



3075 Smith Road • Suite 204 • Akron, OH 44333
330.665.9595 • 1.888.945.9595 • Fax 330.665.9590 • www.akron.com

2011

First published in 1984, the West Side Leader is published every Thursday for the residents of Bath, Boston, Boston Heights, Copley, Cuyahoga Falls, Fairlawn, Granger, Norton, Peninsula, Richfield, Sharon, and Akron.

The South Side News Leader is published every Friday and now serves Coventry, Green, Lakemore, New Franklin, and Springfield.

Display Advertising Mechanical Requirements:

Column widths

| | |
|-----------------|---------|
| 1 column | 1-5/8" |
| 2 columns | 3- 1/4" |
| 3 columns | 5" |
| 4 columns | 6-3/4" |
| 5 columns | 8- 1/2" |
| 6 columns | 10-1/4" |

SAMPLE SIZES

DISPLAY ADVERTISING

Full page: 96 column inches
6 col. x 16" (10 1/4" wide x 16" high)

Half page: 48 column inches
6 col. x 8" (10 1/4" wide x 8" high)

Quarter page: 24 column inches
3 col. x 8" (5" wide x 8" high)

Eighth page: 12 column inches
3 col. x 4" (5" wide x 4" high)

6 column inches
2 col. x 3" (3 1/4" wide x 3" high)

4 column inches
2 col. x 2" (3 1/4" wide x 2" high)

DISPLAY ADVERTISING INFORMATION

1. Prices are based on advertising size: Display advertising prices are based on the total column inches of an ad. The number of columns wide times the number of inches high equals the total column inches.

Example: 2 columns (3 1/4" wide) times 5 inches high = 10 column inches. Multiply the column inches by the price per column inch.

Minimum ad size is 2 column inches.

2. Space reservation deadlines: West Side Leader space reservation deadline: Thursday, 3 p.m. New advertising copy that requires a proof must be submitted by 5 p.m. Friday before publication date. Digital ads will be accepted until 4 p.m. on Monday before publication, if space is reserved by 3 p.m. on Thursday.

Approval/Final changes from customers on all WSL ads: Tuesday, 3 p.m.

South Side News Leader space reservation deadline: Friday, 3 p.m. New advertising copy that requires a proof must be submitted by 3 p.m. Monday before publication date. Digital

ads will be accepted until 4 p.m. on Tuesday before publication, if space is reserved by 3 p.m. on Friday.

Approval/Final changes from customers on all SSNL ads: Wednesday, 3 p.m.

3. Proofs: WSL: Copy must be submitted before close of business Friday before publication to receive a proof. **SSNL:** Copy must be submitted before 3 p.m. Monday before publication to receive a proof. **Second proofs are \$10.**

4. Cancellations:

WSL: Cancellation must be received by 4 p.m. on Monday before the publication date or the client will be billed for space.

SSNL: Cancellation must be received by 4 p.m. on Tuesday before the publication date or the client will be billed for space.

5. Placement: Every effort will be made to honor the advertising position desired; however, placement is only guaranteed if you have signed a guaranteed placement agreement and paid the fee stated in that agreement.

6. Advertising agencies: Please

note – We are a non-SAU format. Please refer to sidebar for mechanical requirements. **Agencies receive commission on open rate only. No agency discounts honored on contract rates.** A 15% discount of gross billing is available to recognized agencies **on space only**, provided account is paid within 30 days of invoice date. Commission is not available on other charges. Late remittance may require The Leader to, at its option, collect said charges direct from advertiser. To receive the discount, artwork from the agency must be **digital-ready**. The agency is responsible for the billing.

7. E-Mail Your Display Advertising:

All digital artwork must be supplied using Adobe Acrobat (PDF) (preferred), Adobe Illustrator or Adobe Photoshop. Fonts must be embedded and color must be in CMYK in all PDF files.

E-mail display advertising in PDF file format to art@akron.com

Call your account executive or the production department at 330-665-9595 if you have any questions.

IMPORTANT ADVERTISER INFORMATION

• Display Advertising Contract Provisions:

Contract rates take effect the next publication date after the contract is signed.

