newspapers, TIMES NEWS, LLC, Pencor Services, Inc., their owners and employees, against any and all liability, loss or expense arising out of claims for libel, unfair trade practices, unfair competition, infringement of trademarks, trade names, patents, copyrights and proprietary rights, and all violations of the right of privacy or other violations resulting from the publication by the newspapers of the copy.

d. We will not be responsible for errors in copy accepted after regular deadline. We shall not be responsible or liable for errors or omissions in, or failure to insert, any advertisement for which we 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.

e. Publisher is 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 published rate card or policies.

f. Pre-printed supplements.
   1. Pre-Printed supplements are included in determining contract rates or contract lineage fulfillment; however, not included in calculation of any display contract rebates.
   2. In the event content does not meet our standards of acceptance, the newspaper may reject supplement.
   3. Any delay or added expense incurred in unloading caused by improper packing or shipping will be charged to the advertiser.

13. CLOSING TIMES

Display and Classified Display Deadlines

DAY OF PUBLICATION

WEDNESDAY	THURSDAY
East Penn Press	Parkland Press, Northwestern Press
Salisbury Press	Whitehall-Coplay Press, Northampton Press
Bethlehem Press	and Catasauqua Press

Advertisers are asked to cooperate with their advertising executive in determining a convenient copy pick-up deadline.

OUR NORMAL DEADLINE FOR COPY IS
No later than NOON FRIDAY*
BEFORE PUBLICATION BUT ADJUSTED FOR HOLIDAY WEEKS.
**** Proofs require an additional day in advance at noon.***

14. MECHANICAL REQUIREMENTS

ROP – Depth: 20.5" plus folio	TABLOID – Depth: 10" plus folio
1 col ... 1.555 inches .... 9 picas 4 pts.	1.555 inches ... 9 picas 4 pts.
2 col ... 3.222 inches .... 19 picas 4 pts.	3.222 inches ... 19 picas 4 pts.
3 col ... 4.888 inches .... 29 picas 4 pts.	4.888 inches ... 29 picas 4 pts.
4 col ... 6.555 inches .... 39 picas 4 pts.	6.555 inches ... 39 picas 4 pts.
5 col ... 8.222 inches .... 49 picas 4 pts.	8.222 inches ... 49 picas 4 pts.
6 col ... 9.888 inches .... 59 picas 4 pts.	9.888 inches ... 59 picas 4 pts.

Gutters: 8 pts. between columns
Double Truck: 20.888 inches

TABLOID
Size: 6 Col. x 10 inches deep
Ads more than 8 inches deep will be charged 10 inches

MINI TAB
Size: 4 Col. x 9.5 inches deep
Ads more than 7.5 inches deep will be charged 9.5 inches

CLASSIFIED – Depth: 20.5" plus folio

	INCHES	PICAS/PTS
1 col	1.0	6 picas
2 col	2.111	12 picas 8 pts.
3 col	3.222	19 picas 4 pts.
4 col	4.333	26 picas
5 col	5.444	32 picas 8 pts.
6 col	6.555	39 picas 4 pts.
7 col	7.666	46 picas
8 col	8.777	52 picas 8 pts.
9 col	9.888	59 picas 4 pts.

15. CLASSIFIED RATES

Classified display advertising runs in all 8 editions – East Penn Press, Salisbury Press, Parkland Press, Northwestern Press, Whitehall-Coplay Press, Northampton Press, Catasauqua Press and Bethlehem Press.

a. **Classified Display Advertising Rates** - Classified display rates quoted per column inch - 9 columns per page.

OPEN RATE $20.50

CONTRACT RATES per year

100"	$20.15 col. inch	2,000"	$18.65 col. inch
300"	$19.90 col. inch	3,000"	$18.40 col. inch
500"	$19.65 col. inch	5,000"	$17.75 col. inch
700"	$19.40 col. inch	7,000"	$17.50 col. inch
1,000"	$18.90 col. inch	10,000"	$17.25 col. inch

b. **Classified Line Advertising Rates**
Classified Line Ad Deadline – No later than **Noon Monday** for publication in current week. (Adjusted for holidays.)

