

You have just opened the 2024

# Weekly Bargain Bulletin

Online Media Kit!

**W**e at the Bulletin believe that two words are the key to our success in the advertising business... Quality and Honesty. We don't quote the population of the area served, we don't quote readership averages for our type of publication. We offer only our distribution in the Western Pennsylvania and Eastern Ohio area. Our publication is distributed and monitored by the people who know the area the best... the sales people.

**B**ulletin advertisers are a special group of people. They normally are proprietorships or partnerships that are closely monitored by the owner. Many times the owners are the ones placing the ads. Locally owned businesses are keenly aware of what is happening in their community and can't afford to waste even a single advertising dollar. That's why you'll find their ad in the Bulletin.

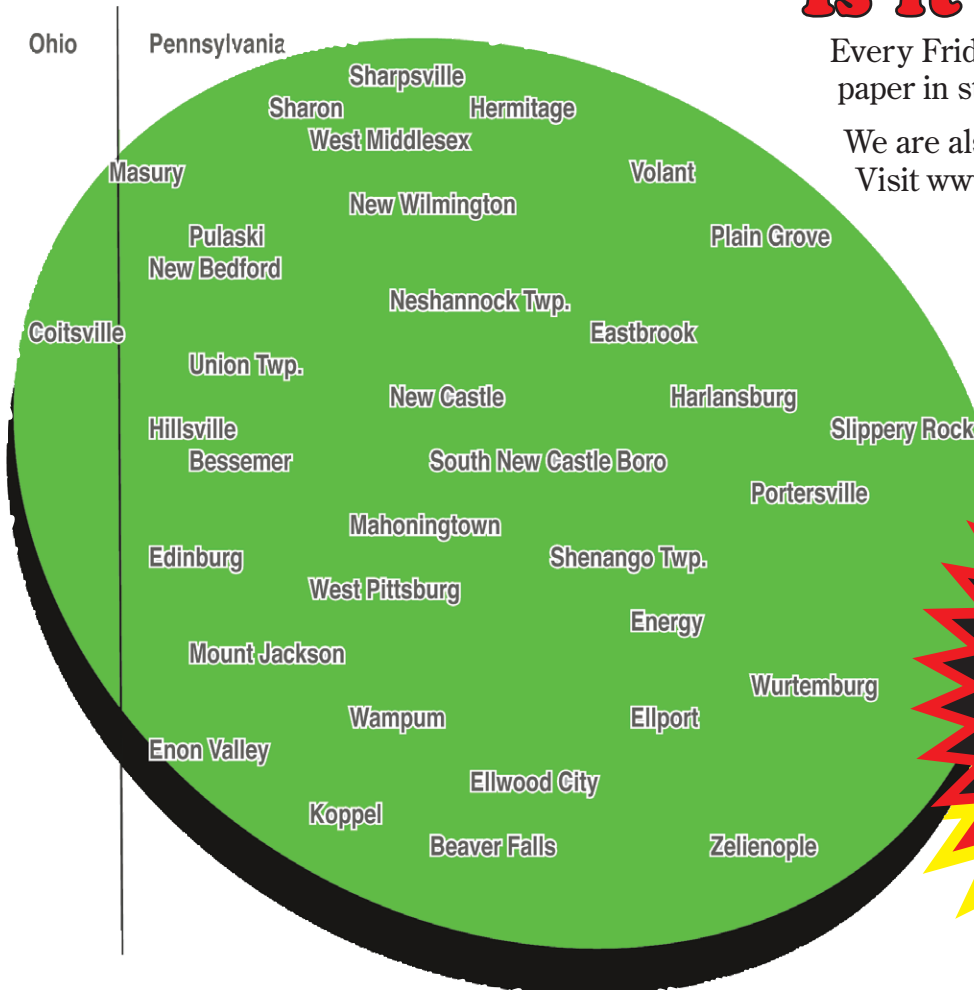
**B**ut it's our readers that have assured our success for over fifty years. Without their continued patronage and support, we could hardly be the most thoroughly read publication in the area. It may come as a surprise to you, but we have calls each week asking where they can pick up the Bulletin a day early. We certainly appreciate that kind of following.

## WBB

### Is it Friday Yet?

Every Friday you can find our free pick up paper in stores in the communities listed.

