

HERALD-Standard



Rates & Services Media Kit 2023



Award Winning local coverage for our community!



**ADVERTISING
+ DIGITAL
724-439-7520**

**CLASSIFIEDS
724-439-7510**

Quick Facts:

- 36,000 readers every weekday in the Fayette, Greene, and Mon Valley communities
- 46,000 readers every Sunday in the Fayette, Greene, and Mon Valley communities
- More than 200,000 online website views per week
- 80% of readers are homeowners
- Average income is over \$50,000





The Herald-Standard (HS) Newspaper, our flagship product, is an award winning Sunday through Friday printed paper that serves both Fayette and Greene counties. We reach over 74,000 readers every week and provide national and local news, sports, community and a rotation of Featured Sections including Go! Magazine, Home, and Wheels. We also feature frequent special sections and programs that keep our paper fresh and exciting for our readers.



An exact digital replica of our award winning print product is available online daily, that averaged 70,000 views per week.



Our website provides 24/7 access to all of our award winning news content as well as video, local business marketplace listings, and other interactive web-exclusive content and can be accessed on computer and mobile devices. Averages 200,000 views per week



Greene County Messenger (GCM) is a weekly publication with a circulation of 3,300 that contains 100% local Greene County content. This publication reaches subscribers exclusively in the Greene County area and is covered from our Waynesburg office, in the heart of the county.

Divisions of Central Pennsylvania Newspaper LLC

- Think
- Buy
- Invest
- Visit



A Southwestern Pennsylvania based marketing program dedicated to strengthening the region's economy by promoting locally-owned, independent businesses, educating residents and visitors about the importance of Thinking, Buying, Investing and Visiting locally

and the positive impact this philosophy has had on our area. The Network currently includes businesses from Fayette, Greene, Beaver, Washington and Westmoreland counties. The Be Local Network is operated by a group of community organizations and local media companies who are dedicated to improving the climate of the local economy and to building a community of buyers that understand the importance of investing in local businesses and corporations.



Reimagine Main Street helps businesses capture new potential customers through a variety of online opportunities—ultimately giving you increased exposure. From start to finish, our agency handles everything from building websites + search engine

marketing, to social media management, text + email marketing, targeted online advertising + more. No matter where you are in your digital journey, we can build your presence from the ground up or take your current marketing campaign to the next level. Based on your needs + goals, we will build a strategic digital program + customized growth plan.



ADVERTISING

RETAIL SALES: With a combined total of 100+ years of experience, this department can handle every client need imaginable. Our retail executives handle our contract advertisers to make sure their campaigns are successfully delivered and produce results. Advertise in any of our products with campaigns tailored to meet your business needs. Our talented and skilled campaign managers will not let you down. From concept to design and implementation we've got it covered. Call today to schedule a meeting to discuss our creative, affordable campaigns to get back into the media.

INSIDE SALES: These experienced executives are experts at recommending and selling our special sections. If you're an advertiser who's looking for some additional ways to promote your business or to show your support for a cause, you'll definitely want to involve these talented professionals in your campaign.

CLASSIFIED: Our classified department has a pulse on our community. From recruitment, real estate, and automotive to legal and miscellaneous items for sale, this department talks to all of our customers. Whether big or small, our classified department has creative ways for our customers to get their message out.

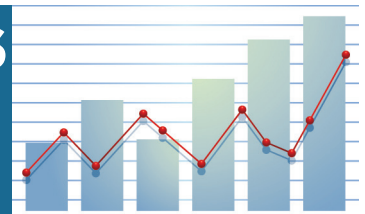
DIGITAL: Our digital team is a dedicated and inspired group ready to lead the way with new and innovative concepts to meet and grow expectations of every business they work with. From dynamic and interactive advertisements on heraldstandard.com to national campaigns, our digital department is prepared to prove to you the merits of digital advertising by offering hands on guidance and interpretation of the marketing data and analytics provided for each campaign.

Get your message out there by promoting your business with any of our departments today!

2023 PRINT AND ONLINE STATS

Circulation

Weekly 9,000 • Sunday 11,000



Readers

Daily	22,500
Sunday	27,500
Weekly	50,000
Women	56%
Men	44%
Home Owners	80%
Average Income	\$50,000
Average Age	52.6
College Educated	36%
Average Home Value\$155,537

Heraldstandard.com

Page Views Per Week	200,000
Visits Per Week	87,000
Visitors Per Week	60,000

Social Media

Facebook	18,000
Twitter	5,000



SERVICES

Print Advertising

We offer many custom ad options in our print products that are sure to meet your needs. We also offer many Special Sections throughout the year to target niche customer demographics.

- I. Run of Paper:** target customers in Fayette and Greene counties and the Mon Valley with custom ads in our print products.
- II. Classified:** classified advertising works. Have some things you want to sell or list things for free? Call our classified department today.
- III. Special Sections:** we offer many special sections throughout the year to provide you with a cost-effective way to target a more specific audience.

Digital Advertising

Blanketing Fayette and portions of Washington + Greene Counties, our online readership is more than 90% local. Our websites offer unique online advertising opportunities with digital ads, homepage banners, email + section sponsorships, + interactive user experiences.

- I. Homepage Banner Ads:** showcase your business, products or services with the top advertising banner on our website's homepage.
- II. heraldstandard.com Impressions:** Digitally advertise your business on all pages of the Herald Standard's website, where potential customers can see and interact with your ads.
- III. Online + Email Sponsorships:** Place your ads in prominent positions, with built-in audiences, by utilizing our daily website visitors and email subscribers.

