

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 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.

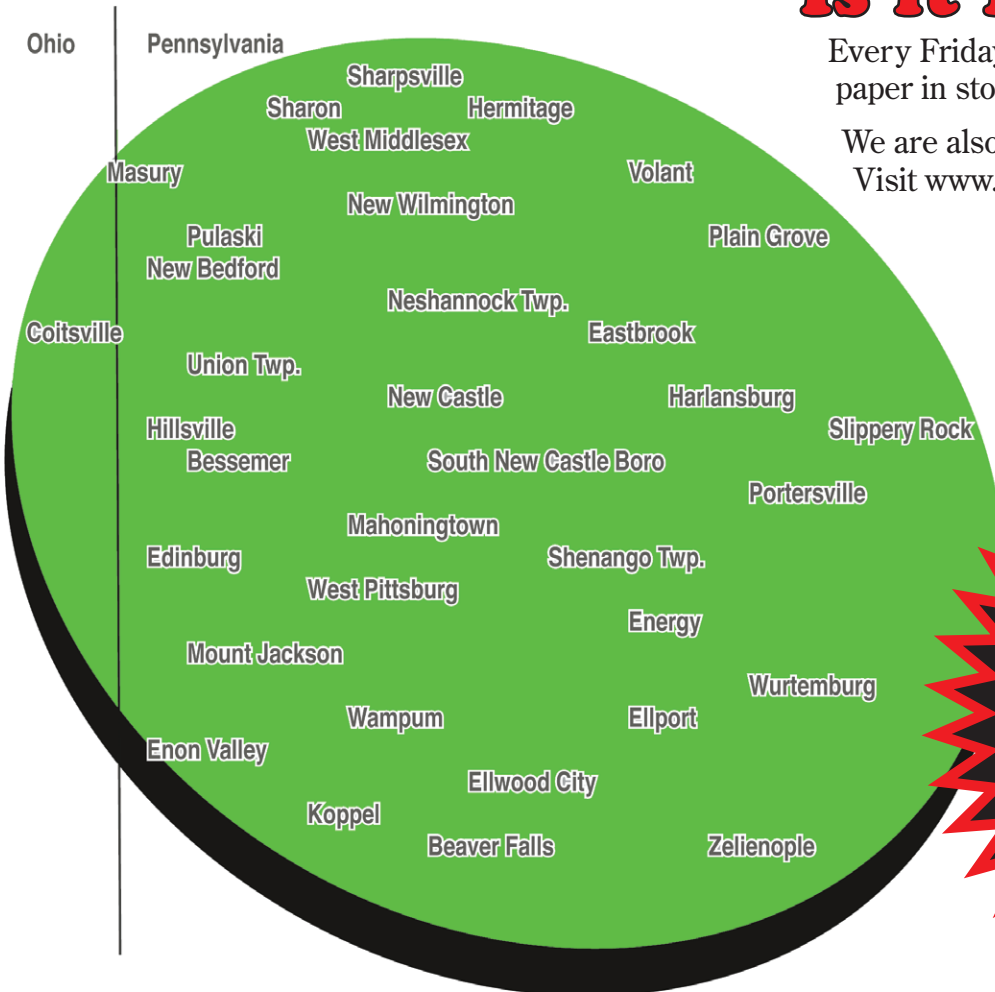
But it's our readers that have assured our success for over forty-nine years. Without their continued patronage and support, we could hardly be the most thoroughly read publication in the area. It may come as a surprise to you, but we have calls each week asking where they can pick up the Bulletin a 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



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
 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 Area:..... Greater Lawrence County, PA
 Frequency:..... Weekly
 Distribution Method:..... 100% Rack
 Mailed Subscriptions Available

Out of Circulation Area:..... \$1.00 per week
 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
 Graphic / Advertising:..... \$25.00 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

Trumbull County

Lordstown

Memberships:



Audited By:



Weekly Bargain Bulletin

WBB

1-1-21

Here are a few sample ads for your consideration

1576 Sunrise Dr., New Castle, PA 16105
Office: 724 654-5529 FAX: 724 654-1561
Office Hours: Mon-Tues 10-5, Wed 10-4
Email: ads@WeeklyBargainBulletin.com
Website: www.WeeklyBargainBulletin.com

Serving Greater Lawrence County, PA
Offset Weekly - Published Friday - Rates Effective 1-1-21

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^{#**} Col. In. \$6.25
26 Edition Rate^{#**} Col. In. \$5.50
52 Edition Rate^{#**} Col. In. \$4.75

Bulk Rates

1000"+ per year, avg. 20" per edition^{**} ... Col. In. \$4.50
Other Bulk Rates Available Upon Request ^{**}

Classified Service Directory - 13 week minimum
\$6.25 per inch (8 lines maximum)

Preprint Distribution Rates Available Upon Request

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
Early deadlines likely around holidays

Requiring Ad Proof for Approval by 5:00pm Monday

> 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
- 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.

Business Line Ads:

1-25 words: \$6.00 per week, prepaid
over 25 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

Service Directory Display Ad
2 3/4" wide x 1" tall
\$12.50 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

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

Email: Ads@WeeklyBargainBulletin.com

Website: www.WeeklyBargainBulletin.com

WBB

1-1-21

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 **##**
52 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

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- Sample Ad Sizes and Costs -
1-1-21

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

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

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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