

2022

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ADVERTISING Rate Card & Information

*Connecting readers with local businesses
through print and digital advertising*

1902-2022
PRESS  **ENTERPRISE**
Recording the *past*. Covering the *present*. Embracing the *future*.
pressenterpriseonline.com

3185 Lackawanna Ave., Bloomsburg, PA 17815 | 570-784-2121 | 1-800-228-3483

pressenterpriseonline.com

Effective May 1, 2022

Our Products



Press Enterprise, Inc. has been a source for local news and advertising since 1902.

We have grown to be the area's leading multimedia company. Through print and digital advertising, we connect readers with local businesses every day. From our daily newspaper to preprint insertions, let us guide you through what we have to offer and help you to find the best marketing plan for your business.

PRESS ENTERPRISE DAILY NEWSPAPER

Published: Daily, 365 days/year

Coverage Area: Columbia, Montour,
Northumberland & lower Luzerne counties

Daily Readers: 24,397*

Sunday Readers: 27,052*

* Based on 2.1 readers per household.

PRESS ENTERPRISE ONLINE

Online 3,999 Subscribers

Average 68,000* Monthly Unique Visitors

pressenterpriseonline.com

*Avg. taken Dec. 2020 - May 2021

VALUE XPRESS WEEKLY MAILER

Total Market Readers: 60,200*

*Based on 2.1 readers per household.

DIGITAL MARKETING AND ADVERTISING

PREPRINT INSERTS

SINGLE SHEET PRINTING & INSERTION

FRONT PAGE NOTES

CONTACT US

Press Enterprise

**3185 Lackawanna Avenue
Bloomsburg, PA 17815**

570-784-2121

1-800-228-3483, Ext. 1210

Fax: 570-416-0220

**advertising@pressenterprise.net
pressenterpriseonline.com**

Publisher:

