Award Winning local coverage for our community!

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

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.
HOME DELIVERY AREA
15012 Belle Vernon
15022 Charleroi
15033 Donora
15038 El Rama
15062 Monessen
15063 Monongahela
15067 New Eagle
15072 Pricedale
15087 Webster
15089 West Newton
15313 Beallsville
15314 Bentleyville
15315 Bobtown
15320 Carmichaels
15322 Clarksville
15327 Dilliner
15331 Ellsworth
15332 Finleyville
15333 Fredericktown/Millsboro
15338 Greensboro
15344 Jefferson
15345 Marianna
15351 Nemacolin
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
15432 Dunlevy
15433 E Millsboro
15434 Elco
15435 Fairbank
15436 Fairchance
15437 Farmington
15438 Fayette City
15440 Gibbon Glade
15442 Grindstone
15443 Hibbs
15444 Hiller
15445 Hopwood
15449 Keisterville
15450 La Belle
15451 Lake Lynn
15456 Lemont Furnace
15458 Mc Clellandtown
15459 Markleysburg
15461 Masontown
15463 Merritstown
15464 Mill Run
15465 Mt. Braddock
15466 Newell
15468 New Salem
15469 Norma/ville
15470 Ohiopyle
15472 Oliver
15473 Perryopolis
15474 Pt. Marion
15475 Republic
15477 Roscoe
15478 Smithfield/Smithton
15480 Smock
15482 Star junction
15483 Stockdale
15484 Uledi
15486 Vanderbilt
15489 W Leisenring
15622 Champion
15666 Mt.Pleasant
15683 Scottdale
heraldstandard.com

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

ANNUAL BULK RATE

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

Proof of Publication/Affidavits $7.50 each
CLASSIFIEDS

Help Wanted          Second Front Page
Business Services   Obituaries
Real Estate/Home     Happy Ads
Automotive           Memoriam
Apartments for Rent  Greeting
Bright-N-Early       Announcements
Auctions             Lost & Found
Community Calendar   Instruction/Classes
Events               Church Bulletin

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!

RETAIL/CLASSIFIED DISPLAY(NET)

<table>
<thead>
<tr>
<th></th>
<th>6 COLUMNS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>RETAIL</td>
<td>$14.60/INCH</td>
<td></td>
</tr>
<tr>
<td>CLASSIFIEDS</td>
<td>$11.33/INCH</td>
<td></td>
</tr>
<tr>
<td>FULL COLOR</td>
<td>+ $150 PER AD</td>
<td></td>
</tr>
</tbody>
</table>

NATIONAL DISPLAY(NET)

<table>
<thead>
<tr>
<th></th>
<th>6 COLUMNS</th>
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<tbody>
<tr>
<td>RETAIL</td>
<td>$23.50/INCH</td>
<td></td>
</tr>
<tr>
<td>CLASSIFIEDS</td>
<td>$18.15/INCH</td>
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</tr>
<tr>
<td>FULL COLOR</td>
<td>+ $155 PER AD</td>
<td></td>
</tr>
</tbody>
</table>

PUBLISHES FRIDAY ONLY
PACKAGE RATE CARD 2023

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

Buy, Buy, Free!

<table>
<thead>
<tr>
<th>Individual Product Pricing</th>
<th>Print Scheduling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>Deadline</td>
</tr>
<tr>
<td>Full Page</td>
<td>Tuesday</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>Wednesday</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>Wednesday</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>Thursday</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>Friday</td>
</tr>
<tr>
<td>Front Banner</td>
<td>Monday</td>
</tr>
<tr>
<td>Inside Banner</td>
<td>Tuesday</td>
</tr>
<tr>
<td>Open Rate - $54</td>
<td></td>
</tr>
</tbody>
</table>

ALL PRICES INCLUDE FULL COLOR

Heraldstandard.com

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

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.
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.