The contract will cover the regular business of the advertiser, and its privileges cannot be transferred in whole or part to another advertiser.

Contracted space is to be used within one year from the date of the contract. If not used as specified, the cost of all space used will be billed at the next fulfilled contract rate, less payments received.

Any revision of the advertising rates will not affect current contract holders during the contract year. The contract will continue at the prevailing rate to the time of renewal. **No verbal agreement will be recognized.**

• Payment & Credit Policy: All advertising must be prepaid until an advertiser's credit has been approved. After credit approval, payment is due within 30 days of the invoice date. At its option, the **Leader** may render invoices due weekly.

If invoices remain unpaid, the **Leader** may refuse to insert further advertising or require advance payment.

If a contract holder has an overdue balance,

the contract may be cancelled without further notice, and all charges for advertising published prior to such cancellation shall immediately become due and payable at the open rate.

• Discounts: The advertiser may deduct 5% for prepayment of advertising. **Important – Discounts do not apply to accounts with unpaid balances.**

• Service charges: A late fee of 1.5% per month will be charged to accounts which are not paid within 30 days of the invoice date.

• Political advertising: Political advertising is that which contains people or subject matter up for a public vote.

All political advertising **must be prepaid** and have the words "Political Advertisement" printed on the top or the bottom of the advertisement. All political advertising must contain the name of the sponsor, listing name and address.

Defamatory, derogatory or libelous copy will not be accepted for publication.

Contract rates may be given for political advertising, provided the agreement is signed before the campaign. **All political advertising is required to be paid in advance of publication.**

• General Provisions:

• The **Leader** reserves the right to reject any copy which it considers to be obscene, vulgar, or disparaging in either art or copy.

• Advertising soliciting money to be sent to a post office box or to a box at the **Leader** is not acceptable.

• Advertising mentioning another party without his or her knowledge and authorization may be subject to rejection.

• All "Going Out of Business" advertising will be accepted provided the advertising is **paid in advance.**

• The **Leader** shall not be liable for its failure for any reason to insert an advertisement.

• In the case that the **Leader** is responsible for an error in advertisement, upon request, a letter will be furnished to the advertiser worded so as to relieve the advertiser from responsibility for such error. The **Leader** shall have no further responsibility or liability thereafter.

• Should a tax be levied against advertising, it will be added to the existing rates.

• Rates are subject to change without notice.

• No lottery advertising except for the Ohio Lottery is accepted.

DIGITAL AD GUIDELINES

Leader Publications accepts ads on the following media:

CD ROM or e-mail – E-mail ads may be sent to art@akron.com (if file size is larger than 5 MB please “stuff” or “zip” the file before e-mailing)

We support the following software:

QuarkXpress 6.0, Adobe Acrobat 6.0, Illustrator CS and Photoshop CS

Digital (camera ready) ads:

Digital ads should be sent in one of the following formats:

1. PDF (preferred) – ALL FONTS MUST BE EMBEDDED
2. JPG, TIFF, or Photoshop EPS
3. Illustrator EPS (fonts must be converted to outlines)

NO OTHER FILE FORMATS WILL BE ACCEPTED.

Artwork/Color:

- All color must be CMYK process color (NOT RGB). If it is not sent properly, your ad will print b&w.
- Graphics, logos, photos, etc. should be placed in ads at 100%.
- Spot color ads should be built using CMYK process color as they will appear on CMYK/full color pages at the printing press. Please be sure that black is black and NOT CMYK black so that your text does not appear rigid or blurry.
- Color photos as CMYK color, B&W as grayscale.
- Resolution of all grayscale as well as color images should be **210**

dpi.

- Line art should be a resolution of **600 dpi**.
- Line screen: **85 lpi**

Fonts:

- All fonts must be embedded in PDFs in order for type to print correctly.

Leader Publications reserves the right to substitute fonts and re-work or scan your ad if fonts are not embedded in your PDF or if the file is not prepared correctly.

If Leader Publications will be designing your ad:

Artwork:

- All photos and graphics for ads should be sent as a jpg, eps, tiff or a pdf file with a minimum resolution of 210.
- Artwork and logos CANNOT be retrieved from Excel, Powerpoint, or Publisher.