Print & Deliver Action Inserts

Focus on running your business while our professionals design, produce and deliver your message to a targeted audience of your choice.

Vendor Tabs

Want to promote your business with an informational tab but not foot the bill? Give us a list of vendors you work with and we'll sell them ads to cover the cost to design and print it. All you have to do is provide the content.

Research Services

We can provide you with the most up-to date research in the market via Pulse INC.

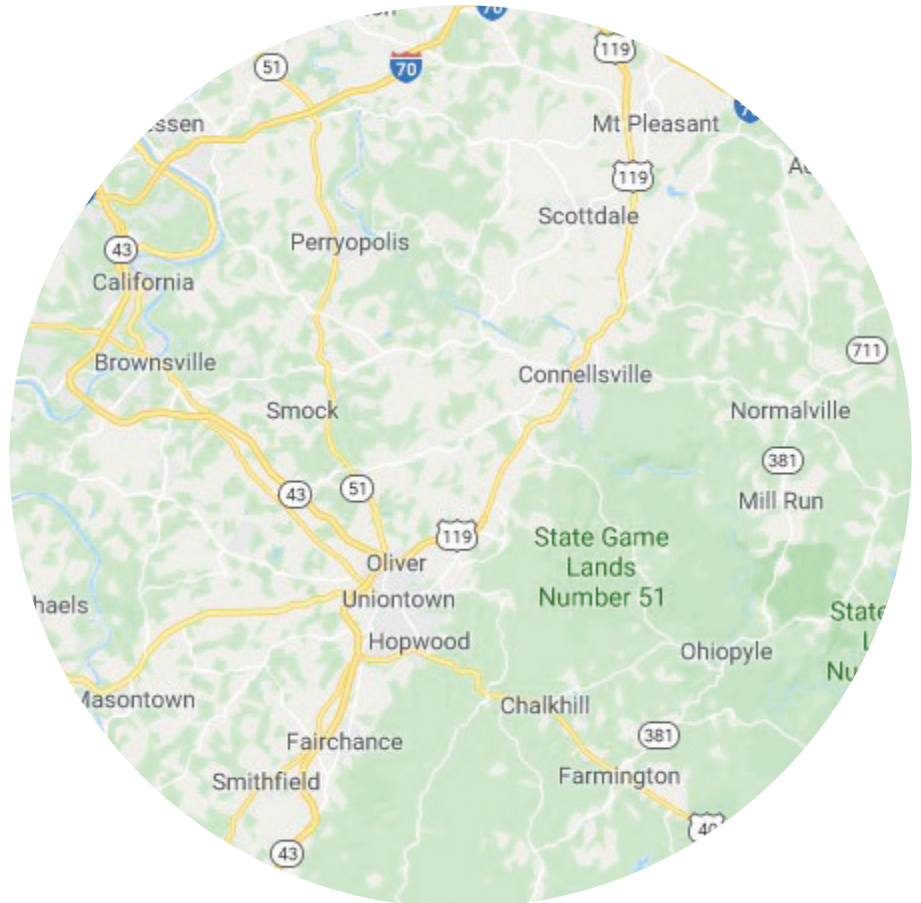




CIRCULATION

HOME DELIVERY AREA

15012 Belle Vernon	15432 Dunlevy	15465 Mt. Braddock
15022 Charleroi	15433 E Millsboro	15466 Newell
15033 Donora	15434 Elco	15468 New Salem
15038 El Rama	15435 Fairbank	15469 Norma/ville
15062 Monessen	15436 Fairchance	15470 Ohiopyle
15063 Monongahela	15437 Farmington	15472 Oliver
15067 New Eagle	15438 Fayette City	15473 Perryopolis
15072 Pricedale	15440 Gibbon Glade	15474 Pt. Marion
15087 Webster	15442 Grindstone	15475 Republic
15089 West Newton	15443 Hibbs	15477 Roscoe
15313 Beallsville	15444 Hiller	15478 Smithfield/Smithton
15314 Bentleyville	15445 Hopwood	15480 Smock
15315 Bobtown	15449 Keisterville	15482 Star junction
15320 Carmichaels	15450 La Belle	15483 Stockdale
15322 Clarksville	15451 Lake Lynn	15484 Uledi
15327 Dilliner	15456 Lemont Furnace	15486 Vanderbilt
15331 Ellsworth	15458 Mc Clellandtown	15489 W Leisenring
15332 Finleyville	15459 Markleysburg	15622 Champion
15333 Fredericktown/Millsboro	15461 Masontown	15666 Mt.Pleasant
15338 Greensboro	15463 Merrittstown	15683 Scottdale
15344 Jefferson	15464 Mill Run	
15345 Marianna		
15351 Nemaocolin		
15357 Rice's Landing		
15358 Richeyville		
15360 Scenery Hill		
15368 Vestaburg		
15370 Waynesburg		
15401 Uniontown		
15410 Adah		
15411 Addison		
15412 Allenport		
15413 Allison		
15416 Brownfield		
15417 Brownsville		
15419 California		
15420 Cardale		
15421 Chalk Hill		
15422 Chestnut Ridge		
15423 Coal Center		
15424 Confluence		
15425 Connellsville		
15427 Daisytown		
15428 Dawson		
15429 Denbo		
15431 Dunbar		