We are also available free to read online!  
Visit [www.WeeklyBargainBulletin.com](http://www.WeeklyBargainBulletin.com)



Parent Company:..... Weekly Bargain Bulletin  
 Publisher:..... Frank W. Hutchison, Jr.  
 MACPA Contact:..... JoyeDell Beers  
 Address:..... 1576 Sunrise Dr.  
 New Castle, PA 16105  
 Phone:..... Business Office 724-654-5529  
 Email:..... ads@WeeklyBargainBulletin.com  
 Advertising Website:..... WeeklyBargainBulletin.com  
 Year Paper Established:..... 1972

### CIRCULATION & DISTRIBUTION

Publication Day:..... Friday  
 Circulation Area:..... Greater Lawrence County, PA  
 Frequency:..... Weekly  
 Distribution Method:..... 100% Rack  
**Mailed Subscriptions Available**  
 Out of Circulation Area:..... not available  
 Paper Online..... WeeklyBargainBulletin.com  
 Available to read any time, at no charge

### ADVERTISING

Display Rate:..... \$8.75 to \$4.75 per column inch  
 Color Rate:..... \$15.00 yellow back. / \$40.00 process  
 Display Copy Deadline:..... 5:00pm Tuesday  
 5:00pm Monday if requiring Ad Proof  
 Early Deadline likely around holidays  
 Graphic/Advertising/Design:..... \$30.00 per hour  
 Inserts..... not available

### MECHANICALS & PRINTING EQUIPMENT

Page Width:..... 9 3/4"  
 Page Depth:..... 9 3/4"  
 Inches Per Page:..... 68 column inches  
 Columns Per Page:..... 7 columns  
 Column Width In Inches:..... 1.3"  
 % Editorial:..... 25% personal ads; 5% editorial  
 % Advertising:..... 70%  
 Average Page Count:..... 16 to 24  
 Computer Hardware:..... Apple  
 Computer Software:..... InDesign / Photoshop  
 Accepts Disks:..... yes  
 Scanning Equipment:..... yes  
 Darkroom Capability:..... no  
 Sheet Fed:..... no  
 Web Fed:..... yes



### PENNSYLVANIA:

#### Lawrence County

New Castle, Bessemer, Edinburg,  
 Ellwood City, Hillsville, New Wilmington,  
 Pulaski, Volant, Wampum, West Pittsburg

#### Beaver County

Darlington, Koppel, Beaver Falls

#### Butler County

Slippery Rock, Portersville

#### Mercer County

Farrell, Mercer, Hermitage, Sharon,  
 Sharpsville, West Middlesex, Wheatland

### OHIO:

#### Mahoning County

Lowellville, Youngstown

### Membership:



### Audited By:



# Weekly Bargain Bulletin

# WBB

1-1-24

Here are a few sample ads for your consideration

1576 Sunrise Dr., New Castle, PA 16105

Office: 724-654-5529

Call In Office Hours: Mon-Tues 10-5

Email: ads@WeeklyBargainBulletin.com

Website: www.WeeklyBargainBulletin.com

Serving Greater Lawrence County, PA

Offset Weekly - Published Friday - Rates Effective 1-1-24

## Retail Display Advertising Rates

Open Rate > ..... Col. In. \$8.75

### For Discounts:

2 Edition Rate > ..... Col. In. \$8.25

4 Edition Rate > ..... Col. In. \$7.75

13 Edition Rate<sup>\*\*</sup> ..... Col. In. \$6.25

26 Edition Rate<sup>\*\*</sup> ..... Col. In. \$5.50

### Bulk Rates

*Bulk Rates Available Upon Request <sup>\*\*</sup>*

### Classified Service Directory - 13 week minimum

\$6.25 per inch (8 lines maximum)

Yellow Background...\$15.00 Process Color...\$40.00

7 columns per page

Page Width.....9 3/4" Page Length.....9 3/4"

### Deadline for Friday's Issue:

Ad Copy/Payment In Our Office by 5:00pm Tuesday

New Businesses / Requiring Ad Proof for Approval

by 5:00pm Monday

*Early deadline likely around holidays*

> Prepaid only

\*Ad copy changes permitted

•Valid only on 3 column inch or larger ads, must be run consecutively

# Prepaid or with approved auto pay only

+Available only if eligible and upon approval of completed credit application, auto pay preferred

### Front Page:

- Ad cost plus 50%, Space available basis only
- Frequency: up to half of your contract or every other week, as available, restrictions apply
- Maximum 6 column inch ad size

### Payment:

- First month paid in advance to establish account (ads 3" or more under contract) Monthly billing available with approved completed credit form. Auto pay preferred. Billing is not available for ads running less than a 13 week contract - prepaid only.

