

# OUR TIMES NEWSPAPER

## 2021 Advertising Rates Card & Guidelines Display Ads:



	1X	2X	3X	6X	12X
<b>Full Page</b>					
<b>Back Page</b>					
color	\$1,450	\$2,575	\$3,375	\$6,750	\$13,300
b/w	1,400	2,475	3,225	6,450	12,900
<b>General News</b>					
color	1,350	2,375	3,075	6,150	12,300
<b>General News</b>					
b/w	1,300	2,275	2,925	5,850	11,700
<b>Half-Page</b>					
color	750	1,238	1,514	3,228	6,456
b/w	650	1,138	1,464	2,928	5,856
<b>One-Quarter Page</b>					
color	375	670	905	1,810	3,620
b/w	325	570	755	1,510	3,020
<b>One-Eighth Page</b>					
color	210	380	510	1,020	2,040
b/w	160	280	360	720	1,440
<b>Business Card Plus*</b>					
color	100	180	275	400	850
b/w	80	140	180	360	720
<b>Business Card*</b>					
b/w	60	105	135	270	540

\*Information about color available

Contact:  
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### Advertising Deadlines

Issue	Materials Close	Press Date	Mail Date
I	Dec. 28th, 2020	Dec. 30, 2020	Jan. 2, 2021
II	Jan. 11th	Jan. 13th	Jan. 15th
III	Jan. 25th	Jan. 27th	Jan. 29th
IV	Feb. 8th	Feb. 10th	Feb. 12th
V	Feb. 22nd	Feb. 24th	Feb. 26th
VI	Mar. 8th	Mar. 10th	Mar. 12th
VII	Mar. 22nd	Mar. 24th	Mar. 26th
VIII	Apr. 5th	Apr. 7th	Apr. 9th
IX	Apr. 19th	Apr. 21st	Apr. 23rd
X	May 3rd	May 5th	May 7th
XI	May 17th	May 19th	May 21st
XII	May 31st	Jun. 2nd	Jun. 4th
XIII	Jun. 14th	Jun. 16th	Jun. 18th
XIV	Jun. 28th	Jun 30th	Jul. 2nd
XV	Jul. 12th	Jul. 14th	Jul. 16th
XVI	Jul. 26th	Jul. 28th	Jul. 30th
XVII	Aug. 9th	Aug. 11th	Aug. 13th
XVIII	Aug. 23rd	Aug. 25th	Aug. 27th
XIX	Sept. 6th	Sept. 8th	Sept. 10th
XX	Sept. 20th	Sept. 22nd	Sept. 24th
XXI	Oct. 4th	Oct. 6th	Oct. 8th
XXII	Oct. 18th	Oct. 20th	Oct. 22nd
XXIII	Nov. 1st	Nov. 3rd	Nov. 5th
XXIV	Nov. 15th	Nov. 17th	Nov. 19th
XXV	Nov. 29th	Dec. 1st	Dec. 3rd
XXVI	Dec. 13th	Dec. 15th	Dec. 17th
XXVII	Dec. 27th	Dec. 29th	Dec. 31, 2021

### Market Place Classified Advertising Rates

\$11.00 per column inch ~ Column Inch = 2.5" x 1.0"

### Design Assistance:

We offer ad design services for 25% of the ad cost.

### Payment:

Only Checks or Cash. Payment is due at order time for New Advertising Customers.



**THE TRI-STATE'S ONLY AFRICAN AMERICAN NEWSPAPER SINCE 1983**

**OUR TIMES NEWSPAPER** is the only full coverage news publication in the region which is targeted at the Tri-State's African American consumers. The only print news alternative to the daily newspaper, with a readership of over 6,500 households, 300 companies, and 16,000 individuals across all 50 states. Single copies sell for \$1 and the annual subscription is \$35.00.

**OUR TIMES NEWSPAPER** is published bi-weekly. The office is located at 605 S. Evans Ave. in the heart of its primary consumer market, the Evansville African American Community.

**PUBLICATION SPECIFICATIONS**

Trim Size: 10.25" x 11.12"      Printing: Sheet Fed Offset  
Col. Width: 2 - col. 5.0" 3 col. - 7.50"

**DIGITAL AD REQUIREMENTS**

Ads submitted must meet the publisher's production guidelines.

**Preferred ad submission method.** Press quality PDF is the preferred method of ad submission for this newspaper. If you're not sure how to make a press quality PDF please contact Our Times newspaper at (812) 426-7993. If you need assistance creating your pdf please call your advertising representative and we will walk you through it.

**Other submission methods:** We accept composite JPG (preferred), at 200-900 dpi for color ads or color mode Grayscale for black and white ads.

**Dimensions:** All ads must be configured to fit the ad sizes as indicated below. Be sure to create documents in the proper trim size. However, be certain to include bleed on full page bleed ads. On full page ads do not put text outside the line area centered. There is no need to add registration marks.

**Black-and-White Ads:** All black-and-white ads must be set up to output as one-color art and text. This will prevent any unanticipated screen tints from appearing in final image.

**DISPLAY AD SIZES**  
*Newspaper trim size 10.37" x 9.63"*

<p><b>Full Page</b> 10.37" x 9.63"</p>	<p><b>Half Page Vert.</b> 5.11" x 9.63"</p>	<p><b>Half Page Horizontal</b> 10.37" x 4.8"</p>
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<p><b>1/4 Page</b> 5.11" x 4.8"</p>	<p><b>1/8 Page</b> 5.11" x 2.75"</p>	<p><b>Bus. Card Plus</b> 5.11" x 2.0"</p>
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**Preparation:** If the publisher's production department considers a digital ad to be incorrectly set-up by the advertiser, the advertiser may correct and resubmit the ad - or - the advertiser may request the publisher to alter the ad to meet specifications at an additional charge to be quoted.

Please call if you have any questions regarding your file set-up

**MISCELLANEOUS**

**Special Positions:** Special positions can be guaranteed, with a 25% premium cost.

**Production Assistance:** Complete production services are available. Layout, art, type (including key changes), color separations, etc., will be billed to advertiser in addition to the space rate. Agency discounts do not apply to production charges. All images sent to electronically must be high resolution 200 dpi photos or 500 dpi line-art.

**ADVERTISING AGREEMENT**

All advertising orders accepted by the publisher are subject to the terms and provisions of the current rate card. The previously run ad material will be used if new instructions are not received by the material deadline for the next scheduled insertion.

The publisher reserves the right to reject any advertising, or the request alteration in content prior to publication. Advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. The agency and/or advertiser will indemnify and hold harmless from and against all loss or expenses resulting from claims or suits based upon contents or subject matter, including, without limitations, claims or suits for libel, violation of rights of privacy, plagiarism and copyright. The publisher shall have the right to hold advertiser and/or its agent jointly and severally liable for such monies as are due and payable to publisher for advertising that advertiser or its agent ordered and that was published.

**CANCELLATION POLICY**

It is agreed between the parties to this contract that a cancellation will be accepted once the publisher has received written notice from the advertiser prior to the appropriate closing date; and that cancellation on the part of the advertiser shall forfeit his right to contract rate; the rate to be adjusted on past subsequent insertions will conform with the actual space used at the rate specified.

**Mailing & Contact Information**

Our Times Newspaper  
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