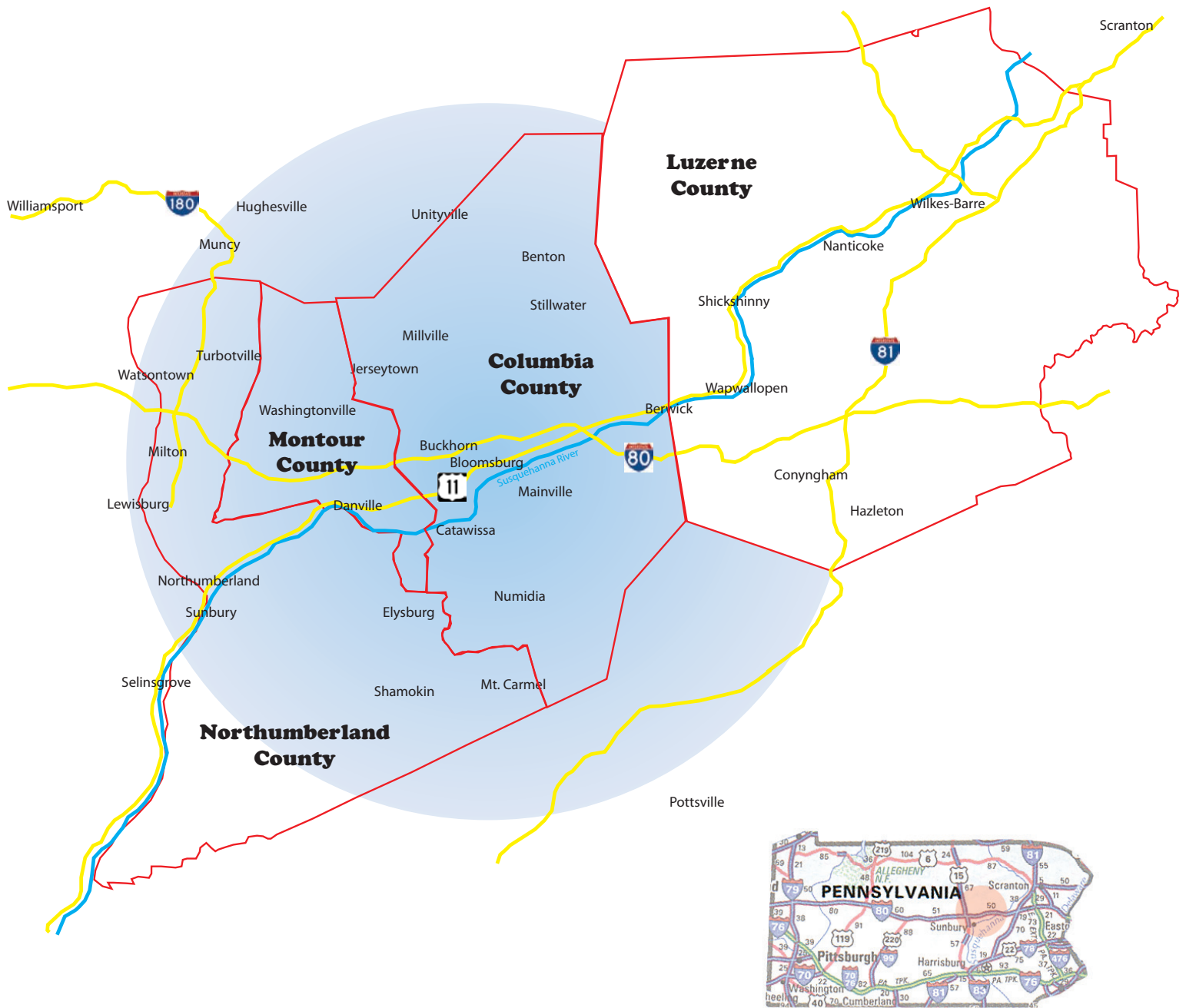
Brandon Eyerly

Advertising Director:

Sarah Kile



THE REGION'S #1 SOURCE OF LOCAL NEWS, ADVERTISING AND SHOPPING INFORMATION!



Advertising Rates

Retail Display Advertising Open Rate

\$29.90/inch

Classified Display Advertising Open Rate

\$20.15/inch

Repeat your ad within 7 publication days and receive these discounts:

60% off 2nd ad | 60% off 3rd ad | 80% off 4th thru 7th ads

SIGN UP FOR DISCOUNTED RATES!

Receive a discount of up to 63% off open rate.



Dollar Volume Contract Rates

Annual Dollar Volume Rate	ROP Contract Rate	Classified Contract Rate	Preprint & Telephone Directory Discount
\$2,500	\$16.74	\$11.28	--
\$5,000	\$16.14	\$10.88	5%
\$7,500	\$15.85	\$10.68	10%
\$10,000	\$15.55	\$10.48	10%
\$15,000	\$14.65	\$ 9.87	10%
\$25,000	\$14.05	\$ 9.47	15%
\$35,000	\$13.45	\$ 9.07	15%
\$50,000	\$12.56	\$ 8.46	15%
\$75,000	\$11.96	\$ 8.06	20%
Above \$75,000	\$11.06	\$ 7.46	\$20%

To determine your contract level, simply budget the annual dollars you intend to invest. Advertising dollars in the Press Enterprise and the Value XPress, including retail, classified display, employment, digital, obituaries, viewings and memorials, classified contract, preprints, color, and the Real Estate Plus book, will apply toward the fulfillment of the contract.

Contract Repeat Discounts

Full page discount: 50% discount on full pages repeated in the Press Enterprise within 30 days. Standard color rates apply. No copy changes.

Repeat your ad within 7 days to receive:

25% off 2nd ad

50% off 3rd thru 7th ads

No copy changes.

Special Services

- Quality reproduction in full process color and spot color
- Targeted marketing
- Co-op advertising support
- Art services
- Creative copy and layout
- Social media
- Photography
- Commercial printing
- Market research information
- Digital printing
- Audience extension



Color Rates

Ads over 30" Full Process Color \$150
Repeat your ad within 7 days for color discounts. No copy changes.