Lines	Consecutive Weeks Inserted			
	1	2	3	4
3	11.36	14.12	16.88	19.64
4	13.72	16.80	19.88	22.96
5	16.08	19.48	22.88	26.28
6	18.44	22.16	25.88	29.60
7	20.80	24.84	28.88	32.92
8	23.16	27.52	31.88	36.24
9	25.52	30.20	34.88	39.56
10	27.88	32.88	37.88	42.88
11	30.24	35.56	40.88	46.20
12	32.60	38.24	43.88	49.52

- Classified Ads run in all editions for rates quoted.
- Lines beyond 12 charged at $2.36 per line to establish 1st day rate. First day rate is re-established after 28 calendar days.
- Border charge 2.92, Screening 2.92, Bold Text .52 per word, Blind Box $7.35.

c. **Legals and Public Notices**
1st insertion $1.80 per line – repeat insertions $1.40 per line.
Affidavit charge - 3.95

d. **Church Listing** - $0.80 per line
0-10 lines – $8.00
10-15 lines – $11.40
15-20 lines – $15.20
20+ lines – $15.20

e. **Sports Banners** - Per Zone – $214.10

f. **Front Page Banner** (Top) – $662.00

g. **Front Page Banner** (Bottom) – $606.00

h. **Focus Section Banner** – $594.20

16. MAGAZINES

Special Editions containing varied features. Ask for details.

