

You have just opened the
Weekly Bargain
Bulletin
 Online Media Kit!

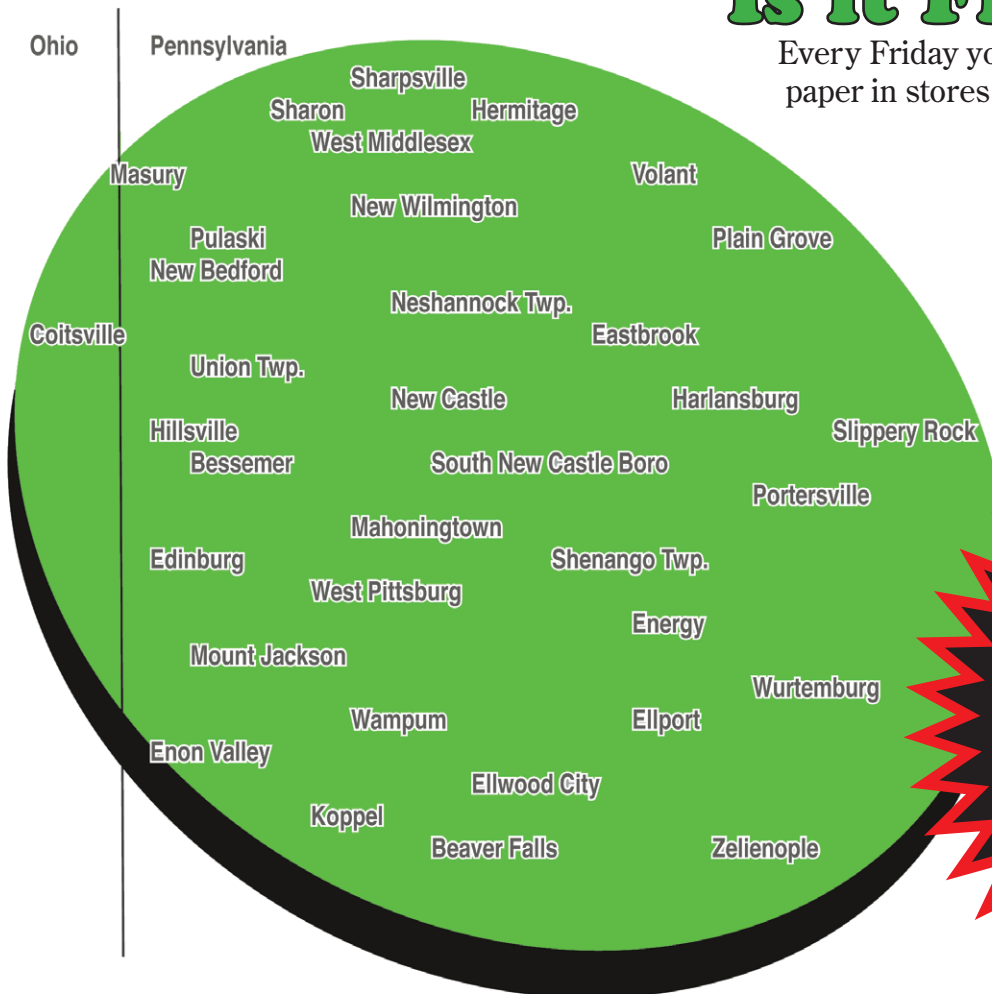
We at the Bulletin believe that two words are the key to our success in the advertising business.. Quality and Honesty. We don't quote the population of the area served, we don't quote readership averages for our type of publication. We offer only our distribution, 20,000 papers distributed in the Western Pennsylvania and Eastern Ohio area. Our publication is distributed and monitored by the people who know the area the best... the sales people.

Bulletin 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.

But it's our readers that have assured our success for over forty-five 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 that ask 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.