ADVERTISING RATES

OPEN TO		DAILY	SUNDAY
RETAIL	FULL RUN	\$53.77	\$55.74
CLASSIFIEDS	SET SOLID	\$3.69/LINE	\$3.95/LINE
	LEGAL DISPLAY	\$42.13	\$42.13
	LEGAL SET SOLID	\$5.51/LINE	\$5.51/LINE
	DEATH NOTICES	\$2.00/LINE	\$2.00/LINE
	SECOND FRONT PAGE	\$9.95/LINE	\$9.95/LINE

Proof of Publication/Affidavits \$7.50 each

BUSINESS BUILDERS

12 MONTH CONTRACT*	
INCHES PER MONTH	COST PER INCH
24" - 48"	\$13.75
60" - 84"	\$12.95
96" - 120"	\$11.55

*Minimum 4 ads per month, Ads changes allowed once a month

ANNUAL BULK RATE

RETAIL		
INCHES PER MONTH	DAILY	SUNDAY
200	\$37.40	\$38.40
300	\$36.94	\$37.85
720	\$37.300	\$37.40

CLASSIFIEDS

LINES PER YEAR	DAILY	SUNDAY
1,680	\$1.53	\$1.60
5,040	\$1.52	\$1.50
10,080	\$1.51	\$1.58

*Minimum 16" retail, 336 lines classifieds per month for 12, 6, or 3 consecutive months

COLOR PRICING		
FULL COLOR	ADDITIONAL	\$255

Community
First donation made
in holiday fund. **A7**

Sports
Quarzo earns Runner of
the Year honor. **B1**

Call 724-439-7530 to SUBSCRIBE

HERALD-Standard

Serving Fayette County, Mon Valley Communities & Greene County

TUESDAY, DECEMBER 1, 2020 84,000 READERS EACH WEEK VOL. 40 NO. 104 \$2.00

Offering a helping hand

Washington County records new death from COVID-19

Hunters Sharing the Harvest offers unique way to give back

By Kevin Anderson
A Pennsylvania hunter donates a deer to Hunters Sharing the Harvest by dropping the deer at a participating butcher shop. Because of program success generally, there is no cost to the hunter for processing a donated deer.

When a hunter kills a deer he or she needs to donate, they simply take that deer to a participating butcher. They fill out one simple form and it enables the butcher to file that voucher with our program. Last year, more than 4,000 hunters donated about 600,000 pounds of venison - the highest total in the 29 years the program has been in place. Over the course of the program, more than 1 million pounds of venison has been donated to those in need. The venison, distributed as ground meat, goes to food banks, soup kitchens who donate it to those in need. Meyer said the food banks and the Salvation Army, receive the most locally. He said 125 butchers across Pennsylvania participate, and

Another person has died from COVID-19 in Washington County bringing its death toll from the disease to 71 this year. There were no new virus deaths reported in Greene and Fayette counties. Greene added 10 new cases to its total of 732. There were 59 new cases in Fayette, bringing its total to 2,231. Washington County reported 48 new virus cases since Saturday, taking its cumulative total to 4,609. The state Department of Health reported 107 new fatalities statewide Monday from the virus that has killed more than 10,000 Pennsylvanians since March. "Please stay home," says Health Sec. Dr. Rachel Levine said over concerns that travel over the Thanksgiving weekend will lead to an other surge in COVID-19 cases. Levine said hospitals "in general" are becoming strained by virus patients. There were 94 such patients in intensive-care units Monday. "We're very concerned about the hospital capacity," she said. With growing concerns about children carrying the virus, Levine said the smartphone app the state

HELPING THE HELPERS
AN ONGOING QUEST ON THE AREA'S NONPROFITS
are paid for their services by donations people make to Hunters Sharing the Harvest. The program received deer during another season, which ran from early October through mid-November, and will continue to accept

BACK, Page A3

Region braces for first substantial snowfall of winter season

By Kevin Anderson
A winter weather advisory is in effect from 1 a.m. Tuesday until 7 a.m. Wednesday. "There will be some areas that see snow, but the Laurel Highlands area," he said. "They could see accumulations of 2 to 3 inches. Specifically for those higher elevation regions, we have a winter storm warning in effect." Frasier said while the ground will see accumulation, the duration of the snow over most that will last hours, along with the temperatures staying in the high 20s to low 30s, may give the state's Department of Transportation a good chance of keeping the roadways maintained. "It's always a good idea to still

The city of Washington Public Works Departments is ready for the region's first snowfall. Officials purchased and stacked a new salt shed earlier this year.

SWCN, Page A2

Index
Classified ... B6 Puzzles ... B4
Comics ... B5 Sports ... B1
Obituaries ... A4
Opinion ... A3

Obituaries
Bakovitz, Thelma M. Kashary, Uniontown Sharp, Kenneth Allen, Connettsville
Camp, Edward S., Dunbar
Clark, Richard Joseph, Miller
Marquardt, Ronald Wayne, Uniontown
Pacheco, Joseph S., Jr., Woodfield and
Uniontown
Rochford, James L. Lemont Furnace See details on Page A4.

heraldstandard.com

SWC REALTY
SOLD WITH CONFIDENCE

DANIEL MATTHEWS
WILL MAKE YOUR HOME FRONT PAGE NEWS!

DANIEL MATTHEWS
SWC REALTY AGENT
dmatthews@swcrealty.com
(724) 860-3415

UNIONTOWN OFFICE: (724) 425-7300 • SWCrealty.com • IT'S SIMPLE. WE JUST MARKET YOUR HOME BETTER!



