

2012 Advertising Rates & Information

Chesterton Tribune.

BUILDING COMMUNITY SINCE 1884

193 S. Calumet Road * PO Box 919, Chesterton, Indiana 46304

Telephone (219) 926-1131 * Fax (219) 926-6389

ads@chestertontribune.com * news@chestertontribune.com

“The Community Builder”

For over 100 years, the **Chesterton Tribune** has been reporting the governmental, community, and social news of Porter County. We have the most in-depth coverage of local government, community news, Duneland School news and local sports.

Our paper is the tool for residents to be an active part of the Duneland Community. To reach Duneland's readers, your ad needs to be in a place where it will be seen by community members. No other paper can match our highly-focused coverage of Duneland's news.

Our ad prices are also lower than the out-of-town papers. If you are looking for the most bang for your buck, the locally owned **Chesterton Tribune** is YOUR BEST ADVERTISING VALUE!

Publishing and Circulation

We are a Monday through Friday afternoon paper published in black and white only.

Our current circulation is about 4800. We have daily home delivery in Chesterton, Porter, Burns Harbor, Dune Acres, Beverly Shores, Liberty Township and Jackson Township. These areas include the following zip codes: 46304, 46383, 46385, 46301 and 46391.

During the summer months, and various other times during the year, we distribute about 200 sample papers to non-customers daily. Approximately 200 papers are distributed via second-class mail.

Display Advertising

Our regular open rate, billed directly to the client, is \$7.00 per column inch. If you advertise at least 24 inches within a calendar month, you will earn the discount rate of \$5.80 per column inch. The rate then decreases the more you advertise as shown on the rate card. These rates are based strictly on the number of column inches published. You can submit camera ready artwork, or we can design the ad for you.

Formula for figuring ad price:

 # of columns x # vertical inches x rate per inch = total ad price.

For example: a 2 column by 4" ad equals 8 column inches. 8 inches times the per column inch rate of \$7.00 equals \$56.00. The same size ad published three times within the month equals 24 column inches. 24 inches times the corresponding rate, \$5.80, equals \$139.20, or \$46.40 per ad.

We bill agencies at the National rate of \$7.40 per column inch. This rate is commissionable at 15%.

Specifications:

The **Chesterton Tribune** uses Standard Advertising Units (SAU).

Our column width sizes are as follows:

- 1 Col. 2-1/16"
- 2 Col. 4-1/4"
- 3 Col. 6-7/16"
- 4 Col. 8-5/8"
- 5 Col. 10-13/16"
- 6 Col. 13"

Ads may increase by one half inch increments in height.

Banner Ads:

We do offer front page banners! Ad size is 6 columns wide and 2 inches in height. These ads cost \$126.00 per insertion (\$10.50 per column inch) and regular discounts do not apply. Placement is given on a first come, first served basis.

DISPLAY ADVERTISING RATES

Effective April, 2006

	Per Column Inch
Regular Open Rate	\$7.00
Happy-Charity Rate	\$5.50
(Applies to non-profits, churches, lodges, clubs, birthdays, politics, etc. Must be paid in advance.)	
24-89 inches per month	\$5.80
90-157 inches per month	\$5.10
158-251 inches per month	\$4.60
252-503 inches per month	\$4.30
504 inches or more per month	\$3.80
Open Page Rate	\$5.55
126 column inches in full page - Open Rate \$699.30	
Open Half Page Rate	\$5.80
63 inches in half page - Open Rate \$365.40	
National Ad Rate	\$7.40

Inserts/Pre-print Advertising

Our basic free standing insert rate is \$270 for 4800. This is a flat rate, we do not charge on a cost per thousand basis. The rate for inserts over 32 pages is \$324. Inserts must be 13.75" x 11.25" or smaller and fit inside our paper without modification or additional fees may apply. We offer a 10% discount for 4 or more inserts within a calendar month.

Community Page Advertising

The Community Page, formerly the Chamber Page, is published once a week on Thursday. Previously this section was limited to only members of the Chesterton/Duneland Chamber of Commerce. Now any advertiser in the community can advertise on this page!

These ads are billed at \$4.90 per column inch. Please contact us for specific ad sizes.

Merchant Page Advertising

Our Merchant page runs once a week on Wednesday. It consists of 2" w x 2.5" h ads from local businesses and a featured merchant every week. The featured merchant ad is a FREE 8.25w x 5" h spot rotated among the advertisers. You must be on the page for 3 months to receive a featured merchant spot.

