

2023-2024\*



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# ADVERTISING

## Rate Card & Information

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

**PRESS**  **ENTERPRISE**  
*YOUR* Local Community News Since 1902  
[pressenterpriseonline.com](http://pressenterpriseonline.com)

**3185 Lackawanna Ave., Bloomsburg, PA 17815 | 570-784-2121**

[pressenterpriseonline.com](http://pressenterpriseonline.com)

\*Rates valid through February 29, 2024

# 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: 22,218\*  
Sunday Readers: 23,576\*

## **PRESS ENTERPRISE ONLINE**

Online 3,999 Subscribers  
Average 68,000\* Monthly Unique Visitors  
[pressenterpriseonline.com](http://pressenterpriseonline.com)

## **VALUE XPRESS WEEKLY MAILER**

Total Market Readers: 59,532\*

## **DIGITAL MARKETING AND ADVERTISING**

### **PREPRINT INSERTS**

### **SINGLE SHEET PRINTING & INSERTION**

### **FRONT PAGE NOTES**

\*Based on 2.1 readers per household March-May 2023.

## CONTACT US

**Press Enterprise**  
3185 Lackawanna Avenue  
Bloomsburg, PA 17815

**570-784-2121**

[advertising@pressenterprise.net](mailto:advertising@pressenterprise.net)  
[pressenterpriseonline.com](http://pressenterpriseonline.com)