2nd ad, color 25% off

3rd thru 7th ads, color 50% off

Ads under 30" color \$5/inch
(No Discounts)

Special Days/Features:

Business - Monday
Health - Tuesday
Best Food Day - Thursday

School News - Thursday
Business & Service Directory -
Thursday & Value XPress

Stock Listings - Sunday
Color Comics - Every Day
Real Estate Plus (quarterfold) - Every 4 weeks

Receive our best rate by committing to one of our Small Business packages*

Daily + Value Xpress (TMC)
ad in front of over 84,000 readers

26-52x's	8-25x's	4-7x's
\$12.00 b/w	\$12.82 b/w	\$17.95 b/w
\$14.00 color	\$14.82 color	\$19.95 color

The Value XPress is a non-subscriber only printed product that is direct mailed.

It provides total market coverage (TMC).

TMC Only Advertising Rate **\$20.10/inch**

Daily Only

ad in front of over 24,000 readers

26-52x's	8-25x's	4-7x's
\$8.00 b/w	\$8.82 b/w	\$14.95 b/w
\$10.00 color	\$10.82 color	\$16.95 color

Add on a digital package to reach even more readers

**Place your ad on the
#1 visited area website.
pressenterpriseonline.com
Avg. 639,000+ monthly page views**

Super Leader Board/Leader Board \$6/m
ROS (rotating position on our website) \$5/m

* Some exclusions apply

National Advertising

National Rate \$34.39/inch gross

National Employment Classified Display
\$31.25 /inch gross \$26.56/inch net

National Classified Display \$23.00/Column inch

National Classified Line Ads \$6.05 (net)/Count Line

National Color
\$341.61(net) Spot \$171.87

Guaranteed Position

Every consideration is given to requested position at no additional charge; however, in order to guarantee position, there is a charge of \$4.00 per column inch, with a \$20.00 minimum.

Religious Services

\$12.25 /inch

Special Occasions Rate

For memorial, birthday, thank you, graduation and anniversary ads to be published on the date you select.

\$21.99/inch

Additional \$5.00/inch for color

Political Advertising

Payment of all political advertising will be made prior to publication. Ads must be signed by the candidate or one or more of the principal officers of committee or organization sponsoring the ad. "Authorized and Paid for by" line must be included on all political ads. Ad copy will be taken up to 48 hours prior to election. Advertisers qualify for any of the published rates. Political ads must conform to State and National election laws.



Classified Advertising

Non-Contract Rates

Classified Display/Auctions	\$20.15/inch
Employment Display Rate	\$24.39/inch
Confidential Blind Box fee	\$25.00
(Responses are forwarded via email or mailed out every Friday.)	
In-Column Rates Both Private Party and Commercial Available	

Classified Contracts

Press Enterprise offers annual and semi-annual contracts. Advertiser agrees to place a three (4) line minimum ad every publication day for a period of 1 year or 6 months. Press Enterprise is not responsible for more than one incorrect insertion.

Annual Contract (per line per day)

250 lines or less per month.....	\$1.18
251-1000 lines per month.....	\$1.09
1001 or more lines per month	\$1.06

Semi-Annual Contract (per line per day)

250 lines or less per month.....	\$1.38
251-1000 lines per month.....	\$1.31
1001 or more lines per month	\$1.29

Legal and Public Notice Advertising

Per line per day \$2.35
E-mail to: legals@pressenterprise.net
\$30.00 Processing Fee applied to any ads that need to be typed.
Affidavits are an additional charge of **\$14.00** per affidavit.

Religious Services Directory

Published Saturday in Daily & Thursday in Value Xpress,
Non Subscriber Product **\$1.95/line**

ABBREVIATIONS

The only abbreviations acceptable are specified in the Press Enterprise list of standard abbreviations. A copy is available upon request. Press Enterprise complies with the Federal, State and Local Civil Rights Laws. All real estate advertising herein is subject to the Federal Fair Housing Act and the Pennsylvania Human Relations Act, which makes it illegal to advertise any preference, limitation or discrimination based on race, color, religion, sex, national origin, handicap, familiar status, age, ancestry, place of birth, marital status or sexual preference/orientation, or an intention to make any such preferences, limitations, or discrimination. This newspaper will not knowingly accept any advertising for real estate which is in violation of the law. All persons are hereby informed that all dwelling advertised are available on an equal opportunity basis.