All sorts of businesses from computer services to photographers, restaurants to veterinarians and everything in between advertise here.

The advertising price for the Merchant Page is \$55.00 per month if there are 4 Wednesdays, and \$60.00 if there are 5 Wednesdays within the calendar month. Double ads may be purchased.

Business and Professional Directory

Our Business and Professional Directory runs once a week, usually on Tuesdays. It contains listings from accounting services, water conditioning services, medical professionals, attorneys, senior care, and many more. At a glance, local consumers can find the link to the information or services that they need. This is the perfect opportunity to keep your name available to Dunelanders on a weekly basis.

The advertising price for this directory is \$100.00 for an entire year, or \$11.00 if billed on a monthly basis. This rate is based on 6 lines, including a logo. Additional lines are charged an additional \$2.00 per line, per month.

Coupon Days Advertising

“Coupon Days” is a section published on Monday of each week. In this specially advertised section, advertisers can offer coupons at a discounted ad price. Readers will be directed to look for these ads in each Monday edition. Normally they are printed on page 2, right inside the paper, quickly and easily found by readers. *As an added bonus your ad is posted on our website for the week!*

Pricing:

2 column x 2" ad = \$20.00
Regular price \$28.00

2 column x 3" ad = \$30.00
Regular price \$42.00

2 column x 4.5" ad = \$45.00
Regular price \$63.00

Deadline:

5 p.m. on the Thursday before publication.

Specifics:

To qualify for the special pricing, the ad must contain a coupon, offer, or a special discount, which requires the consumer to have or mention the actual coupon/ad to get the offer advertised. Logos, graphics, pictures, etc. are allowed, as they are in regular retail display ads.

These ads do not qualify for discounted per column inch rates. They are billed strictly at the prices shown above. “Coupon Days” ads will only be published on Mondays, in the main news section as selected by the Editor. The ads will appear together and readers will be directed to look for the special section.

The ads will appear on the website, www.chestertontribune.com from the Monday the ad was published in print through Friday of the same week.

Church Pages

Our Church Pages run once a week on Friday. This weekly feature contains service and event information for our local churches. The advertisers on these pages act as sponsors for this weekly coverage. Ads are sized at 2”w x 1.5”h and may contain logos or graphics.

The advertising price for the Church Page is \$36.00 per month if there are 4 Fridays, and \$45.00 if there are 5 Fridays within the calendar month. Double ads, or larger, may be purchased.

Classified Advertising

The **Chesterton Tribune** offers two styles of classified ads: regular and display. We do not publish our classified ads on our website.

Regular classified ads are limited to one column wide. Regular ads are set solid in 8 pt. Helvetica with the first three words in capitals and do not include any extra white space, logos, bold face type or line centering. These ads can contain 25 words maximum to be priced at the Regular Classified rate.

Display classifieds can spread across one or more columns. They can include line centering and extra white space. Helvetica font is used, in minimum 8 pt. type. We do not use bold face type in our classified ads, however, the larger the type font, the bolder the type appears.

Logos, pictures and graphics are only permitted in display classifieds that are at least two columns wide and four inches long. Larger sizes are permissible.

Camera ready classified ads are priced using the display classified rate. They will publish toward the bottom of the classified page under the appropriate heading and must be a minimum of 2 columns x 4 inches.

CLASSIFIED AD RATES

Effective June, 2008

Regular Classifieds - 25 Words or less

One Day	\$4.50
Two Days	\$8.25
Three Days	\$11.75
Four Days	\$15.00
Five Days	\$18.00
By the day thereafter	\$2.75

Display Classifieds - Priced by the inch

One Day	\$5.25
Two Days	\$9.75
Three Days	\$14.00
Four Days	\$18.00
Five Days	\$21.75
By the day thereafter	\$3.00
Ads increase in one-half inch increments	

Blind Ads \$2.00 Extra

Web Advertising

The **Chesterton Tribune** Website is visited by 2,500 unique computers every day. In a typical month, 60% of visits are by returning and/or regular visitors. More than 40,000 unique computers visit the site every month. More than half of visitors return to the site during the month, and many check in every weekday. The site records more than 200,000 page views per month.

Who Reads the Tribune?