CLASSIFIEDS

Help Wanted

Business Services

Real Estate/Home

Automotive

Apartments for Rent

Bright-N-Early

Auctions

Community Calendar

Events

Second Front Page

Obituaries

Happy Ads

Memoriam

Greeting

Announcements

Lost & Found

Instruction/Classes

Church Bulletin

Special Sections

Dance

All Stars

Tribute

Personals

Garage Sales

Legal Notices

CLASSIFIED ADVERTISING WORKS!

Have some things you want to list to sell or have some things you want to give away for free? Look no further than the department who can list it all. **Call one of our Classified Advisors today!**



Greene County MESSENGER

RETAIL/CLASSIFIED DISPLAY(NET)

RETAIL	6 COLUMNS	\$14.60/INCH
CLASSIFIEDS	6 COLUMNS	\$11.33/INCH
FULL COLOR		+ \$150 PER AD

NATIONAL DISPLAY(NET)

RETAIL	6 COLUMNS	\$23.50/INCH
CLASSIFIEDS	6 COLUMNS	\$18.15/INCH
FULL COLOR		+ \$155 PER AD

PUBLISHES FRIDAY ONLY

Greene County MESSENGER
DAILY UPDATES AT GREENECOUNTYMESSENGER.COM • Dec. 11-17, 2020 • #16

INSIDE
Hunters sharing the highest offers on unique work to give back
Veo starting search for Miles
INDEX
Vol. 27 No. 160
\$1.00

Celebrating in reverse
The early morning Christmas Parade in Greene County was a festive affair, with participants wearing masks and social distancing. The parade was held in reverse to ensure safety during the COVID-19 pandemic.

County enjoys Christmas Parade
The early morning Christmas Parade in Greene County was a festive affair, with participants wearing masks and social distancing. The parade was held in reverse to ensure safety during the COVID-19 pandemic.

Spreading cheer for the holidays
Sycamore couple hands out gift cards to strangers. The couple, who have been together for 20 years, decided to give out gift cards to strangers as a way to spread cheer during the holidays.

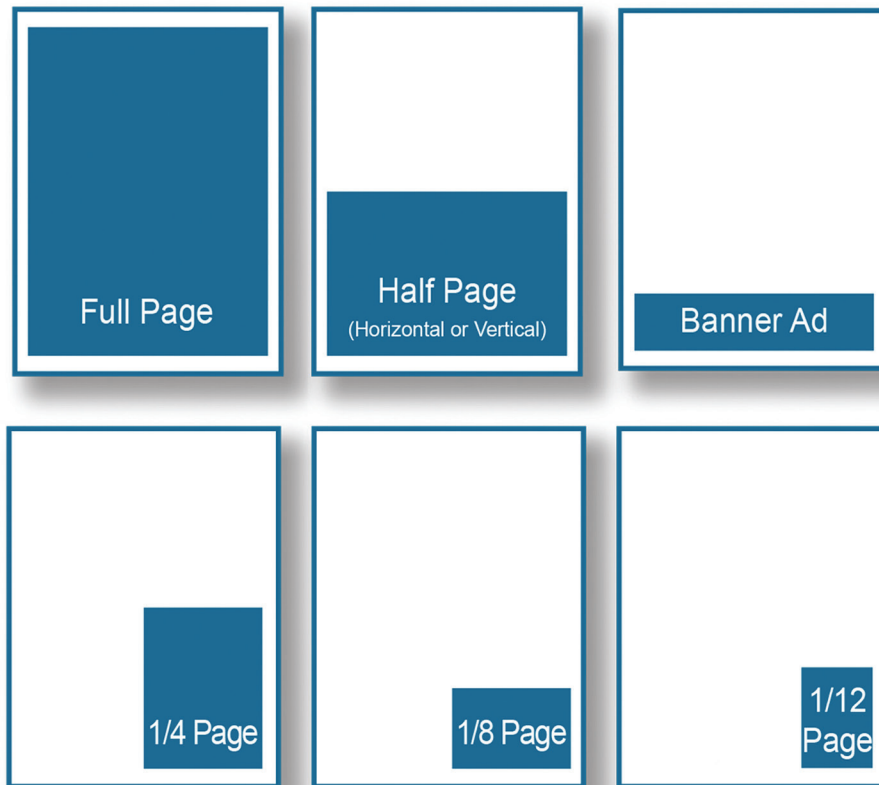
Jury trials suspended through January
Due to the COVID-19 pandemic, jury trials in Greene County are suspended through January. The court is prioritizing essential cases and ensuring the safety of all participants.

My Mom, Mom, for the times
A touching tribute to a mother who has passed away. The article shares memories and the impact she had on her family.

First ten to take advantage of this offer receive a FREE uniform



PACKAGE RATE CARD 2023



BUY, BUY, FREE! Buy 2 ads, get third free!
Must run within 6 days. No Copy Change.

Individual Product Pricing	
Size	Herald-Standard
Full Page	\$1,950
1/2 Page	\$1,220
1/4 Page	\$840
1/8 Page	\$530
1/12 Page	\$330
Front Banner	\$500
Inside Banner	\$400

Open Rate - \$54

**ALL PRICES INCLUDE
FULL COLOR**

Heraldstandard.com

10,000 - 99,999\$10/CPM
100,000 - 199,999\$8/CPM
200,000 +\$6/CPM

Print Scheduling	
Product	Deadline
Sunday HS Preprint	Tuesday
Sunday HS	Wednesday
Monday HS	Wednesday
Tuesday HS	Thursday
Wednesday HS	Friday
Thursday HS	Monday
Friday HS	Tuesday
Go Magazine	Thursday*
Home	Thursday*
Greene County Messenger (GCM)	Thursday*
Special Sections	Varies

Ad copy should be submitted when ads are scheduled. Your representative will be happy to assist you. Print advertising space is limited, and priority will be given to ads that are scheduled earliest. *The Thursday prior to the week of publication.