Parent Company:..... Weekly Bargain Bulletin
Publisher:..... Frank W. Hutchison, Jr.
MACPA Contact:..... Karen Hutchison
Address:..... 1576 Sunrise Dr.
New Castle, PA 16105
Phone:..... Business Office 724 654-5529
Free Ad Line 724 654-4557
FAX:..... Business Ads Only 724 654-1561
Email:..... ads@WeeklyBargainBulletin.com
Advertising Website:..... WeeklyBargainBulletin.com
Year Paper Established:..... 1972

CIRCULATION & DISTRIBUTION

Publication Day:..... Friday
Circulation:..... 20,000
Frequency:..... Weekly
Distribution Method:..... 100% Rack
Subscriptions Available
Out of Circulation Area:..... \$1.00 per week

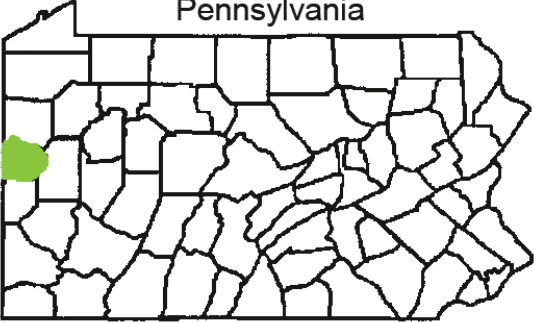
ADVERTISING

Display Rate:..... \$7.75 to \$4.25 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
Graphic / Advertising:..... \$25.00 per hour
Insert Rate:..... \$40.00 per thousand
Quarter Folded / Half Folded:..... Quarter Folded
On Skids / In Boxes:..... In Boxes
Minimum Quantity:..... none
Insert Deadline:..... Wednesday - 7 day notice
Insert Shipping Address:..... given upon request

MECHANICALS & PRINTING EQUIPMENT

Page Width:..... 9 7/8"
Page Depth:..... 14 1/8"
Inches Per Page:..... 100 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

20,000 Total Circulation



Pennsylvania County Coverage:
Lawrence, parts of Butler,
Beaver and Mercer

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

Trumbull County

Lordstown

Memberships:



Audited By:



Weekly Bargain Bulletin

WBB

1-1-17

Here are a few sample ads for your consideration

1576 Sunrise Dr., New Castle, PA 16105
Office: 724 654-5529 FAX: 724 654-1561
Free Ads: 724 654-4557
Email: ads@WeeklyBargainBulletin.com
Website: www.WeeklyBargainBulletin.com
Serving Greater Lawrence County, PA
Offset Weekly - Published Friday
Circulation 20,000 Weekly - Rates Effective 1-1-17

Retail Display Advertising Rates

Open Rate - No Contract..... Col. In. \$7.75

Discounts

3 column inch ad minimum per week
2 weeks Col. In. \$7.25
1 month, 4 weeks Col. In. \$6.75
3 months, 13 weeks Col. In. \$6.00
6 months, 26 weeks Col. In. \$5.25
1 year, 52 weeks Col. In. \$4.75*

Bulk Rates

1000"+ per year, avg. 20" wk..... Col. In. \$4.50*
2000"+ per year, avg. 39" wk..... Col. In. \$4.25*
Other Bulk Rates Available Upon Request
*Available only if eligible and upon approval of completed credit application

Classified Advertising - 13 week minimum

\$5.75 per inch (8 lines minimum)

Preprint Distribution Rates Available Upon Request
Yellow Background...\$15.00 Process Color...\$40.00
7 columns per page
Page Width.....10" Page Length.....14 1/8"

Deadline for Friday's Issue:

Ad Copy Must Be In Our Office by 5:00pm Tuesday
Requiring Ad Proof for Approval: by 5:00pm Monday

Front Page:

Ad cost plus 50%
Space available basis only
Frequency: up to half of your contract or every other week, as available

Payment:

First month paid in advance to establish account (ads 3" or more under contract) then we bill monthly with approved completed credit form. Billing is not available for ads running less than a 13 week contract; they must be pre-paid. Check, cash, money order, bank check,



Net 30 days, then late charges are added.
NOTICE: We no longer accept checks or money orders in amounts under \$10.00
\$2.00 Service Fee applies to all non-cash payments under \$30.00. Fee is waived for all cash payments.