<table>
<thead>
<tr>
<th>Print Only - Weekly</th>
<th>Digital Only - Monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page 6X10”</td>
<td>In-Search Listing</td>
</tr>
<tr>
<td>$530</td>
<td>$40</td>
</tr>
<tr>
<td>1/2 Page 3X10”</td>
<td>Top Brick</td>
</tr>
<tr>
<td>$320</td>
<td>$150</td>
</tr>
<tr>
<td>1/2 Page 6X5”</td>
<td>Cube</td>
</tr>
<tr>
<td>$320</td>
<td>$200</td>
</tr>
<tr>
<td>1/4 Page 3X5”</td>
<td>Bottom Banner</td>
</tr>
<tr>
<td>$190</td>
<td>$100</td>
</tr>
</tbody>
</table>

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

Your Ad May Include:
- One Benefit Headline
- Company Name /Provided Logo
- One Graphic Element
- Contact Information

### 6 Month Contract

<table>
<thead>
<tr>
<th>Size</th>
<th>Per Month (4 weeks)</th>
<th>Annual Investment</th>
<th>Annual Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>2X2”</td>
<td>$555</td>
<td>$3,330</td>
<td>$6,967</td>
</tr>
<tr>
<td>1X4”</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 per week</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 6 Month Contract

<table>
<thead>
<tr>
<th>Size</th>
<th>Per Month (4 weeks)</th>
<th>Annual Investment</th>
<th>Annual Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>2X3”</td>
<td>$755</td>
<td>$4,530</td>
<td>$10,945</td>
</tr>
<tr>
<td>1X6”</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>3 per week</td>
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</tr>
</tbody>
</table>

### 12 Month Contract

<table>
<thead>
<tr>
<th>Size</th>
<th>Per Month (4 weeks)</th>
<th>Annual Investment</th>
<th>Annual Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>2X2”</td>
<td>$515</td>
<td>$6,180</td>
<td>$13,523</td>
</tr>
<tr>
<td>1X4”</td>
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<td></td>
</tr>
<tr>
<td>3 per week</td>
<td></td>
<td></td>
<td></td>
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</table>

### 12 Month Contract

<table>
<thead>
<tr>
<th>Size</th>
<th>Per Month (4 weeks)</th>
<th>Annual Investment</th>
<th>Annual Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>2X3”</td>
<td>$717</td>
<td>$8,580</td>
<td>$31,002</td>
</tr>
<tr>
<td>1X6”</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 per week</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Speciality Advertising Card 2023

<table>
<thead>
<tr>
<th>Duration</th>
<th>Ad Description</th>
<th>Cost per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Week</td>
<td>1/4 Page color ad every Thursday</td>
<td>$225</td>
</tr>
<tr>
<td>13 Weeks</td>
<td>1/4 Page color ad every Thursday</td>
<td>$175/week</td>
</tr>
<tr>
<td>26 Weeks</td>
<td>1/4 Page color ad every Thursday</td>
<td>$100/week</td>
</tr>
<tr>
<td>52 Weeks</td>
<td>1/4 Page color ad every Thursday + 1 Full Page Menu Listing</td>
<td>$75/week</td>
</tr>
</tbody>
</table>

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

### POST-IT STICKERS

- **Price:** $1,100

### Other Special Sections and Pages

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

### Special Sections

- **Benefits of Physical Therapy**
- **Alternative Forms of Pain Relief**
- **Dry January**

### Other Options

- **ALM, OR, HS**
- **GCM**
- **Southwestern PA’s Guide to Entertainment**

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**Farm to Table**

A guide to the movement that promotes sourcing local products.
DIGITAL RATE CARD 2022

HERALDSTANDARD.COM

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

<table>
<thead>
<tr>
<th>R.O.S Impressions</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 99,999</td>
<td>$10/CPM</td>
</tr>
<tr>
<td>100,000 - 199,999</td>
<td>$8/CPM</td>
</tr>
<tr>
<td>200,000 +</td>
<td>$6/CPM</td>
</tr>
</tbody>
</table>

HIGH IMPACT DIGITAL ADVERTISING OPTIONS

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Ad Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page Takeover</td>
<td>All Sizes + Background</td>
<td>$599/Day</td>
</tr>
<tr>
<td>Section Takeover</td>
<td>All Sizes + Background</td>
<td>$450/Day</td>
</tr>
<tr>
<td>Daily Headlines Email S.O.V</td>
<td>600X90 pixels</td>
<td>$500/Month</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>VIDEO ADVERTISING RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Roll</td>
</tr>
<tr>
<td>R.O.V.</td>
</tr>
<tr>
<td>Video Sponsorship</td>
</tr>
<tr>
<td>:15 HS News Extra</td>
</tr>
<tr>
<td>:15 HS Game of The Week/In The Moment</td>
</tr>
<tr>
<td>Video Production</td>
</tr>
<tr>
<td>:15 Sec Sponsorship Video</td>
</tr>
<tr>
<td>:15 Sec On Location Video</td>
</tr>
</tbody>
</table>
REIMAGINE MAIN STREET