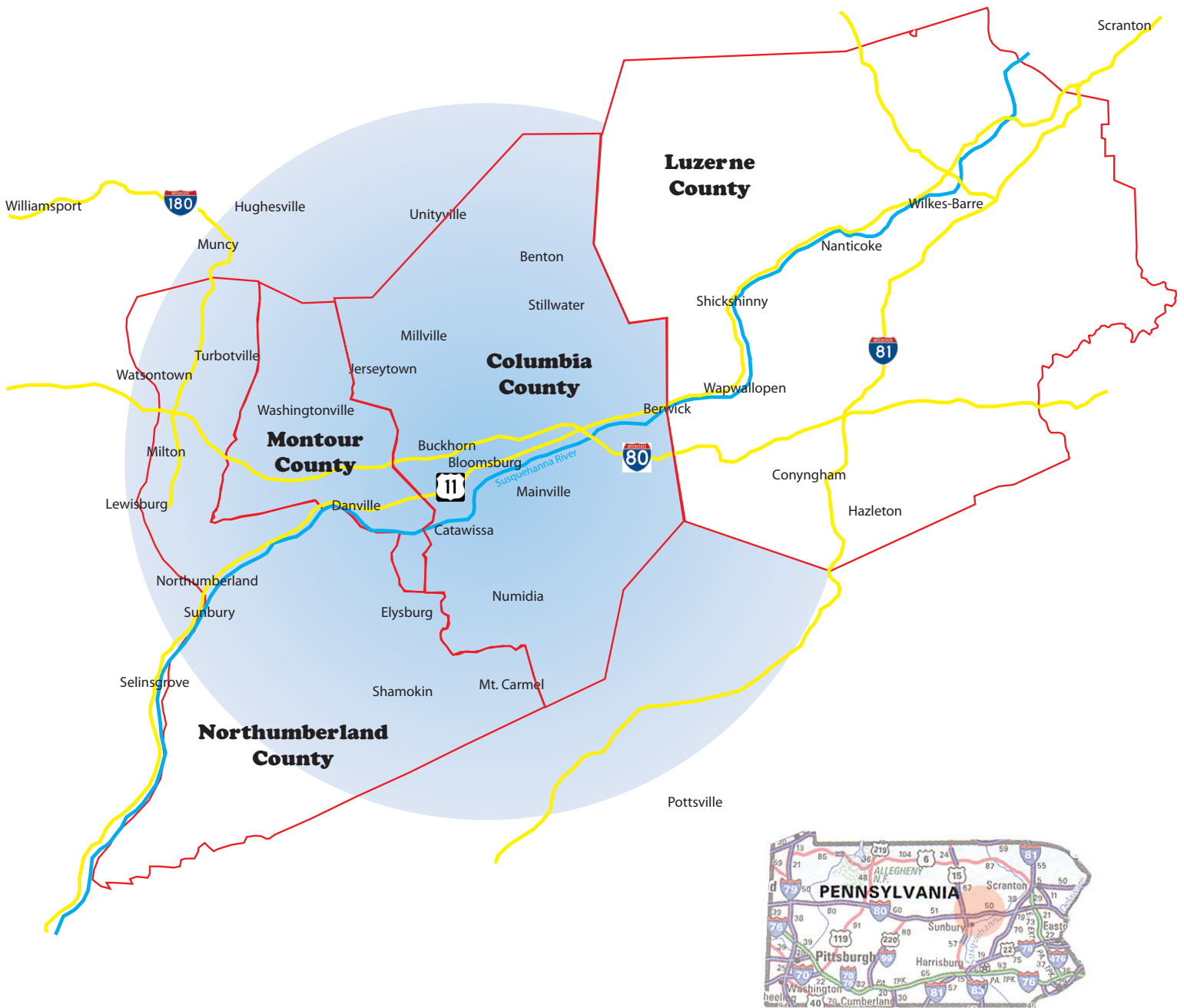
**Publisher:**  
**Brandon Eyerly**

**Advertising Director:**  
**Ana Rodriguez**





# 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 NEWSPAPER - Rate Per Insertion:

|              | <u>B&amp;W</u> | <u>Color</u> |
|--------------|----------------|--------------|
| 4-7 Ad Runs  | \$14.95/inch   | \$16.95/inch |
| 8-25 Ad Runs | \$8.82/inch    | \$10.82/inch |
| 26+ Ad Runs  | \$8.00/inch    | \$10/inch    |

- Add the **Value XPress (TMC)** to get total market coverage for only \$4.00/inch/per insertion

## - VALUE XPRESS (TMC) ONLY -

*This is mailed to non-subscribers only.  
It provides total market coverage (TMC).  
\$20.10/inch, color included*

## - ADD DIGITAL TO YOUR PACKAGE -

Place your ad on the #1 visited area website.  
**pressenterpriseonline.com**  
*Avg. 579,000+ monthly page views!*

- **Super Leaderboard** 940x90 \$8.00/M
- **Leaderboard** 728x90 \$6.00/M
- **ROS (2 rotating positions)** 728x90 & 120x240 \$5.00/M

## 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 ..... | <b>\$20.15/inch</b> |
| Employment Display Rate.....      | <b>\$24.39/inch</b> |
| Confidential Blind Box fee .....  | <b>\$25.00</b>      |

(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.....   | <b>\$1.18</b> |
| 251-1000 lines per month.....      | <b>\$1.09</b> |
| 1001 or more lines per month ..... | <b>\$1.06</b> |

## Semi-Annual Contract (per line per day)

|                                    |               |
|------------------------------------|---------------|
| 250 lines or less per month.....   | <b>\$1.38</b> |
| 251-1000 lines per month.....      | <b>\$1.31</b> |
| 1001 or more lines per month ..... | <b>\$1.29</b> |

## Legal and Public Notice Advertising

Per line per day .....

E-mail to: [legals@pressenterprise.net](mailto: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 .....

### 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, familial 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](mailto: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

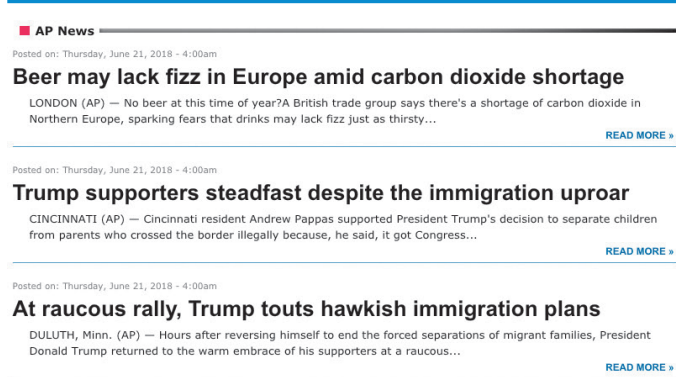
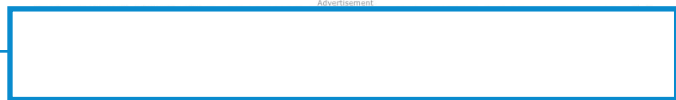
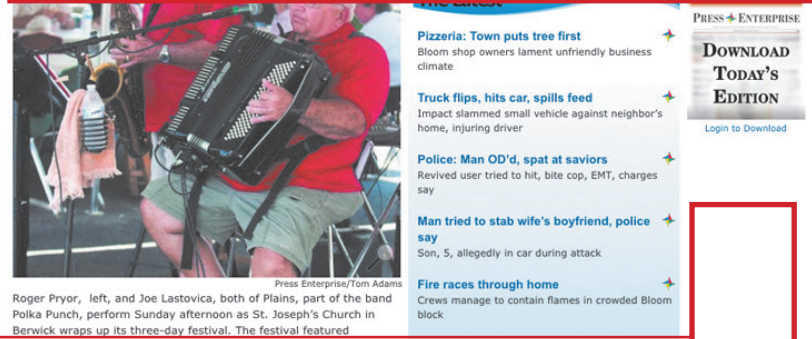
### ROS

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

### Frequency Packages Available

**Total Avg. 579,739+  
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.**

## 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.

## 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 Zoning

Effective 07/01/23

| Zip Code    | Zone 1                   | Daily | Sunday | TMC  |
|-------------|--------------------------|-------|--------|------|
| 17821/17884 | Danville/Washingtonville | 1614  | 1814   | 6049 |
| 17824       | Elysburg                 | 267   | 311    | 1313 |
| 17868       | Riverside                | 73    | 75     |      |
| 17872       | Shamokin                 | 159   | 158    |      |
| 17851       | Mt Carmel                | 115   | 146    |      |
| 17756       | Muncy                    | 87    | 86     |      |
| 17772       | Turbotville              | 70    | 73     |      |