Color:

\$15.00 yellow background / \$40.00 process

Business Line Ads:

1-20 words: \$5.00 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 column inch boxed ad

1.3" wide x 1" tall
\$7.75 per week
no discounts, billing or artwork available

1 1/2 column inch box ad

1.3" wide x 1.5" tall
\$11.65 per week
no discounts available
no billing available
no artwork available

2 column inch box ad

1.3" wide x 2" tall
\$15.50 per week
no discounts available
no billing available
no artwork available

2 column inch box ad

2 3/4" wide x 1" tall
\$15.50 per week
no discounts available • no billing available
no artwork available

Classified Service Directory Section Ads

Service Directory Display Ad

2 3/4" wide x 1" tall
11.65 per week
13 Week Minimum • No Changes

8 Lines Classified

\$6.00 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

Weekly Bargain Bulletin

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 Office: 724 654-5529 FAX: 724 654-1561
 Free Ads: 724 654-4557
 Website: www.WeeklyBargainBulletin.com

WBB

1-1-17

RATE DESCRIPTIONS

Open Rate
1 time

2 Week Rate
2 times
consecutively

4 Week Rate
4 or more times
consecutively or every
other week basis only

13 Week Rate
13 or more times
consecutively or every
other week basis only

26 Week Rate
26 or more times
consecutively or every
other week basis only

Yearly Rate
52 times consecutively
*restrictions apply on
availability

5 column inch ad (2 3/4" wide x 2 1/2" tall)

Open Rate \$38.75 per week
 2 Week Rate \$36.25 per week
 4 Week Rate \$33.75 per week
 13 Week Rate \$30.00 per week
 26 Week Rate \$26.25 per week
 Yearly Rate* \$23.75 per week

3 column inch ad (2 3/4" wide x 1 1/2" tall)

Open Rate \$23.25 per week
 2 Week Rate \$21.75 per week
 4 Week Rate \$20.25 per week
 13 Week Rate \$18.00 per week
 26 Week Rate \$15.75 per week
 Yearly Rate* \$14.25 per week

4 column inch ad (2 3/4" wide x 2" tall)

Open Rate \$31.00 per week
 2 Week Rate \$29.00 per week
 4 Week Rate \$27.00 per week
 13 Week Rate \$24.00 per week
 26 Week Rate \$21.00 per week
 Yearly Rate* \$19.00 per week

6 column inch ad (2 3/4" wide x 3" tall)

Open Rate \$46.50 per week
 2 Week Rate \$43.50 per week
 4 Week Rate \$40.50 per week
 13 Week Rate \$36.00 per week
 26 Week Rate \$31.50 per week
 Yearly Rate* \$28.50 per week

1/4 Page - 25 column inches

Open Rate \$193.75 per week
 2 Week Rate \$181.25 per week
 4 Week Rate \$168.75 per week
 13 Week Rate \$150.00 per week
 26 Week Rate \$131.25 per week
 Yearly Rate* \$118.75 per week
 *restrictions apply on availability

1/2 Page - 50 column inches

Open Rate \$387.50 per week
 2 Week Rate \$362.50 per week
 4 Week Rate \$337.50 per week
 13 Week Rate \$300.00 per week
 26 Week Rate \$262.50 per week
 Yearly Rate* \$237.50 per week
 *restrictions apply on availability

Full Page - 100 column inches

Open Rate \$775.00 per week
 2 Week Rate \$725.00 per week
 4 Week Rate \$675.00 per week
 13 Week Rate \$600.00 per week
 26 Week Rate \$525.00 per week
 Yearly Rate* \$475.00 per week
 *restrictions apply on availability

9 column inch ad

4 1/4" wide x 3" tall (white section)

Open Rate \$69.75 per week
 2 Week Rate \$65.25 per week
 4 Week Rate \$60.75 per week
 13 Week Rate \$54.00 per week
 26 Week Rate \$47.25 per week
 Yearly Rate* \$42.75 per week

12 column inch ad

4 1/4" wide x 4" tall (white and gray sections)

Open Rate \$93.00 per week
 2 Week Rate \$87.00 per week
 4 Week Rate \$81.00 per week
 13 Week Rate \$72.00 per week
 26 Week Rate \$63.00 per week
 Yearly Rate* \$57.00 per week