SPECIALTY ADVERTISING CARD 2023

The Herald-Standard publishes a weekly tabloid sized section very Friday, along with a web page that includes; articles, classified liners, and targeted ads for local home seekers and owners.



Print Only - Weekly		
Full Page	6X10"	\$530
1/2 Page	3X10"	\$320
1/2 Page	6X5"	\$320
1/4 Page	3X5"	\$190

Digital Only - Monthly	
In-Search Listing	\$40
Top Brick	\$150
Cube	\$200
Bottom Banner	\$100

Here's My Card (Digital and Print Package) **\$325/month**

2X2" Full color ad every Friday in The Herald-Standard (includes one per week) Also includes an online rotating full color text ad, provided company logo, and contact information.

HS Home Digital Package **\$225/month**

In-Search Listing, Here's My Card, Market Place Listing, and 2,500 impressions across heraldstandard.com





SPECIALTY ADVERTISING CARD 2023

Brand Builders

Brand Builders are simple, cost-effective advertisements that remind readers about your business and promote/build your brand.

6 Month Contract			
2X2" 1X4"	Per Month (4 weeks)	Annual Investment	Annual Savings
3 per week	\$555	\$3,330	\$6,967

Your Ad May Include:

- One Benefit Headline
- Company Name /Provided Logo
- One Graphic Element
- Contact Information

6 Month Contract			
2X3" 1X6"	Per Month (4 weeks)	Annual Investment	Annual Savings
3 per week	\$755	\$4,530	\$10,945

12 Month Contract			
2X2" 1X4"	Per Month (4 weeks)	Annual Investment	Annual Savings
3 per week	\$515	\$6,180	\$13,523

12 Month Contract			
2X3" 1X6"	Per Month (4 weeks)	Annual Investment	Annual Savings
3 per week	\$717	\$8,580	\$31,002

HOME WAREHOUSE INC.
1389 Connellsville Rd., Uniontown
724-439-6330
For all of your home exterior needs.

Vanderbilt Recycling
Now Open!
7 days a week!
724-603-2300



SPECIALTY ADVERTISING CARD 2023



1 Week - 1/4 Page color ad every Thursday
\$225

13 Weeks - 1/4 Page color ad every Thursday
\$175/week

26 Weeks - 1/4 Page color ad every Thursday
\$100/week

52 Weeks - 1/4 Page color ad every Thursday
1 Full Page Menu Listing
Full Menu Listing on Heraldstandard.com
PDF Format available 24/7
\$75/week

**POST-IT
STICKERS
\$1,100**

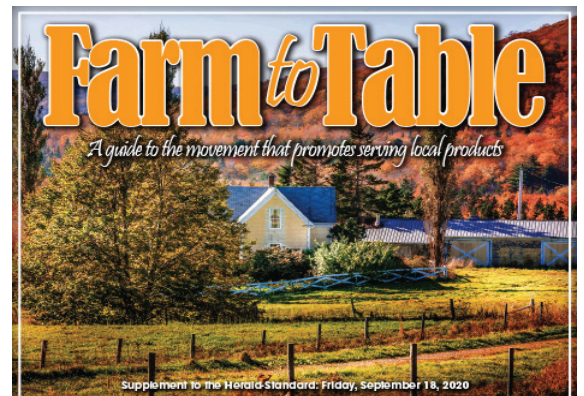


Talk to your consultant today about our front page customizable, removable stickers, placed on newspapers or other printed materials. Perfect for time sensitive advertising messages that will reach a captive audience.



PRIMARY CARE Helping to keep your family healthy
OUR GROWING LIST OF PROVIDERS AND OFFICES ARE ACCEPTING NEW PATIENTS
WVU Medicine / UNIONTOWN HOSPITAL

Jan **SWPA Seniors**
Feb..... **SWPA Brides**
March..... **PNC Promo**
April **Progress**
May **Memorial Day Flag**
June..... **Community Choice Ballots**
July **Fayette County Fair**
Aug **Football**
Sep..... **Farm To Table**
Oct **Community Choice Awards**
Nov **Veteran's Day**
Dec..... **Holiday**



Supplement to the Herald Standard - Friday, September 18, 2020

JOLTBIKE ELECTRIC BIKE COMPANY
GET BACK ON A BIKE AND GO FARTHER
JOLTBIKE'S 400+ BATTERED BIKES FOR GOLF - GOLF - GOLF - GOLF - GOLF
RALEIGH - HARBRE - AVENTON - GARMIN - CANNONDALE - OSPREY
1562 N GALLATIN AVE EXT - UNIONTOWN, PA 15405
HOURS: MONDAY CLOSED
TUESDAY - FRIDAY 9AM - 6PM
SATURDAY 10AM - 4PM
SUNDAY CLOSED
JOLTBIKE.COM

Other special sections and pages are available each month.



DIGITAL RATE CARD 2022



HERALDSTANDARD.COM

Ad Size in pixels 728X90, 320X50, 300X250, 300X600, 160X60

R.O.S Impressions	Cost
0 - 99,999	\$10/CPM
100,000 - 199,999	\$8/CPM
200,00 +	\$6/CPM

HIGH IMPACT DIGITAL ADVERTISING OPTIONS

Ad Type	Ad Size	Cost
Home Page Takeover	All Sizes + Background	\$599/Day
Section Takeover	All Sizes + Background	\$450/Day
Daily Headlines Email S.O.V	600X90 pixels	\$500/Month

Daily Headlines Email S.O.V reaches

NATIVE ADVERTISING

Share your story + what you do.