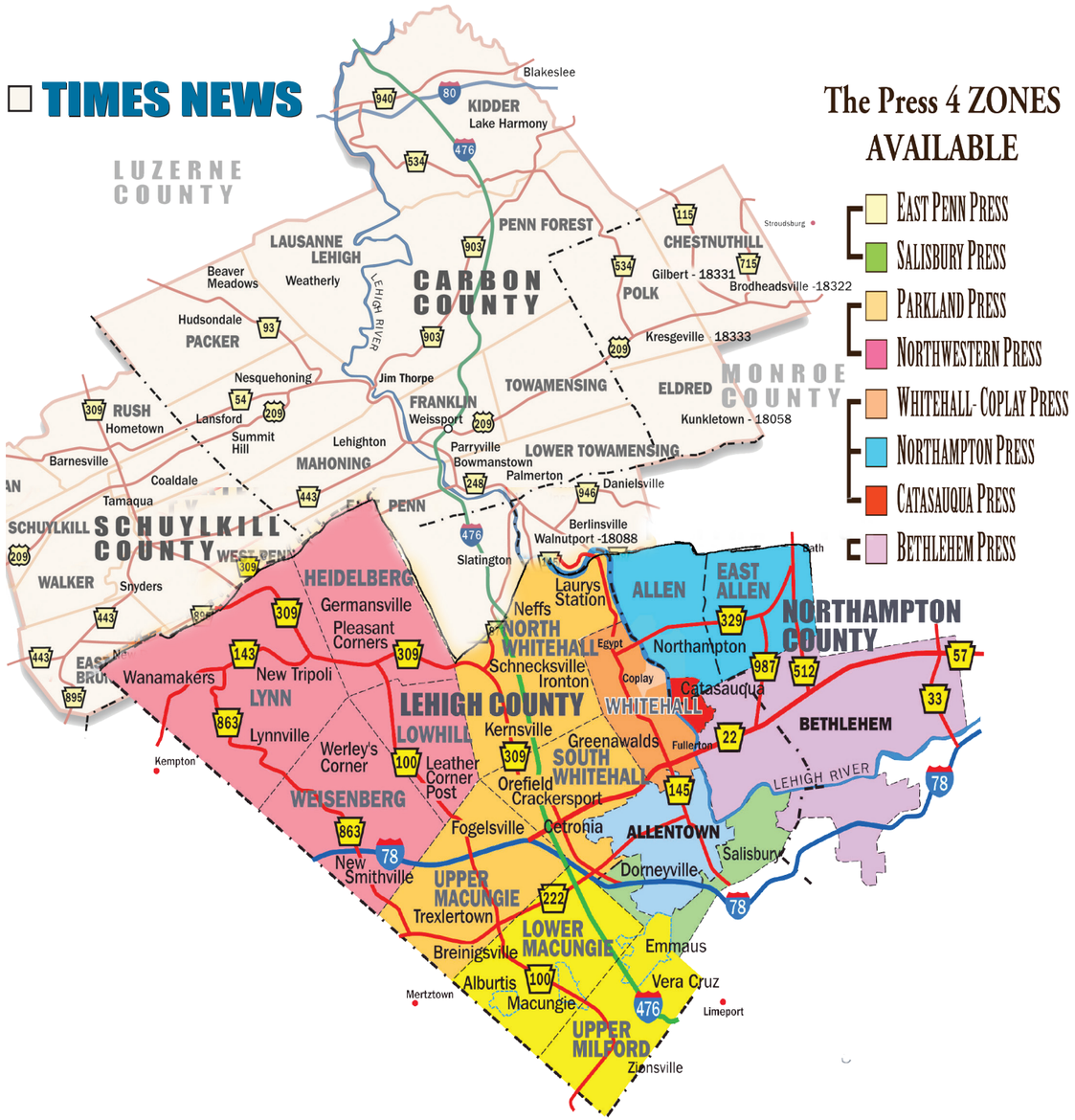
LEHIGH VALLEY PRESS LVP

A Division of TIMES NEWS Media Group

Local Display & Classified Advertising Rates

Effective January 1, 2025

lvpnews.com



EAST PENN PRESS Established 1959
PARKLAND PRESS Established 1989
WHITEHALL-COPLAY PRESS Established 1992
NORTHWESTERN PRESS Established 1994
NORTHAMPTON PRESS Established 1998
SALISBURY PRESS Established 2000
CATASAUQUA PRESS Established 2003
BETHLEHEM PRESS Established 2005

Advertising Offices
1633 N. 26th Street • Allentown, PA 18104 (Corner of 26th & Walbert Ave.)
610-740-0944 Fax No. 610-740-9908
Billing Address: The Press – Attn: Accounting Department
P.O. Box 239, Lehighton, PA 18235-0239
Web Site Address – www.lehighvalleypress.com
E-mail Address – tplinke@tnonline.com

Published Weekly – East Penn, Salisbury & Bethlehem - WEDNESDAY
Parkland, Northwestern, Whitehall-Coplay,
Northampton & Catasauqua - THURSDAY
Member Pennsylvania Newspaper Association
LOCAL DISPLAY AND CLASSIFIED RATE CARD
EFFECTIVE 1/1/2025

A. DIGITAL GUIDELINES

Supported Applications
- Adobe Photoshop CC 2014
- Adobe Illustrator CC 2014
- Adobe InDesign CC 2014
- Adobe Acrobat XI
- Microsoft Publisher 2010

Supported Media
(Write on the media whether it is Mac or PC and what application was used)
- 650 MB CD
- 4.7 GB or 8.5 GB DVD

Supported Electronic Transfers:
(Please notify your account rep that an ad has been sent)
- **E-mail (ads@tnonline.com)**
- SFTP (please contact ads@tnonline.com to set up an SFTP site)

Recommended Procedures
*Since we print using stochastic screening, halftones should be scanned at a minimum of 250 dpi and saved in an EPS, TIFF, or JPEG format.
- Line art should be scanned at 1200 dpi
- Unless your ad is a PDF, please send all fonts including those embedded in any EPS files. Adobe Type 1 fonts are preferred. Please include both the printer (postscript) and screen (bitmap) files for each font used.
- In order to ensure accurate reproduction, please include a composite printout with your digital files.

1. PERSONNEL

Publisher.....Scott Masenheimer
Advertising Director ..... Terry Plinke
Advertising Executives .....Sharon Policelli
Classified Advertising .....Kim Silliman

2. REPRESENTATIVES

NATIONAL & STATE
Mansi Media, 4000 Crums Mill Road, Suite 101,
Harrisburg, PA 17112
Phone 717-703-3030

National Advertising Rep.
TIMES NEWS – Donna Hall
594 Blakeslee Blvd. Dr. W., Lehighton, PA 18235
Ph. 610-377-2051 Ext. 8766 Fax 610-826-9607

3. COMMISSION & PAYMENT TERMS

Retail Advertising Rates are non-commissionable (net).
Terms of payment are:
a. Monthly Billing
b. Gross amount due before the end of the month.
c. A 1½% penalty will be applied for late payment after the 30th.
d. We accept MasterCard,Visa, American Express and Discover.