Our site allows those outside our print delivery area to keep up with Chesterton news and get access to the best coverage of Porter County government available anywhere. The highest numbers of returning visitors are from Indiana (54%) and Illinois (12%). Valparaiso, Chesterton, Portage, Chicago and Indianapolis lead for returning readers by city/zip code. There are also regular visitors from all the other Northwest Indiana zip codes. Also visiting are former Duneland residents, relatives, friends and search-engine users from the United States and around the world.

Chestertontribune.com has a growing readership in greater Porter County and Northwest Indiana. Porter County elected officials and Indiana legislators frequently compliment us on our news coverage and quote articles they have read on the Web on our site.

The Tribune is also linked to by hundreds of newspaper lists worldwide and ranked high in the major news and Web search engines for many Duneland-area search terms. The most common search phrase used by visitors is “Chesterton Tribune.” Other search phrases are “Chesterton,” “Duneland” and related topics.

Regular Open Rate:

468 x 60 banner ad is \$1.00 per 1,000 page views
728 x 90 leaderboard is \$1.50 per 1,000 page views
120 x 600 skyscraper ad is \$1.00 per 1,000 page views
160 x 600 skyscraper ad is \$1.50 per 1,000 page views
300 x 250 medium rectangle ad is \$1.50 per 1,000 page views
(Print advertisers with at least three print ads in a month are eligible for a 20% discount on chestertontribune.com.)

Political and Non-Profit Rate:

468 x 60 banner ad is \$.90 per 1,000 page views.
728 x 90 leaderboard is \$1.40 per 1,000 page views
120 x 600 skyscraper ad is \$.90 per 1,000 page views
160 x 600 skyscraper ad is \$1.40 per 1,000 page views
300 x 250 medium rectangle ad is \$1.40 per 1,000 page views
(Political ads are not eligible for the print discount and must be paid in advance, contain an appropriate disclaimer and are subject to approval.)

Web ads are rotated throughout the site including the front page. Requests to lock in position on specific pages (including the front page) will be taken on a case-by-case basis. The number of page views is guaranteed. If the site is down for any reason we will extend all paid advertisements until the ordered number of page views or higher has been recorded.

Banners and buttons should be in .gif or .jpg format. Animation is allowed. Rates for custom size ad links are available upon request. Minimum order is \$50. All rates are subject to change.

Deadlines

Our deadline for all display advertising, including Community Page, Merchant Page, Business and Professional Directory, Church Pages and camera-ready display classifieds is 5 p.m., 2 business days prior to publication. Transient half page or larger, deadline is 3 business days prior to publication.

Insert/pre-print advertising is also 5 p.m. 2 business days prior to publication for both the insertion order and delivery of the inserts.

Regular and one-column display classifieds must be submitted by 4 p.m. one day prior to publication. Multiple column classified ads must be submitted by 3 p.m. one day prior.

Web advertising general deadline is 5 p.m. 2 business days prior, but may be changed on a case-by-case basis.

Billing and Payment Policy

The **Chesterton Tribune** does not use contracts. We bill on a monthly basis at the end of each calendar month. Account terms are 25 days. Prepayment may be required for some advertising and accounts must remain in good standing to be billed after publication.

Advertising discounts may be claimed as stated on invoices when paid in full by the due date. We always bill the gross amount and the discounts are no longer valid after the invoice due date. Discounts are not given on political advertisements and are strictly charged by a set rate. We accept cash, checks or money orders. We do not accept credit or debit card payments.

Submission Policy

We prefer advertising submissions be sent electronically via email to ads@chestertontribune.com. They may also be emailed to chestertontrib@earthlink.net.

The following formats are acceptable for display ads: .pdf, .jpeg, .tiff, .bmp .rtf or .eps. We can also work with Microsoft Excel or Word Documents. Please be sure to send ad, picture and graphic files as separate attachments to your email.

We can also accept some advertising material via fax, over the phone or in person. Please contact our staff with any questions, as ad submissions may vary case-by-case.

We reserve the right to reject any and all submissions for any reason including, but not limited to, content, height, width and memory. Advertising policy is subject to change. Copy should be checked by the advertiser on the first day of publication. Adjustments are allowed for the first insertion only. The publisher shall not be liable for damages arising out of errors beyond the amount paid for space occupied by that portion of the advertisement in which the error occurred. There shall be no liability for non-insertion of any advertisement.

Contact Information

Our office is open from 8 a.m. to 5 p.m. Monday through Friday. We are located at 193 S. Calumet Road, Chesterton, IN 46304. Our mailing address is PO Box 919, Chesterton, IN 46304. Please feel free to email us anytime!

Corinne Peffers
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