All classified in-column and display ads appear at
[pressenterpriseonline.com /classifieds](http://pressenterpriseonline.com/classifieds)
570-784-6151 | classifieds@pressenterprise.net



*Show support
for your
community with
Sponsor Blocks!*

Telemarketing Page Sponsor Block

Themed pages are printed in the Press Enterprise each month to support different community causes and events.

Discounted annual contract rates are available. Pages include themes like:

- 4-H • AGAPE • Bloomsburg Fair • Boy Scouts
- Carnivals • Drug Prevention • Earth Day
- FFA • Fire Prevention • Girl Scouts
- Homecomings • Law Enforcement Week
- Local Youth Sports • Memorial Day
- Pet Adoption • School Safety
- SPCA • Veterans • Voting

Digital/Online Advertising



Ad Space Available on
pressenterpriseonline.com

HOME PAGE

Super Leaderboard

(top banner on front page)
940x90 pixels
\$10 per 1,000 impressions
Appears at the top of the page

Leaderboard

728x90 pixels
\$10 per 1,000 impressions

ROS

(Rotating on our website)
120x240 & 728x90 pixels
\$9 per 1,000 impressions

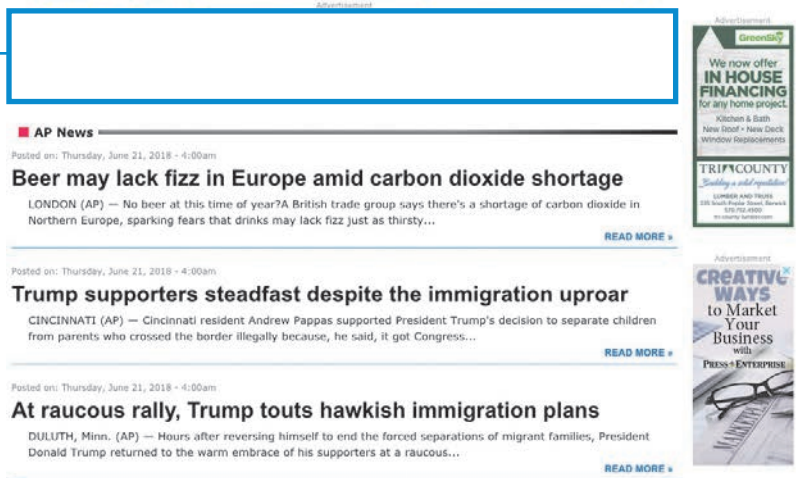
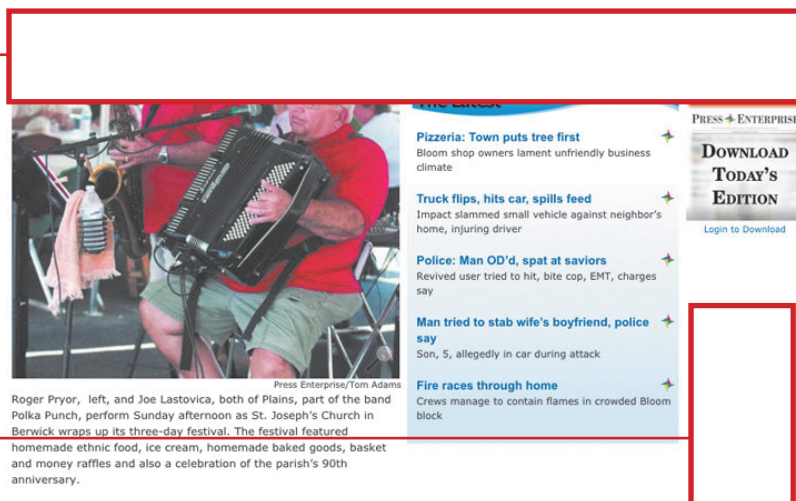
Frequency Packages Available

**Total Avg. 639,000+
Monthly Page Views**

Ask about our
Sneak Peek Advertising

(size 300x250 pixels)

Minimum 6 months required.
Subject to Availability



Link our readers to
your website with just **ONE CLICK!**

Preprint Advertising

Preprints are accepted on a reservation basis. Insertion in regular editions is available on Sunday, Wednesday, Thursday and Saturday. Annual Dollar Volume Contract Discounts apply.