4. GENERAL RATES AND POLICY

a. Position is gladly given when possible. Guaranteed page position charge – add 25% of total insertion cost. (Upon availability and subject to page design and format of paper.)
b. The Press reserves the right to reject or edit all copy submitted. Advertising will be rejected if it appears to be false, misleading, fraudulent, libelous, defamatory, illegal, or in objectionable format, or for other good cause.
c. All advertising is payable in advance unless a credit has first been established with the publishers. Political advertising is strictly cash in advance.
d. The Press assumes no financial responsibility for errors which may appear in advertisements published; but in cases where the paper is at fault will reprint without charge that portion of the advertisement in which the typographical mistake occurred.
e. When a proof is furnished to the advertiser and approved by the person or their agent, all responsibility for errors in copy is removed from the newspaper. For normal corrections, there will not be a charge. A charge of 25% of the non-contracted rate applicable will be made when an ad has been processed and is canceled or where major changes in copy are made. "Corrections" are defined as alterations in proofs necessary to eliminate errors in spelling, pricing, or typographical whether they appeared in the copy submitted by the advertiser or proofs furnished for approval and detected by either party prior to 3:30 p.m. on the business day prior to the day the newspaper is printed. (Corrections are not a major revision of design.)
f. The Press is not responsible for illustrations or original materials left at the newspaper's office for more than 30 days after publication.
g. Advertisers are urged to cooperate with their advertising executive in determining a convenient copy pick-up time. Our normal deadline for copy is Friday noon before publication, but adjusted for holiday weeks. Proofs require an additional day in advance at noon. (Special editions require special deadlines ... ask advertising executive)
h. Advertising will not be accepted for fortune telling, advertising requesting payment in advance for information, or any advertisement termed a "lottery" by the United States Postal Laws.
i. Employment advertising must be for a bona fide job offering and must state the nature of the work offered. Sales help wanted advertising must not offer or appear to offer work on a salary basis when compensation is on a commission or bonus basis. When based on commission, no statement or implication of the amount that may be earned is acceptable unless it is guaranteed wage and is followed by the word "guaranteed." Sales help wanted ads must state the type of product to be sold. A company name which indicates the nature of the product is acceptable.
j. Advertising will be rejected if it is known or determined to be discriminatory based on race, color, national origin, religion, sex or marital status except where legal restrictions prevail.
k. Acceptance of advertising may be subject to business and/or Better Business Bureau reference checks.
l. Ads are not accepted for – Work at Home, Overseas Jobs, Jobs in Your Area, Credit Repair, Unsecured Loans, Etc.
m. Adoption ads are accepted when accompanied by a letter from an attorney.
n. Advertisements which include 900 telephone numbers must indicate the cost per minute and minimum charges if applicable. Name of company must also appear.

5. ROP AND PRE-PRINT INSERT RATES

a. Display Advertising Rates - ROP rates quoted by column inch - 6 columns per page
SINGLE ZONE OPEN RATE (no contract required).... $12.45 col. inch

CONTRACT RATES
100" per year .....$12.20 col. inch
300" per year .....$11.90 col. inch
500" per year .....$11.65 col. inch
700" per year .....$11.55 col. inch
1000" per year .....$11.15 col. inch
2000" per year .....$10.85 col. inch
3000" per year .....$10.80 col. inch
5000" per year .....$10.50 col. inch
7000" per year .....$10.30 col. inch
10,000" per year .....$10.15 col. inch

Advertising in East Penn Press appears in Salisbury Press at no additional charge.
Advertising in the Parkland Press appears in Northwestern Press at no additional charge.
Advertising in the Whitehall-Coplay Press appears in Northampton Press and Catasauqua Press at no additional charge.
Bethlehem Press Zone covers Bethlehem Area School District.