Native advertising is a form of professional content marketing that places your branded content in front of interested audiences through online + print editorial streams. This gives your content an established platform to build engagement on — it also helps position you as the “industry expert” in your region.

How it works

1.Content Creation - We produce a professionally written article or infographic about an area of interest within your business.

2.Content Distribution - Your message is integrated into our editorial content (both print + digital) as part of a natural experience to our readers.

3.Content Promotion - We use a multi-platform marketing approach to increase exposure + drive engagement. This includes online advertising + social media.

- Increase your search engine optimization with bank links
- 25,000 impressions on our website with one week of publication
- Homepage anchored placement
- Unique tab on the Herald Standard’s “Sponsored Content” tab

Packages Starting at \$1,000

VIDEO ADVERTISING RATES

Pre-Roll	
R.O.V.	\$275/Month
Video Sponsorship	
:15 HS News Extra	\$495/Month
:15 HS Game of The Week/In The Moment	\$275/Month
Video Production	
:15 Sec Sponsorship Video	\$275
:15 Sec On Location Video	\$495

**HIGH SCHOOL
GAME
of the
WEEK**

**ACCORDING
TO
Hofmann**



REIMAGINE MAIN STREET



DIGITAL ADVERTISING OPPORTUNITIES

- Targeted Display Advertising
- Search Engine Marketing
- Social Media Marketing
- Email Marketing + Management
- Over the Top (OTT)
- Connected TV (CTV)
- Pay-per-view (PPV) Advertising
- Google Virtual Tours
- Blogging
- Text Message Marketing
- Reputation Management
- Creative + Design Services

The advertising rates with each of these programs varies on strategy, size of target region and duration of campaign. Please contact your sales representative for more information or to meet with a digital strategist today.



WEBSITE DESIGN + MANAGEMENT

Your website is often the first impression new customers get of your business — make sure it truly represents you + leads to a good user experience. It is important that your website is responsive across all digital devices, as well as is frequently updated to include your most important information. Want to revamp your website or start from scratch? Our team can bring your website dreams to life.

1-Page Website	\$600 set-up
Additional Pages	\$300 each
Website Management Rate	\$125 month

Domain, SSL, hosting, website/theme/plugin management, 5 monthly updates included

SOCIAL MEDIA SOLUTIONS

Social Management	\$450 /Month
--------------------------	---------------------

- Profile set-up + design
- Content engagement strategy plan
- Content creation, schedule + distribution
- Fan commentary + message management
- Following of related people + businesses
- Audience building program — \$100 in
- social media advertising budget per month

Profile Set-up	\$150 /
-----------------------	----------------

Platform

- Profile set-up + design
- Custom header design

Social Media Marketing Price Varies
Target potential + returning customers based on geographic + demographic information, as well as online behaviors as they scroll through their social media feeds. Platforms may include: Facebook, Twitter, Instagram, LinkedIn, TikTok + others.





REIMAGINE MAIN STREET MEDIA SOLUTIONS 2023



VIDEO ADVERTISING Search Driven

In-Stream Video Ads

Ad runs before, during or after another video. Viewers see 5 seconds of your promoted video and then have the option to continue watching, or skip.

CPV = Cost Per View ie: When a video ad is played

Heraldstandard.com

30 Second Ad = \$250/Month

4-6 photo slideshow with text animation, music, and professional voiceover. Placement on select section of Herald Standard website for 30 days.

30 Second Ad = \$300/Month

7-8 photo slideshow/video clip with animated logo, visual effects, music, professional voiceover. Placement on select section of Herald Standard website for 30 days.



PROD. THE DIRECTOR		
ROLL	SCENE	TAKE
3	7A	8
DIRECTOR: Henley Christopher		
CAMERA: Emily		
DATE: 05-26-2018 @Day-Night Int Filter		



PREPRINT RATE CARD 2023



1 out of 5 area residents use coupons for groceries at least once a week. Source: Scarborough

Greene County MESSENGER



Insertions	1-4	5-12	13-24	25-48	49-69	70-89	90-100	101+
TAB Pages	CPM	CPM	CPM	CPM	CPM	CPM	CPM	CPM
Single Sheet	\$58	\$50	\$50	\$47	\$47	\$47	\$44	\$44
2	\$64	\$56	\$54	\$52	\$50	\$48	\$46	\$45
4-6	\$71	\$63	\$61	\$59	\$57	\$55	\$53	\$51
8	\$76	\$67	\$65	\$63	\$61	\$59	\$57	\$55
10-12	\$80	\$71	\$69	\$67	\$65	\$63	\$61	\$59
14-16	\$83	\$74	\$72	\$70	\$68	\$66	\$64	\$62
18-20	\$87	\$77	\$75	\$73	\$71	\$69	\$67	\$65
22-24	\$90	\$80	\$78	\$76	\$74	\$72	\$70	\$68
26-28	\$93	\$83	\$81	\$79	\$77	\$75	\$73	\$71
30-32	\$95	\$85	\$83	\$81	\$79	\$77	\$75	\$73
34-36	\$98	\$87	\$85	\$83	\$81	\$79	\$77	\$75
38-40	\$101	\$89	\$87	\$85	\$83	\$81	\$79	\$77

CARD INSERT MUST NOT EXCEED 8½" X 11" • \$2 PER THOUSAND FOR EVERY ADDITIONAL FOUR PAGES OVER 40 ZONE PREPRINTS: *Full Run Only

MINI TABS: MINI TABS ARE BILLED AT ONE HALF THE TOTAL PAGE COUNT (i.e. a 16-page mini tab is billed at the 8-page tab rate). Preprint Distribution Days: Sunday, Wednesday through Friday for the Herald Standard, and Greene County Messenger on Friday. No preprint distribution on Monday or Tuesday.