We accept check/money order (\$10.00 or more only), cash, debit/credit cards shown



Net 30 days, then late charges are added.

### Color:

\$15.00 yellow background / \$40.00 process

### Proof Ads:

One proof ad will be supplied for approval if ad copy is submitted before 5:00pm Monday for that Friday's edition. Additional proof ads subject to an additional fee @ \$30.00 per hour.

### Business Line Ads:

1-20 words: \$6.00 per week, prepaid  
over 20 words: + 25¢ per word, per week, prepaid  
website/email counts as 4 words each  
phone number counts as 1 word

#### 1" Box Ad

15-17 words

\$8.75 prepaid

2 Week Rate:

\$8.25 each edition

4 Week Rate:

\$7.75 each edition

#### 2" Box Ad

30-35 words

\$17.50 prepaid

2 Week Rate:

\$16.50 each edition

4 Week Rate:

\$15.50 each edition

#### 1.5" Box Ad

23-25 words

\$13.15 prepaid

2 Week Rate:

\$12.40 each edition

4 Week Rate:

\$11.65 each edition

2" box ad: \$17.50 prepaid  
2 3/4" wide x 1" tall

2 Week Rate: \$16.50 each edition

4 Week Rate: \$15.50 each edition

1", 1.5", 2" Box Ads and  
All Classified Service Directory ads:  
No ad copy changes permitted, must be prepaid

## Classified Service Directory Section Ads

### 8 Lines Classified

\$6.25 per week  
13 Week Minimum  
No Changes

### APPLIANCE REPAIR PLUS

#### TINY'S FIX IT SHOP

Fast repair service on everything from refrigerators, hot water tanks to small appliances. Big or small, we fix 'em all!  
123 456-7890

### Service Directory Display Ad

2 3/4" wide x 1" tall

\$12.50 per week

13 Week Minimum • No Changes

# Weekly Bargain Bulletin

1576 Sunrise Dr., New Castle, PA 16105  
 Call In Hours: Mon-Tues 10-5  
 Office: 724-654-5529  
 Email: Ads@WeeklyBargainBulletin.com  
 Website: www.WeeklyBargainBulletin.com

# WBB

1-1-24

## 5 column inch ad (2.75" wide x 2.5" tall)

Open Rate > .....\$43.75 each edition  
 2 Week Rate > .....\$41.25 each edition  
 4 Week Rate > .....\$38.75 each edition  
 13 Week Rate\*\*# ..\$31.25 each edition  
 26 Week Rate\*\*# ..\$27.50 each edition

## 3 column inch ad (2.75" wide x 1.5" tall)

Open Rate > .....\$26.25 each edition  
 2 Week Rate > .....\$24.75 each edition  
 4 Week Rate > .....\$23.25 each edition  
 13 Week Rate\*\*# ..\$18.75 each edition  
 26 Week Rate\*\*# ..\$16.50 each edition

## 6 column inch ad (2.75" wide x 3" tall)

Open Rate > .....\$52.50 each edition  
 2 Week Rate > .....\$49.50 each edition  
 4 Week Rate > .....\$46.50 each edition  
 13 Week Rate\*\*# ..\$37.50 each edition  
 26 Week Rate\*\*# ..\$33.00 each edition

## 4 column inch ad (2.75" wide x 2" tall)

Open Rate > .....\$35.00 each edition  
 2 Week Rate > .....\$33.00 each edition  
 4 Week Rate > .....\$31.00 each edition  
 13 Week Rate\*\*# ..\$25.00 each edition  
 26 Week Rate\*\*# ..\$22.00 each edition

### RATE DESCRIPTIONS

- Open Rate >  
1 edition
- 2 Week Rate >  
2 to 3 editions
- 4 Week Rate >  
4 to 12 editions
- 13 Week Rate \*\*#  
13 to 25 editions
- 26 Week Rate \*\*#  
26 to 51 editions
- Yearly Rate \*\*#+  
50 editions

> Prepaid only  
 \*Ad copy changes permitted  
 •Discount available only on  
 3 column inch ads or larger  
 as must be run consecutively  
 # Prepaid or with approved auto pay only  
 +available only if eligible and upon approval  
 of completed credit application

