

# Akron Bugle

67 Main Street • Akron, New York 14001  
(716 ) 542-9615 FAX 716-210-8947  
E-Mail: akronbugle@gmail.com  
Mailing Address: P.O Box 464 Akron, NY 14001

## NET RATE CARD

Ad Rate Effective October 1, 2014 see #5

Published Weekly - Thursday

Copy needed by Monday Noon-see #14

Measurements -See #15

## PERSONNEL

Marilyn J. Kasperek, Editor/Publisher

Ken Kasperek, Advertising Manager

2. AKRON BUGLE • 67 Main Street  
Akron, New York 14001 (OFFICE)  
2. REPRESENTATIVE New York Press Service

## SERVICE CHARGE

\$20 service charge per month on past due accounts.

4. ADVERTISING RATE POLICIES Alcoholic Beverage and Tobacco advertising NOT accepted.  
30 day notice on rate change.

## 5. ADVERTISING RATES

Net (Non- Commission)

per column inch **COST PER INCH: \$8.25**

### OTHER RATES

Full Page Ad Rate: 5x16 \$450.00 net – non commission

Half Page Ad Rate: 5x7. \$215.00 net – non commission

Display Classified Ad –

\$2.50 charge in addition to charge per word

Inserts: \$65.00 per 1,000 (subject to publisher's approval)

Classified: \$6.50 - 15 words or less

\$0.10 - each additional word

5.a SPECIAL PAGE RATES - ROP No additional charge for position request. Every effort will be made to meet request.

5.b ZONE EDITIONS Does not apply.

6. GROUP COMBINATION RATES Member of Western New York Weekly Independent Newspapers  
Special Group Rate Available

7. **COLOR RATES AND DATA** Spot color: \$50 per color. 4C \$150  
No minimum size required. Regular deadlines apply - see No. 14.

7.a PREPRINTED INSERT RATES

- \$65.00/1,000 net up to 8 tab pages

(quotes for larger tab inserts on request)

- Subject to publisher's approval

- Size not to exceed 8" x 11" folded –

Must meet Periodical Postal requirements

- Must purchase entire press run of paper

- Deadline for delivery -

Friday before publication

SPECIAL R.O.P UNITS Does not apply.

9. SPLIT RUN Does not apply.

## 10. SPECIAL SERVICES

- Clip art available at no charge

- Proof deadline for copy Monday noon

- Proofs shown on request within deadline.

- Tearsheets available upon request - complete copy of publication also available upon request.

- Advertising Specialties Products available

## 11. SPECIAL PAGES/FEATURES

Society, School, Sports, Photos, Editorials, Church News, Obituaries, Senior Citizen News

## 11 .a SPECIAL SECTIONS

Graduation, Back to School, Halloween Christmas, College,

## 12. R.O.P. MAKEUP REQUIREMENTS –

Minimum ad size for display. No minimum size.

- Advertisements over 14 inches in height will be billed at 16 inches

## 13. CONTRACT AND COPY REGULATIONS

1. Publisher reserves the right to reject or cancel any advertisement, at any time.

2. Cancellations will not be accepted by publisher after closing date. \*SEE#16 - Processing Fee

3. 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 on publisher's rate card or policies.

4. Advertiser and advertising agency will indemnify and hold harmless the AKRON BUGLE, its officers, agents, employees and contractors, for all contents supplied to publisher including text, representations, and illustrations of advertisements printed and for defamation, invasion of privacy, copyright infringement and plagiarism.

5. AKRON BUGLE, 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 is contained if failure is due to acts of God or government, strikes, accidents, lack of newsprint or other circumstances beyond the control of the AKRON BUGLE.

6. AKRON BUGLE 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 occupied or 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 advertiser's option.

7. Position cannot be guaranteed. No credit or allowances for position given.

## 14. CLOSING TIMES - DEADLINE

Monday at noon is deadline for space reservations, copy and cancellation. Political Advertising - Friday 5 p.m.

## 15. LAYOUT MEASUREMENTS

1 column 2"

2 column 4"

3 column 6"

4 column 8"

5 column 10"

-Tabloid Page Size: Five columns by 16 inches deep.

\*Printed Offset. Reproduction proofs (slicks) accepted. PDF's accepted. Color or Black & White Photos

## 16. SPECIAL CLASSIFICATION RATES

- No position guaranteed

- Political rates same,

cash in advance only.

• A space reservation canceled after closing date will require a \$100.00 processing fee for any size ad space reserved.

## 17. WEB ADVERTISING

As an added value. See Sales Rep. for details.

## 18. CIRCULATION

AKRON BUGLE, Established 1981 Publication Day: Thursday, 51 times a year, except for the last week in Dec.

Price: \$1.00 news stand, subscription one year \$30.00 in Erie,

Genesee, Niagara County; elsewhere, one year \$35.00

ZIP CODES (major) 14001, 14004, 14031

U.S. POSTAL STATEMENT 10-01-14

Average Total Paid Circulation 99.5%

12 months

1884

10-1-14 issue

1886