TERMS AND CONDITIONS

- 01 The minimum charge for distribution of inserts in the Herald-Standard is \$350.
- 02 The number of preprints for distribution and billing purposes will be determined at the time of the scheduled insertion.
- 03 No commissions payable.
- 04 The maximum TAB (preprint) measure is 6 columns x 10" = 60 column inches / TAB page.
- 05 Broadsheet preprints are measured by multiplying the number of pages by two (2) to determine the number of TAB pages., e.g. an 8-page broadsheet = a 16-page TAB.
- 06 Quarterfolded preprints are measured by multiplying the number of pages by one half (1/2), e.g. a 24-page quarterfolded preprint = a 12-page TAB.
- 07 The quarterfolded TAB measure is 8" x 10" equal to 80 square inches.
- 08 Space reservations must be made Three weeks in advance and delivery must be made at least ten working days before scheduled insertion.
- 09 Freight must be prepaid.
- 10 Preprinted inserts must be received unbundled, banded on skids, or boxed.
- 11 Deliveries accepted 8:00 am - 4:00 PM MON-FRI.
- 12 Rates are subject to change on publication of new rate schedule.
- 13 Preprints do not apply to fulfillment of ROP contract, or the calculation of the earned rate.
- 14 Publisher will verify compliance with the terms of the contract, including the number of preprints scheduled, and reserves the right to adjust the invoice on a monthly basis if the terms and conditions are not met.
- 15 Contracted preprint rates will be allowed on all invoices paid in full not later than the 15th day of the month following the last publishing day of the month of service. The advertiser agrees to pay the single insertion rate for all invoices not paid by the 15th of the month following the last publishing day of the month of service.
- 16 Contracted preprint rates are available only when the advertiser inserts the number of preprints agreed to in this contract. The contract year will be (12) consecutive months beginning in the month of the first insertion. If advertiser fails to run the number of preprints agreed to in this contract the advertiser will be subject to billing at the single insertion rate.
- 17 The publisher reserves the right to edit, change or reject any advertising.
- 18 Any request for adjustment to any invoice must be made in writing within (5) days of date of such invoice.
- 19 Advertiser agrees to pay all costs of collection, including reasonable attorneys' fees incurred by the publisher in connection with the collection of any past due account of the advertiser.
- 20 The Herald-Standard shall be under no liability for its failure, for any cause, to insert an advertisement.
- 21 This contract is subject to final credit approval.



NATIONAL ADVERTISING RATES 2023

		DAILY	SUNDAY
Retail Classified	ROP	\$58.10	\$60.90/inch
	Set Solid	\$4.82/line	\$4.82/line
	Display	\$38.93/inch	\$41.05/inch

ADDITIONAL COLOR

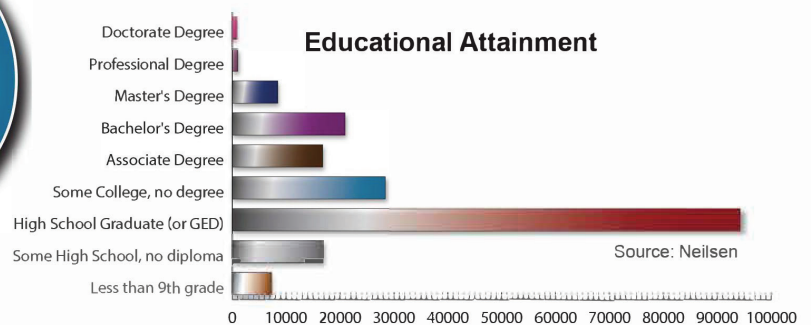
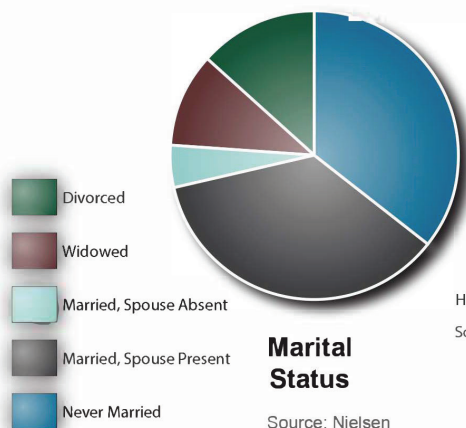
1 Color w/Black	\$291.18
2 colors w/Black	\$388.24
3 colors w/Black	\$517.00