## 9 column inch ad 4.25" wide x 3" tall (white section)

Open Rate > .....\$78.75 each edition  
 2 Week Rate > .....\$74.25 each edition  
 4 Week Rate > \*\* ..\$69.75 each edition  
 13 Week Rate\*\*# .....\$56.25 each edition  
 26 Week Rate\*\*# .....\$49.50 each edition

## 12 column inch ad 4.25" wide x 4" tall (White and grey sections)

Open Rate > .....\$105.00 each edition  
 2 Week Rate > .....\$99.00 each edition  
 4 Week Rate > \*\* ..\$93.00 each edition  
 13 Week Rate\*\*# .....\$75.00 each edition  
 26 Week Rate\*\*# .....\$66.00 each edition

# Weekly Bargain Bulletin

1576 Sunrise Dr., New Castle, PA 16105  
 Call In Hours: Mon-Tues 10-5  
 Office: 724-654-5529  
 Email: Ads@WeeklyBargainBulletin.com  
 Website: www.WeeklyBargainBulletin.com

- Sample Ad Sizes and Costs -  
 1-1-24

> Prepaid only

\*Ad copy changes permitted

•Discount available only on

3 column inch ads or larger  
 as must be run consecutively

# Prepaid or with approved auto pay only

+available only if eligible and upon approval  
 of completed credit application

## 20 column inch ad

(5 3/4" wide x 5" tall - dotted white section)

Open Rate > ..... \$175.00 each edition  
 2 Week Rate > ..... \$165.00 each edition  
 4 Week Rate > \*\* .. \$155.00 each edition  
 13 Week Rate\*\*# .. \$125.00 each edition  
 26 Week Rate\*\*# .. \$110.00 each edition

## 25 column inch ad

(5 3/4" wide x 6 1/4" tall - dotted white and gray sections)

Open Rate > ..... \$218.75 each edition  
 2 Week Rate > ..... \$206.25 each edition  
 4 Week Rate > ..... \$193.75 each edition  
 13 Week Rate\*\*# ..... \$156.25 each edition  
 26 Week Rate\*\*# ..... \$137.50 each edition

## 15 column inch ad

(4 1/4" wide x 5" tall - white section)

Open Rate > ..... \$131.25 each edition  
 2 Week Rate > ..... \$123.75 each edition  
 4 Week Rate > ..... \$116.25 each edition  
 13 Week Rate\*\*# ..... \$93.75 each edition  
 26 Week Rate\*\*# ..... \$82.50 each edition

## 18 column inch ad

(4 1/4" wide x 6" tall - white and black sections)

Open Rate > ..... \$157.50 each edition  
 2 Week Rate > ..... \$148.50 each edition  
 4 Week Rate > ..... \$139.50 each edition  
 13 Week Rate\*\*# ..... \$112.50 each edition  
 26 Week Rate\*\*# ..... \$99.00 each edition

# Weekly Bargain Bulletin

1576 Sunrise Dr., New Castle, PA 16105

Call In Hours: Mon.-Tues. 10am-5pm

Office: 724-654-5529

Email: Ads@WeeklyBargainBulletin.com

Website: www.WeeklyBargainBulletin.com

## Testimonials

**Just a few comments from actual  
Bulletin advertisers and readers.**

### OFFICE PERSONNEL:

"Thank you so much for your assistance with our ad. We were very pleased and excited with the final product. We look forward to working with you again."

Sheila - non-profit advertiser / display ad

"Thank you for your advice and hospitality. We appreciate your help."

Tom - business advertiser / display ad

"The ladies at the Bargain Bulletin office are very nice and professional."

Frank - business advertiser / display ad

"Thanks so much for calling me weekly. I truly appreciate it."

MaryLou - business advertiser / display ad

### LAYOUT DEPARTMENT:

"Thanks! The ad looks great."

Max - business advertiser / display ad

"Very, very, very happy with the ad"

Brad - business advertiser / display ad

"Thanks for the good work!"

Loren - business advertiser / display ad

"The ads look GREAT!!! Thanks."

Shelley - business advertiser / display ads

"Looks good!!"

Darryl - business advertiser / display ad

"Very nice ad. Thank you"

Jack - non-profit advertiser / display ad

"Thank you for the great ad!"

Judy - business advertiser / display ad

"Thanks for putting together such a nice ad. I liked it!"

Janet - business advertiser / display ad

"You guys always do a good job with my ad."