REIMAGINE MAIN STREET
digitally forward thinking

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/plug-in 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.
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.
PREPRINT RATE CARD 2023

<table>
<thead>
<tr>
<th>Insertions</th>
<th>1-4</th>
<th>5-12</th>
<th>13-24</th>
<th>25-48</th>
<th>49-69</th>
<th>70-89</th>
<th>90-100</th>
<th>101+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Sheet</td>
<td>CPM</td>
<td>CPM</td>
<td>CPM</td>
<td>CPM</td>
<td>CPM</td>
<td>CPM</td>
<td>CPM</td>
<td>CPM</td>
</tr>
<tr>
<td></td>
<td>$58</td>
<td>$50</td>
<td>$50</td>
<td>$47</td>
<td>$47</td>
<td>$44</td>
<td>$44</td>
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<tr>
<td>2</td>
<td>$64</td>
<td>$56</td>
<td>$54</td>
<td>$52</td>
<td>$50</td>
<td>$48</td>
<td>$46</td>
<td>$45</td>
</tr>
<tr>
<td>4-6</td>
<td>$71</td>
<td>$63</td>
<td>$61</td>
<td>$59</td>
<td>$57</td>
<td>$55</td>
<td>$53</td>
<td>$51</td>
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<tr>
<td>8</td>
<td>$76</td>
<td>$67</td>
<td>$65</td>
<td>$63</td>
<td>$61</td>
<td>$59</td>
<td>$57</td>
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<td>10-12</td>
<td>$80</td>
<td>$71</td>
<td>$69</td>
<td>$67</td>
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<td>$63</td>
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<td>14-16</td>
<td>$83</td>
<td>$74</td>
<td>$72</td>
<td>$70</td>
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<td>$77</td>
<td>$75</td>
<td>$73</td>
<td>$71</td>
<td>$69</td>
<td>$67</td>
<td>$65</td>
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<td>22-24</td>
<td>$90</td>
<td>$80</td>
<td>$78</td>
<td>$76</td>
<td>$74</td>
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<td>$93</td>
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<td>$85</td>
<td>$83</td>
<td>$81</td>
<td>$79</td>
<td>$77</td>
<td>$75</td>
<td>$73</td>
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<tr>
<td>34-36</td>
<td>$98</td>
<td>$87</td>
<td>$85</td>
<td>$83</td>
<td>$81</td>
<td>$79</td>
<td>$77</td>
<td>$75</td>
</tr>
<tr>
<td>38-40</td>
<td>$101</td>
<td>$89</td>
<td>$87</td>
<td>$85</td>
<td>$83</td>
<td>$81</td>
<td>$79</td>
<td>$77</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>DAILY</th>
<th>SUNDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Classified</td>
<td>ROP $58.10</td>
<td>$60.90/inch</td>
</tr>
<tr>
<td></td>
<td>Set Solid</td>
<td>$4.82/line</td>
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<tr>
<td></td>
<td>Display</td>
<td>$38.93/inch</td>
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</tbody>
</table>

ADDITIONAL COLOR

<table>
<thead>
<tr>
<th></th>
<th>1 Color w/Black</th>
<th>$291.18</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>2 colors w/Black</td>
<td>$388.24</td>
</tr>
<tr>
<td></td>
<td>3 colors w/Black</td>
<td>$517.00</td>
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</table>

PREPRINT RATES CPM

<table>
<thead>
<tr>
<th>Pages</th>
<th>1-4</th>
<th>5-12</th>
<th>13-24</th>
<th>25-48</th>
<th>49-69</th>
<th>70-89</th>
<th>90-100</th>
<th>101+</th>
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<tbody>
<tr>
<td>Card</td>
<td>$67.90</td>
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<td>$58.00</td>
<td>$55.00</td>
<td>$55.00</td>
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<td>$61.00</td>
<td>$58.00</td>
<td>$56.00</td>
<td>$54.00</td>
<td>$54.00</td>
</tr>
<tr>
<td>4-6</td>
<td>$83.30</td>
<td>$74.00</td>
<td>$71.00</td>
<td>$69.00</td>
<td>$67.00</td>
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<td>$62.00</td>
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<td>$76.00</td>
<td>$74.00</td>
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<td>$81.00</td>
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<td>$97.00</td>
<td>$95.00</td>
<td>$92.00</td>
<td>$90.00</td>
</tr>
</tbody>
</table>

$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 fide advertising agencies.
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 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
Uniontown, PA 15401
724-439-7500
www.heraldstandrad.com