Copy/Text:

Advertising copy should be sent as a Microsoft Word document or within the message of an e-mail.

A large, stylized graphic of the year '2011' in a 3D, blocky font, positioned at the top right of the page.

Camera Ready Ads Deadline

West Side Leader
Monday, 4 p.m.

South Side News Leader
Tuesday, 4 p.m.

Camera Ready Ads

All fonts MUST be embedded

All color MUST be CMYK

Black MUST be 100% black and NOT CMYK black

MUST be a PDF, JPG, TIFF or EPS

Resolution MUST be at least 210 dpi

New Ad Art Deadline for Proofs

West Side Leader
Friday, 5 p.m.

South Side News Leader
Monday, 3 p.m.

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Please e-mail display ads and artwork to art@akron.com

Please e-mail classified ads to classads@akron.com

Get Online!
Ask your account representative for more information on our variety of web services

ADVERTISING DEADLINES

West Side Leader:

Space reservation deadline: Thursday 3 p.m. (one week prior to print)

New ad art deadline for proofs: Friday 5 p.m.

All new PDFs must be received no later than Monday at 4 p.m.

Cancellation Deadline: Monday 4 p.m.

Final changes/approval for ads must be in production no later than Tuesday at 3 p.m.

South Side News Leader:

Space reservation deadline: Friday 3 p.m. (one week prior to print)

New ad art deadline for proofs: Monday 3 p.m.

All new PDFs must be received no later than Tuesday at 4 p.m.

Cancellation Deadline: Tuesday 4 p.m.

Final changes/approval for ads must be in production no later than Wednesday at 3 p.m.

Classified Deadline for both papers: Tuesday at noon

WEB SERVICES

Banner Advertising on Akron.com:

| Location | CPM | Dimensions |
|------------|------|------------|
| Position 1 | \$25 | 468x60 |
| Position 2 | \$10 | 160x90 |
| Position 3 | \$13 | 160x180 |
| Position 4 | \$15 | 160x600 |

All advertising units rotate through all Akron.com sections. The current monthly volume is between 65,000-85,000 pageviews per month. The number of impressions will vary depending on web traffic and the number of ads posted at a particular location.

Online Presence:

We will develop and host your website, do redesigns and make changes to content. This includes basic writing and graphic design services.

One Page Website \$150

Basic Five Page Website \$400

Other services offered include Product pages, Flash Content, Videos, Blogs, Shopping Carts, Content Management Systems and Contact Forms.

DISPLAY ADVERTISING RATES

WEST SIDE
Leader

Published Every Thursday

Open Rate & Annual Contract Rates

| Frequency | Inches | Rate |
|------------------------|-------------|---------|
| Open Rate..... | | \$21.29 |
| | 50..... | \$19.48 |
| 4xor | 100..... | \$19.19 |
| 8xor | 150..... | \$18.91 |
| 13xor | 250..... | \$18.34 |
| | 375..... | \$17.71 |
| 26xor | 500..... | \$17.43 |
| 39xor | 1,000 | \$16.81 |
| 52xor | 1,600 | \$16.23 |
| | 2,000 | \$15.90 |
| | 5,000 | \$15.33 |
| Non-profit rate: | | \$15.33 |

SOUTH SIDE NEWS
Leader

Published Every Friday

Open Rate & Annual Contract Rates

| Frequency | Inches | Rate |
|------------------------|-------------|---------|
| Open Rate..... | | \$12.22 |
| | 50..... | \$10.30 |
| 4xor | 100..... | \$10.04 |
| 8xor | 150..... | \$9.78 |
| 13xor | 250..... | \$9.52 |
| | 375..... | \$9.26 |
| 26xor | 500..... | \$9.15 |
| 39xor | 1,000 | \$9.00 |
| 52xor | 1,600 | \$8.89 |
| | 2,000 | \$8.68 |
| | 5,000 | \$8.42 |
| Non-profit rate: | | \$8.42 |

South Side News Leader
Display Advertising pick-up rate
\$6.24 per column inch

West Side Leader Display
Advertising pick-up rate
\$14.04 per column inch

PREPRINT INSERTS

Preprint Insert Rates

| Distribution | Full Runs | Rate |
|--------------|---------------------|--------|
| 64,897 | WSL & SSNL Full Run | \$30/M |
| 42,390 | WSL Full Run | \$35/M |
| 22,507 | SSNL Full Run | \$35/M |

Zoned WSL Insert Distribution

| | |
|----------------------|--------|
| Over 20,000 | \$35/M |
| 20,000 or Less | \$40/M |

All inserts must be quoted on an individual basis. Advertisers must read guidelines for preprint insert restrictions and deadlines.