ROP PICKUP AND REPEAT ADVERTISING POLICY
ROP advertising in any THE PRESS newspaper zone may be repeated within 28 days as often as desired at 50% of original insertion cost. On ROP repeat advertising, a credit of 50% of the original space per zone will be given toward any contract lineage obligation.
Absolutely no changes of copy or color placement for discount.

CLASSIFIED PICKUP AND REPEAT ADVERTISING POLICY
Classified Display advertisements can be repeated within 28 days in all The Press newspaper zones at 80% of the original cost. On repeat classified display advertising, a credit of 80% of the original space will be given toward any contract lineage obligation.

b. Local pre-printed insert charges.
Maximum Size: 10 1/2" x 11" (Larger must be 1/4 folded)
Single Sheet..... $36 CPM
up to 16 tab pages or 8 broadsheet pages ..... $46 CPM
20 to 24 tab pages or 10-12 broadsheet pages..... $51 CPM
28 to 32 tab pages or 14-16 broadsheet pages..... $56 CPM
36 to 40 tab pages or 18-20 broadsheet pages..... $60 CPM
48 tab pages or 24 broadsheet pages..... $66 CPM
Contact our advertising executive about the number needed for insertion. Must have enough for full run per newspaper.
Miscellaneous Pre-Printed Supplements
multi-coupons, coupons in envelope, attached merchandise samples, odd-folds and split runs accepted subject to approval of submitted samples. Special rates may be required.

We can print inserts for you. Ask your advertising executive for details.

PRE-PRINT SHIPPING INSTRUCTIONS
Shipments must arrive prepaid six days prior to publication date to: The TIMES NEWS receiving dock, 594 Blakeslee Boulevard Drive West (Route 443), Lehighton, PA 18235
Dock Hours: Mon.-Thurs. 6 a.m.-6 p.m.; Fri., 6 a.m.-2 p.m.

6. COLOR RATES

a. 1, 2 or Full Process Color available.
b. Color Rates

ROP Display Adv.	(33" & Under)	(Over 33")
Black and 1 Color	$2.15 per inch*	Total Color Charge: $70.95
Black and 2 Colors	$3.20 per inch*	Total Color Charge: $105.60
Black and 3 Colors	$4.30 per inch*	Total Color Charge: $141.90
(Full Process color)		

*Minimum color charge equal to a 8" advertisement – no minimum size advertisement required for color use.
50% color discount on repeated color ROP advertising within 28 days.

Classified Display Adv.	(49.5" & Under)	(Over 49.5")
Black and 1 Color	$3.57 per inch*	Total Color Charge: $176.72
Black and 2 Colors	$5.44 per inch*	Total Color Charge: $269.28
Black and 3 Colors	$7.14 per inch*	Total Color Charge: $353.43
(Full Process color)		

*Minimum color charge equal to a 12" advertisement – no minimum size advertisement required for color use.
20% color discount on repeated color classified advertising within 28 days.
Absolutely no changes of copy or color placement for discount.

7. SPECIAL ADVERTISING OFFERS

a. Special Consistency Advertising Program
b. Noteables (front page attached notes)
c. Premium Front Page Advertising Program
d. Premium Ad Front Page of 2nd Section (sports section)
Ask our advertising executives about details.

8. SPLIT RUN

Does not apply

9. SPECIAL SERVICES

a. Quality reproduction in full process and spot color
b. Commercial Printing

10. SPECIAL WEEKS

Special supplements published monthly.

11. ROP DEPTH REQUIREMENTS

a. 1" minimum depth
b. 20.5" maximum depth
c. Any advertisement over 18.5" billed at full depth cost of 20.5" for a broadsheet, over 8" billed at 10" depth for a tabloid and over 7.5" billed at 9.5" for a mini tab.

12. CONTRACT & COPY REGULATIONS

a. Advertising of alcoholic beverages accepted.
b. The advertiser and/or agency shall designate the width in columns and exact depth in inches or 1/2 inches, in which case the newspaper agrees to publish and bill the advertisement in exact space ordered.
c. The advertiser assumes sole responsibility for all statements contained in copy and will protect and indemnify The Press,