All preprints must conform to the standards set by the U.S. Postal Service for inclusion in Second Class Mail publications. Any additional postage charges incurred as a result of nonconformance will be billed back to the advertiser.

Press Enterprise Daily Preprint Insert Rates

Tab Pages	Per M
8	\$62.00
12	\$66.00
16	\$70.00
20	\$74.00
24	\$78.00
28	\$82.00
32	\$86.00
36	\$90.00
40	\$94.00
44	\$98.00
48	\$102.00
52	\$106.00

Each additional four pages over and above the 52 page level will be billed an additional \$4.00/M. Minimum Charge – \$350.00

Preprints may be zoned on Sunday for an additional \$200 charge.

Value XPress (TMC) Preprint Insert Rates

Tab Pages	Per M
Up To 12 Page Tab	\$49/M
16 Page Tab	\$62/M
20 Page Tab	\$74/M
24 Page Tab	\$82/M

Prices are calculated using 30# newsprint on 24" web and are intended as a guide only. The page count of the individual product will determine the charge unless heavier paper is used. Then the weight will determine the charge.

Preprint insertion deadline is ten (10) working days prior to publication.

Receiving HOURS

Monday thru Friday: 7:00am – 3:00pm

Press Enterprise

3185 Lackawanna Avenue

Bloomsburg, PA 17815

Dock Phone: 570-387-1234, ext. 1516

PREPRINT SPECIFICATIONS

Largest Insert Accepted :

11-3/8" x 11-5/8"

Smallest Insert Accepted:

7" x 7"

Inserts may run under 7" but will not be covered by both the miss and the double detectors. Press Enterprise will not be responsible for 100% coverage in these cases; the advertiser will be billed according to the original purchase order.

Single sheets and inserts smaller than 7" x 7" paper weight should not be under 70#.

Any insert smaller than 11-5/8" long should not be quarter-folded.

Any insert larger than 11-5/8" must be folded.

Glossy insert bundles should be skidded in turns of 6" high. This turn can be used for small or large inserts. The inserts should not be tied or boxed.

Inserts should be on perfect pallets 45x45 or wood skids. RM 2 pallets are not accepted.

Preprint Zoning

Effective 05/01/22

Zip Code	Zone 1	Daily	Sunday	TMC
17821/17884	Danville/Washingtonville	1868	2157	5858
17824	Elysburg	283	329	1383
17868	Riverside	80	85	340
17872	Shamokin	120	208	
17851	Mt Carmel	127	162	
17756	Muncy	91	85	
17772	Turbotville	59	61	
Total Zone 1		2628	3087	7581

Zip Code	Zone 2	Daily	Sunday	TMC
17815	Bloomsburg/Lightstreet	3173	3567	5954
17814	Benton	457	495	1821
17846	Millville	495	531	1193
17774	Unityville	19	19	
17859	Orangeville	402	443	979
17878	Stillwater	136	149	541
17820	Catawissa	660	727	1279
Total Zone 2		5342	5931	11767

Zip Code	Zone 3	Daily	Sunday	TMC
18603	Berwick	2458	2610	4293
18631	Mifflinville	183	203	334
18635	Nescopeck	438	463	867
18655	Shickshinny	297	319	2450
18660	Wapwallopen	128	132	1384
18621	Hunlock Creek	50	55	
18201	Hazleton Area	94	82	
Total Zone 3		3648	3864	9328

Total All Zones - Daily	11,618
Total All Zones - Sunday	12,882
Total All Zones - TMC	28,676
Total - Online Subscribers	3,999

(Net press runs, May 2021)

Zone 1 Zone 2 Zone 3



Single Sheet Program

Customized Single Sheets

ONE PRICE INCLUDES

DESIGN, PRINTING & INSERTION

Available on Sunday, Wednesday, Thursday and Saturday
in the zones you choose.