Guidelines for preprint insert distribution

• The minimum run of inserts in Leader Publications is two complete zones.

• Before you order your inserts, consult with your account executive to determine if we are able to distribute the inserts when you want. **Currently, we accept inserts from a maximum of 6 different customers per week, so please plan ahead.**

• All preprint inserts must be delivered 10 days before insertion date to:

The Daily Record

1466 Enterprise Parkway
Wooster, OH 44691
330-264-8858 x602

Please contact your account executive for current delivery information.

• Please clearly label boxes with your Company name, if it is for WSL and/or SSNL, and insertion dates.
• All new inserts must be quoted.

Insert Restrictions:

• **Paper weight:** Minimum of 24 lb. bond/60 lb. offset paper for single sheet inserts. **NO COPY PAPER!**

• **Size:** Any size other than 8.5" x 11" must be submitted for approval and price quote. Minimum size insert is 5.5" x 8.5", printed on index card stock or heavier and maximum finished size is 8.5" x 11".

• **Insert weight:** Maximum 2 ounces per piece (maximum 44 pages).

• **Fold:** 8.5" maximum distance from fold to open edge.

• Leader Publications retains the right to reject any insert.

• A sample preprint insert must be provided when placing any order.

• **Advertisers must supply 3% overage with any preprint order.**

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Display Advertising Space Reservation Deadlines:

West Side Leader
Thursday, 3 p.m.

South Side News Leader
Friday, 3 p.m.

Classified Advertising

Please call 330-665-0909 for current rates, fax your classified ad to 330-665-9590 or email to classads@akron.com for a price quote.

Classified Deadlines

West Side Leader
Tuesday, Noon

South Side News Leader
Tuesday, Noon

Display Advertising Color Rates

Prices per paper
Black plus...

One Color: \$100

Two Color: \$150

Three Color: \$200

*Subject to availability

Guaranteed Placement

is available for a 25% premium in addition to regular advertising space pricing

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WEST SIDE LEADER & SOUTH SIDE NEWS LEADER CIRCULATION

West Side Leader Distribution Zones for Inserts Only

| ZONES | AREA | ZIP CODE | CIRCULATION |
|--------------|--|------------------------------|---------------|
| Zone 1 | Fairlawn | 44333 | 2,347 |
| Zone 2 | Bath | 44333, 44210 | 4,152 |
| Zone 3 | Copley | 44321 | 5,729 |
| Zone 4 | Norton | 44203 | 4,017 |
| Zone 5 | Richfield | 44286 | 2,328 |
| Zone 6 | Peninsula/Valley/ Cuy. Falls | 44313, 44236 44223, 44264 | 4,561 |
| Zone 7 | Akron | 44313 | 6,666 |
| Zone 8 | Akron | 44302, 44303 | 4,599 |
| Zone 9 | Akron | 44320 | 2,238 |
| Zone 10 | Sharon | 44281 | 1,831 |
| Zone 11 | Granger | 44256 | 1,476 |
| Zone 12 | Subscriptions, Businesses, Comp & Newsstand | | 2,445 |
| TOTAL | | | 42,390 |

South Side News Leader Distribution

| AREA | ZIP CODE | CIRCULATION |
|---|--------------------------------------|---------------|
| Coventry | 44203, 44319 | 4,089 |
| Green | 44216, 44312, 44319, 44685, 44720 | 8,641 |
| Lakemore | 44250 | 762 |
| New Franklin | 44203, 44216, 44319 | 5,373 |
| Springfield | 44306, 44312, 44685 | 3,431 |
| Bulk Distribution (Subscriptions, Businesses, Comp & Newsstand) | | 211 |
| TOTAL | | 22,507 |

