox"/> Winter Bridal Guide    |
| <input type="checkbox"/> Intro 2011 Auto      | <input type="checkbox"/> Best of Best Winners | <input type="checkbox"/> Fall Car Care          |
| <input type="checkbox"/> Best of Best Nominee | <input type="checkbox"/> Graduation           | <input type="checkbox"/> Retirement Planning    |
| <input type="checkbox"/> Design An Ad         | <input type="checkbox"/> Dream Home           | <input type="checkbox"/> It's All In the Family |
| <input type="checkbox"/> Real Estate          | <input type="checkbox"/> Health and Fitness   | <input type="checkbox"/> Holiday Gift Guide     |
| <input type="checkbox"/> Home & Garden        | <input type="checkbox"/> Back-To-School       | <input type="checkbox"/> Last Minute Gift Guide |
|   | <input type="checkbox"/> Football Preview     | <input type="checkbox"/> Recipe Book            |



**The Herald's supplement special...  
Purchase 4 ads at regular price in any special supplement and get the 5th ad...**

**FREE!**

Copy this form, indicate the 5 special supplements you wish to use. Sign and return this form to your Herald representative