Cristin - business advertiser / display ad

### COMMUNITY HAPPENINGS COVERAGE:

"Thanks for your much-appreciated public service coverage... Because of the coverage you provided, our event was a great success. Thank you!"

Claire - reader / line ads

"Thank you for the great service to the community. We appreciate the Bulletin each week."

John - reader / line ads

"Really like your Weekly Bulletin. We read it and pass it on to friends. It's been a big help to all."

D.R. - reader / line ads

"Everybody watches the Bulletin for our events."

Bill - reader / line ads

### GETTING RESULTS:

"I got really good results. You are very helpful."

Lynn - reader / line ads

"I've always had very good luck with your publication."

Lee - reader / line ads

"The "BEST" ad action newspaper around."

John - reader / line ads

"Thank you for helping our church family enjoy a very successful Block Party...I cannot tell you how many people told us they had seen our ad in the Bulletin."

David - non-profit advertiser / display ad

"We had 10 new people in our store this week who said they saw our ad in the Bulletin."

Holly - business advertiser / display ad

"I got more results from you in 4 weeks than I got from 3 phone book yellow page listings for an entire year."

John - business advertiser / display ad

"The ad is working really well. We are so busy, it's great!"

Carol - business advertiser / display ad

"Our advertising in the Bulletin is the most effective of all."

Shelley - business advertiser / display ad

"We have had a lot of people coming into the store saying they saw our ad in your paper."

Debbie - business advertiser / display ad

"I get a tremendous amount of business from you guys."

Brian - business advertiser / display ad

"By far, I have had the best results from my Weekly Bargain Bulletin advertising."

Anthony - business advertiser / display ad

"I can't believe how fast these papers fly off the shelf. Anything that moves that fast must work. I want to advertise in a paper like that."

Dave - business advertiser / display ad

# Weekly Bargain Bulletin

1576 Sunrise Dr., New Castle, PA 16105  
Business Office: 724-654-5529

Website: [www.WeeklyBargainBulletin.com](http://www.WeeklyBargainBulletin.com)  
Email: [ads@WeeklyBargainBulletin.com](mailto:ads@WeeklyBargainBulletin.com)

## Call In Office Hours:

Monday and Tuesday ..... 10am - 5pm

## Walk In Office Hours:

Monday ..... 12noon - 5pm

Tuesday ..... 10am - 5pm

## Deadline:

All Ads: 5:00pm Tuesday

*Early deadline likely around holidays*

## Business Office Closed / Office Hour Changes:

Memorial Day, May 27: Open 10:00am - 12noon

Closed for Vacation: Aug. 10 - 18, no Aug. 16 edition

Labor Day, Sept. 2: Open 10:00am - 12noon

Thanksgiving week: Walk In/Call In Open Mon. Nov. 25, 10am - 5pm

No office hours Tues., Nov. 26.

Christmas week: Closed Dec. 21 - 29, no Dec. 27 edition

## HOLIDAY DEADLINE CHANGES:

*\*Notice: Deadlines and office hours during holidays are subject to change due to early press times and/or early delivery times.*

**November 29, 2024 edition:** (Thanksgiving week)

Deadline for all ads: 5:00pm Mon., Nov. 25

**January 3, 2025 edition:** (New Year's Week)

Deadline for all ads: 12noon, Tuesday, Dec. 31

## WBB Closed:

Aug. 10 - 18: Closed for Vacation, No Aug. 16 edition

Dec. 21 - 29: Closed for the Holidays, No Dec. 27 edition

## No mail delivery on the following 2024 holidays:

Mon., Jan. 15: Martin Luther King Day

Mon., Feb. 19: Presidents' Day

Mon., May 27: Memorial Day

Mon., Sept. 2: Labor Day

Mon., Oct. 14: Columbus Day

Mon., Nov. 11: Veterans Day

**We Accept:** Cash, Checks\*, Money Orders\*, credit cards+ shown

§15.00 fee + balance due for bad/NSF checks

\*We do not accept checks or money orders in amounts under §10.00.



+amounts of §6.00 or more

## Special dates to remember:

March 10:

Daylight Savings Time Starts

March 29: Good Friday

March 31: Easter

May 12: Mother's Day

May 27: Memorial Day

June 16: Father's Day

July 4: Independence Day

September 2: Labor Day

November 3:

Daylight Savings Time Ends

November 11: Veterans Day

November 29: Thanksgiving

December 25: Christmas