PREPRINT RATES CPM

Pages	1-4	5-12	13-24	25-48	49-69	70-89	90-100	101+
Card	\$67.90	\$58.00	\$58.00	\$55.00	\$55.00	\$55.00	\$51.00	\$51.00
2	\$74.50	\$65.00	\$63.00	\$61.00	\$58.00	\$56.00	\$54.00	\$54.00
4-6	\$83.30	\$74.00	\$71.00	\$69.00	\$67.00	\$64.00	\$62.00	\$59.00
8	\$88.80	\$78.00	\$76.00	\$74.00	\$71.00	\$69.00	\$67.00	\$64.00
10-12	\$93.20	\$83.00	\$81.00	\$78.00	\$76.00	\$74.00	\$71.00	\$69.00
14-16	\$97.60	\$87.00	\$84.00	\$82.00	\$79.00	\$77.00	\$75.00	\$72.00
18-20	\$100.90	\$90.00	\$88.00	\$85.00	\$83.00	\$81.00	\$78.00	\$76.00
22-24	\$105.30	\$94.00	\$91.00	\$89.00	\$87.00	\$84.00	\$82.00	\$79.00
26-28	\$108.60	\$97.00	\$95.00	\$92.00	\$90.00	\$88.00	\$85.00	\$83.00
30-32	\$111.90	\$99.00	\$97.00	\$95.00	\$92.00	\$90.00	\$88.00	\$85.00
34-36	\$114.10	\$102.00	\$99.00	\$97.00	\$95.00	\$92.00	\$90.00	\$88.00
38-40	\$117.40	\$104.00	\$102.00	\$99.00	\$97.00	\$95.00	\$92.00	\$90.00

\$2 per thousand for every additional four pages over 40 • Zone Preprints: Full Daily Run
 Preprint Distribution Days: Sunday, Wednesday through Friday • No preprint distribution on Monday or Tuesday
 Commissionable at 15% to bona ide advertising agencies.





MECHANICAL MEASUREMENTS 2023

ROP/Broadsheet, Tab and Classified	
SIZE	INCHES
1 Column	1.567"
2 Column	3.222"
3 Column	4.889"
4 Column	6.556"
5 Column	8.222"
6 Column	9.889"

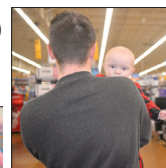
Measurements included for all assets of Central Pennsylvania Newspaper LLC.

HERALD-Standard

Serving Fayette County, Mon Valley Communities & Greene County

MONDAY, DECEMBER 16, 2019 84,000 READERS EACH WEEK VOL. 39 NO. 116 \$1.50

'It feels good to see them smile'



Cooperative work breathes new life into Uniontown Rotary Walk

By Amy Fauth
afauth@heraldstandard.com

The growing popularity of the 2 1/2-mile stretch of the Sheepskin Trail in South Union Township has township and city leaders eager to enhance the area's trail system by bringing an existing trail in Uniontown back to its former glory.

The Uniontown Rotary Walk is a 1/2-mile running and walking trail that extends through sections of the city and South Union Township. A five-member Rotary Walk Authority consisting of three Rotarians from Uniontown and two from South Union has overseen the trail for years, but rain and floods have wreaked havoc on the trail. It was in need of a face-lift and there was talk of dis-



HERALD-STANDARD INSERT GUIDELINES

Advertisers protect your investment!

Booking Instructions and Receiving Deadlines:

Inserts must be received 14 publishing days prior to insertion.

Central Pennsylvania Newspaper LLC. re-serves the right to limit the volume of inserts on any given publication day.

Inserts are to be delivered to: Ogden Newspapers Print and Technology Center 240 - 20th Street Wheeling WV, 26003

Receiving Hours: Mon-Fri.: 7:00am - 3:00pm NO RECEIVING HOURS on Holidays and Weekends.

Insert Size Specifications: Single sheets less than 70 lb. book/card stock must be folded in half. A single, solid edge of even thickness is required. These inserts should be placed in boxes and be

clearly identified, including the quantity per box. Perforations are discouraged. Inserts stapled at one end or accordion folded may require additional handling and be subject to a surcharge.

Length is measured vertically and width is measured horizontally when the insert is in the normal reading position. The spine is the fold along the length.

Minimum Size: Width 4" Length 6"
Maximum Size: Width 11" Length 10"

Inserts not meeting these specifications may become damaged in machine processing. Any required additional handling may be subject to a surcharge.

Insert Pallets:

• Pallets must have a solid base and should be 4-way entry, not to exceed 4 feet long by 4 feet wide, with a maximum floor clearance of 8". 2-Way pallets may be used when automated banding and wrapping equipment has been used to a secure the pallet.

- Pallets must be double shrink wrapped, with secure corner posts.
- Pallets should have a wood top and 4-way strapping to secure load.
- Pallets must not exceed 2,000 pounds.
- Loaded pallets should be flat and plumb with inserts stacked evenly

Receiving: 304-281-4252
Retail Advertising: 724-439-7520

Herald-Standard
8 East Church Street
Uninotown, PA 15401

724-439-7500
www.heraldstandard.com



DIGITAL AD MEASUREMENTS 2023

Desktop Sizes

- Leaderboard**: 728 px x 90 px
- Center Leader Board**: 468 px x 60 px
- Weather Sponsor**: 300 px x 50 px
- Panel**: 300 px x 600 px
- Cube or Interstitial**: 300 px x 250 px
- Page Curl**: 500 px x 500 px
- Pencil**: 960 px x 300 px (with 30 px top margin)

Video Specs

Max File Size
40MB

- 4:3 Aspect Ratio**: 360 px x 480 px
- 16:9 Aspect Ratio**: 270 px x 480 px

Mobile Ad Sizes

- Mobile Site or App**: 320 px x 50 px
- Leaderboard**: 728 px x 90 px
- Tablet In-Story or Smartphone Interstitial**: 320 px x 420 px
- Tablet Interstitial Ad sizes**:
 - 700x700
 - 500x800 or 800x500
 - 700x1200 or 1200x700
 - 1024x520
 - 600x944
- Tablet Skyscraper Ad**: 160 px x 600 px

Additional sizes and options available