**Total Zone 1                    2385    2663    7362**

| Zip Code | Zone 2                 | Daily | Sunday | TMC  |
|----------|------------------------|-------|--------|------|
| 17815    | Bloomsburg/Lightstreet | 2949  | 3166   | 6283 |
| 17814    | Benton                 | 420   | 447    | 1573 |
| 17846    | Millville              | 443   | 457    | 998  |
| 17774    | Unityville             | 18    | 18     |      |
| 17859    | Orangeville            | 345   | 377    | 919  |
| 17878    | Stillwater             | 134   | 142    | 560  |
| 17820    | Catawissa              | 618   | 667    | 1306 |

**Total Zone 2                    4927    5274    11639**

| Zip Code | Zone 3        | Daily | Sunday | TMC  |
|----------|---------------|-------|--------|------|
| 18603    | Berwick       | 2241  | 2235   | 4564 |
| 18631    | Mifflinville  | 176   | 188    |      |
| 18635    | Nescopeck     | 393   | 402    | 934  |
| 18655    | Shickshinny   | 232   | 251    | 2465 |
| 18660    | Wapwallopen   | 116   | 115    | 1385 |
| 18621    | Hunlock Creek | 31    | 30     |      |
| 18201    | Hazleton Area | 79    | 69     |      |

**Total Zone 3                    3268    3290    9348**

**Total All Zones - Daily                    10,580**

**Total All Zones - Sunday                    11,227**

**Total All Zones - TMC                    28,349**

(Net press runs April 2023)

## 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

**8.5" x 11"**  
**Full Color**  
**Printed and Delivered to our readers!**

**Everything Storewide**  
**Nothing held back.**

| 8-1/2 x 11<br>2-SIDED | Daily Only | Daily + TMC |
|-----------------------|------------|-------------|
| 7,000-9,999           | \$110/m    | \$97/m      |
| 10,000-14,999         | \$100/m    | \$81/m      |
| 15,000-19,999         | \$96/m     | \$72/m      |
| 20,000-24,999         | \$94/m     | \$74/m      |
| 25,000+               | \$92/m     | \$67/m      |

| 11 x 17<br>(folded to 8.5x11) | Daily Only | Daily + TMC |
|-------------------------------|------------|-------------|
| 7,000-9,999                   | \$168/m    | \$151/m     |
| 10,000-14,999                 | \$154/m    | \$147/m     |
| 15,000-19,999                 | \$148/m    | \$142/m     |
| 20,000-24,999                 | \$135/m    | \$122/m     |
| 25,000+                       | \$140/m    | \$129/m     |

\*\*Minimum 7,000 inserts\*\*

\*\*Publisher reserves the right to change insert date\*\*

**Ad copy must be approved in at least 1 week prior to insertion 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](http://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:

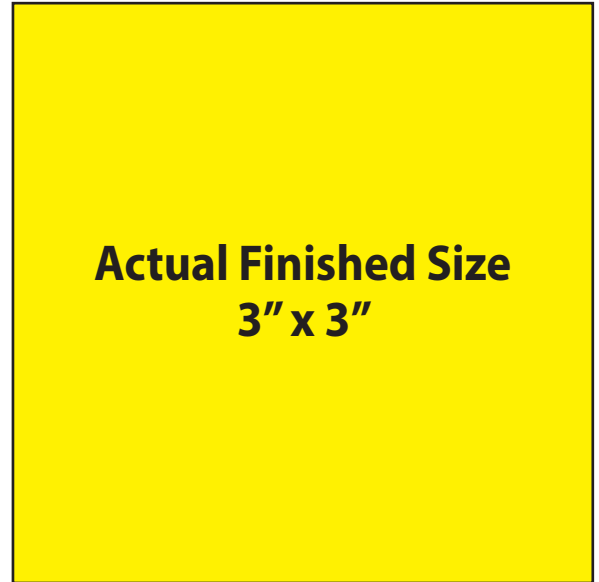
| Quantities | Less Than Full Run | Full Run |
|------------|--------------------|----------|
| 1 Color    | \$74/m             | \$65/m   |
| 2 Color    | \$80/m             | \$70/m   |
| 3 Color    | \$83/m             | \$73/m   |
| Full Color | \$97/m             | \$79/m   |

**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 |
| Saturday .....           | Thursday Noon  |
| Sunday .....             | Thursday Noon  |

### 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](mailto:advertising@pressenterprise.net)

For files larger than 20MB, ask your multimedia sales consultant for information about our FTP uploading site.

#### Classified Line Ads -

3:00 p.m. day before publication;  
Friday 3:00 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.*



