

You have just opened the  
**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, 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.

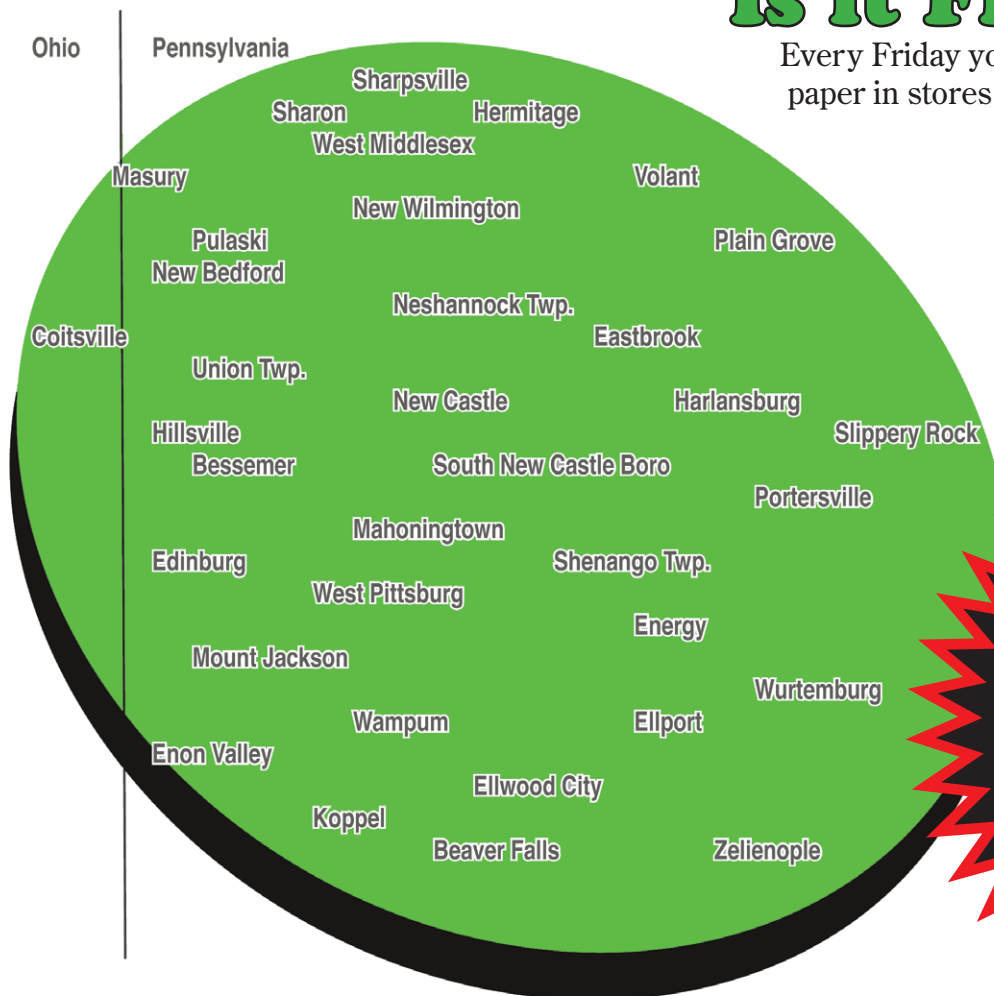
**B**ulletin advertisers are a special group of people. They normally are proprietorships or partnerships that are closely monitored by the owner. Many times the owners are the ones placing the ads. Locally owned businesses are keenly aware of what is happening in their community and can't afford to 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 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

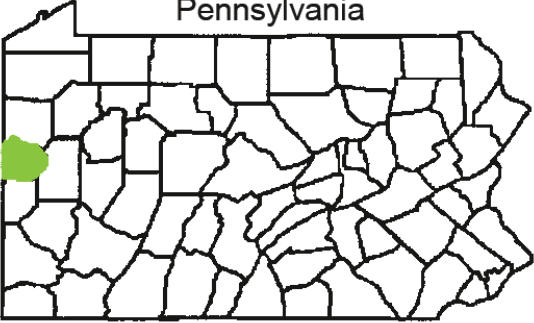
### ADVERTISING

**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:

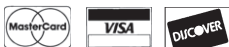
Ad Copy Must Be In Our Office by 5:00pm Tuesday  
Requiring Ad Proof for Approval: by 5:00pm Monday

### 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 boxed 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

1576 Sunrise Dr., New Castle, PA 16105  
 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

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

- 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](http://www.WeeklyBargainBulletin.com)

Email: [ads@WeeklyBargainBulletin.com](mailto: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: CLOSED

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: 6:00pm Monday, July 3

Free Ads: 6:00pm Monday, July 3

### 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

August 14-19: Lawrence County Fair

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

# Weekly Bargain Bulletin

1576 Sunrise Dr., New Castle, PA 16105

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

Free Ads: 724 654-4557

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