

The Clyde Enterprise

"A Weekly Publication For Over 125 Years"



109 North
Main Street
P.O. Box 29
Clyde, Ohio 43410

Phone: 419-547-9194
Fax: 419-547-4614

Deadline Friday, 12:00 Noon Before Publication

Advertising Rates Effective February 1, 2008

GENERAL INFORMATION

This newspaper reserves the right to accept, reject or revise any advertisement which is deemed by the publisher to be objectionable either in subject, phraseology, or set up. In case of an error in an advertisement, The Clyde Enterprise will furnish the advertiser with a letter so worded as to relieve the advertiser from responsibility for an error in an advertisement other than above slated.

TERMS

Cash with order until credit is established. After credit is established, all accounts are payable the 10th of the month following insertion. Delinquent accounts are charged 2% interest and carrying charge monthly.

Weekly Trader

The Weekly Trader is a FREE publication that is delivered on Monday. It will reach over 6700 homes every week, or over 16,000 potential buyers.

Display advertising or classified display advertising that is published in The Clyde Enterprise the previous week or the same week will be inserted in the Weekly Trader for an additional 99¢ per column inch.

A real buy to reach over 6700 homes.

Deadline Tuesday, 4:00 p.m. Before Publication

RETAIL DISPLAY ADVERTISING

Based on 6 col. SAU format

NON-CONTRACT RATES

Open Rate\$8.75 National Rate\$8.75
Political Rate.....\$8.75 Church Rate\$7.55

CONTRACT RATES

3 months - 6" or more per week, per inch.....\$8.30
6 months - 6" or more per week, per inch.....\$8.00
Yearly - 6" or more per week or
750" per year, per inch\$7.85
Yearly - 1500" bulk rate per inch.....\$7.45

CLASSIFIED DISPLAY ADVERTISING

Based on 9 col. format

NON-CONTRACT RATES

Open Rate\$6.50
Church Rate\$5.50

CONTRACT RATES

3 months - 6" or more per week, per inch.....\$6.45
6 months - 6" or more per week, per inch.....\$6.05
Yearly - 6" or more per week or
750" per year, per inch\$5.85
Yearly - 1500" bulk rate per inch.....\$5.65

Deadline Friday Noon Before Publication

PREPRINT RATES AVAILABLE ON REQUEST

CLASSIFIEDS AND LOCALS

Classified and Line Ads12 words \$4.75
(75¢ ea. word after 12)

COLOR RATES

1 color and black\$75.00
2 colors and black\$125.00
3 colors and black\$195.00

MECHANICAL INFORMATION

SAU Format Display

1 Column	1.770"
2 Column	3.640"
3 Column	5.510"
4 Column	7.380"
5 Column	9.250"
6 Column	11.120"

Classified Display

1 Column	1.174"
2 Column	2.417"
3 Column	3.66"
4 Column	4.903"
5 Column	6.148"
6 Column	7.391"
7 Column	8.634"
8 Column	9.877"
9 Column	11.12"

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