Minimum order 7,000 pieces

Full run ONLY on Sundays

Full process color • Printing on both sides

Overruns at regular charge on orders under 500 copies



**Ad copy must be
approved in at least
1 week prior to
insertion date.**

8-1/2 x 11 2-SIDED	Daily Only	Daily + TMC
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7,000-9,999	\$99/m	\$87/m
10,000-14,999	\$96/m	\$78/m
15,000-19,999	\$96/m	\$72/m
20,000-24,999	\$89/m	\$69/m
25,000+	\$89/m	\$64/m

1-SIDED	Daily Only	Daily + TMC
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7,000-9,999	\$89/m	\$78/m
10,000-14,999	\$79/m	\$68/m
15,000-19,999	\$76/m	\$64/m
20,000-24,999	\$73/m	\$62/m
25,000+	\$72/m	\$60/m

11 x 17	Daily Only	Daily + TMC
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7,000-9,999	\$156/m	\$140/m
10,000-14,999	\$132/m	\$126/m
15,000-19,999	\$132/m	\$126/m
20,000-24,999	\$123/m	\$111/m
25,000+	\$120/m	\$110/m

Minimum 7,000 inserts

Publisher reserves the right to change insert date



Real Estate Plus Book

Published every 4 weeks in the Press Enterprise and Value XPress

Dedicated to being an asset to home buyers and home sellers alike.

Uploaded online at: perealestate.com

Ad Size	Non-Contract	7 Time Contract	13 Time Contract
Quarter Page	\$302	\$199	\$165
Half Page	\$492	\$316	\$258
Full Page	\$841	\$550	\$445
Two Pages	\$1,519	\$958	\$785
Three Pages	\$1,923	\$1,247	\$1,020
Back Page	-	-	\$605

Full color available for an additional \$150

Consumers Won't Just Remember Your Ad – THEY CAN TAKE IT WITH THEM!

Front Page Notes are the first message readers see when they pick up the Press Enterprise. Notes are easily removed and consumers can take it with them and reposition it where they will remember to take action.

Available Sunday, Wednesday, Thursday and Saturday.

Print and deliver 3"x3" Front Page Note Ad Rates:

Quantities	Less Than Full Run	Full Run
1 Color	\$68/m	\$59/m
2 Color	\$73/m	\$64/m
3 Color	\$76/m	\$67/m
Full Color	\$88/m	\$72/m

Minimum Order: 10,000 pieces

Printing occurs 15 days from receipt of approved ad copy.

15% Premium on Sundays and Holiday - must be full run.

\$85 Add-On for back side of note - black ink only.

**Actual Finished Size
3" x 3"**

Display Advertising (ROP)

24" Web = 6 columns x 21.25"

1 column	1.7292"
2 column	3.5583"
3 column	5.3875"
4 column	7.2167"
5 column	9.0458"
6 column	10.875"

ROP Depth Requirements

Mechanical Specifications - 6 columns (1.7292" each) to a page, 21.25" column depth, printed by photo offset. Ad depth is measured to the nearest 1/2 inch. Ads measuring more than 19 inches in depth will be billed at full page depth.

MECHANICAL MEASUREMENTS

Classified Advertising

24" Web = 6 columns x 21.25"

1 column	1.1194"
2 column	2.3389"
3 column	3.5583"
4 column	4.7778"
5 column	5.9972"
6 column	7.2167"
7 column	8.4361"
8 column	9.6556"
9 column	10.875"

Requirements

Closing Schedules

ROP, Classified Display and Public Notices
~ deadlines for ad copy ~

Monday	Thursday Noon
Tuesday	Friday Noon
Value XPress (TMC)	Monday Noon
Wednesday	Monday Noon
Thursday	Tuesday Noon
Friday	Wednesday Noon
Friday Auctions	Tuesday Noon
Saturday	Thursday Noon
Sunday	Thursday Noon

Classified Line Ads - 4:00 p.m. day before publication; Friday 4:00 p.m. for Saturday, Sunday and Monday.

**Any ad created by Press Enterprise and requested for use on social media must give credit to Press Enterprise when using.*

Digital Ad Files

The preferred format of all submissions is an Adobe PDF file. All images should be at least 300dpi. Color ads should be in CMYK format and Black & White ads should be in Grayscale format. All fonts and images must be embedded. Specific PDF settings are available upon request. Email PDF ads to:

advertising@pressenterprise.net

Please include information pertaining to ad size and publication date(s) OR upload to our FTP site (please call for information 1-800-228-3483). Press Enterprise is a member of the Associated Press and the AdSend network.