Weekly Bargain Bulletin

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Free Ads: 724 654-4557
Email: Ads@WeeklyBargainBulletin.com
Website: www.WeeklyBargainBulletin.com

- Sample Ad Sizes and Costs -
1-1-17

15 column inch ad

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

Open Rate\$116.25 per week
2 Week Rate\$108.75 per week
4 Week Rate\$101.25 per week
13 Week Rate\$90.00 per week
26 Week Rate\$78.75 per week
Yearly Rate*\$71.25 per week

18 column inch ad

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

Open Rate\$139.50 per week
2 Week Rate\$130.50 per week
4 Week Rate\$121.50 per week
13 Week Rate\$108.00 per week
26 Week Rate\$94.50 per week
Yearly Rate*\$85.50 per week

20 column inch ad

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

Open Rate\$155.00 per week
2 Week Rate\$145.00 per week
4 Week Rate\$135.00 per week
13 Week Rate\$120.00 per week
26 Week Rate\$105.00 per week
Yearly Rate*\$95.00 per week

25 column inch ad (1/4 page)

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

Open Rate\$193.75 per week
2 Week Rate\$181.25 per week
4 Week Rate\$168.75 per week
13 Week Rate\$150.00 per week
26 Week Rate\$131.25 per week
Yearly Rate*\$118.75 per week

*restrictions apply
on availability

Weekly Bargain Bulletin

1576 Sunrise Dr., New Castle, PA 16105

Business Office: 724 654-5529

Business FAX: 724 654-1561

Free Ads: 724 654-4557

Website: www.WeeklyBargainBulletin.com

Email: ads@WeeklyBargainBulletin.com

Regular Office Hours:

Monday 9am-6pm
Tuesday..... 9am-5pm
Wednesday..... 9am-5pm
Thursday by appointment
Friday/Delivery Day closed
Saturday closed
Sunday closed

Deadlines:

Free Ads: 12noon Tuesday

Paid Ads: 5:00pm Tuesday

Business Office Closed / Office Hour Changes:

Memorial Day: Open 9:00am-12noon

July 4: Open 9:00am-12noon

Labor Day: Open 9:00am-12noon

Thanksgiving week: Closed Nov. 22 - Nov. 26

Christmas week: Closed Dec. 22 - Dec. 25. Open 10:00am-5:00pm Dec. 26

New Year's week: Closed Dec. 29 - Jan. 1. Open 10:00am-5:00pm Jan. 2

HOLIDAY DEADLINE CHANGES:

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

July 7, 2017 edition: (July 4 week)

Paid in Advance and Business Ads: 12noon, Tuesday, July 4

Free Ads: 12noon, Tuesday, July 4

November 24, 2017 edition: (Thanksgiving week)

Paid in Advance and Business Ads: 6:00pm Monday, November 20

Free Ads: 6:00pm Monday, November 20

December 29, 2017 edition: (Annual Recipe Section included)

Paid in Advance and Business Ads: 5:00pm Tuesday, December 26

Free Ads: 12noon Tuesday, December 26

No mail delivery on the following 2017 holidays:

Mon., Jan. 16: Martin Luther King Day

Mon., Feb. 20: Presidents' Day

Mon., May 29: Memorial Day

Tues., July 4: Independence Day

Mon., Sept. 4: Labor Day

Mon., Oct. 9: Columbus Day

Mon., Dec. 25: Christmas Day

Mon., Jan. 1, 2018: New Year's Day

Special dates to remember:

March 12: Daylight Savings Time Starts

March 31: WBB Easter Egg Hunt

April 14: Good Friday

April 16: Easter

May 13: Mother's Day

June 18: Father's Day

October 13: WBB Pumpkin Hunt

November 5: Daylight Savings Time Ends

November 11: Veterans Day

November 23: Thanksgiving

December 25: Christmas

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.

**All non-cash payments under \$30.00 are subject to a \$2.00 Service Fee.

\$2.00 Service Fee is waived for all cash payments.



+amounts of \$5.00 or more

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Office: 724 654-5529 FAX: 724 654-1561

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Email: Ads@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