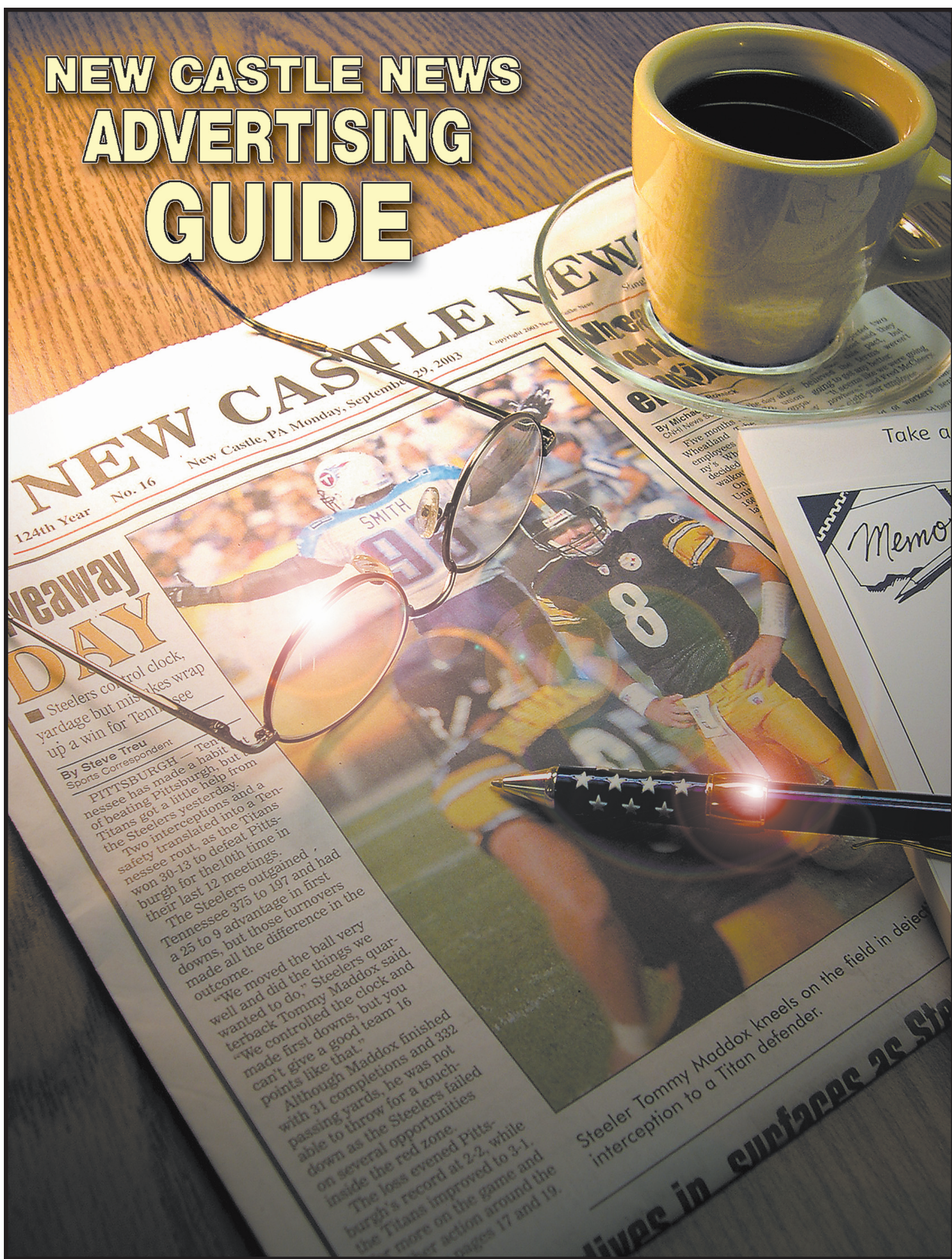


NEW CASTLE NEWS ADVERTISING GUIDE



Advertising Rate Card Effective January 1, 2004

Personnel

PHONE EXT.

Publisher	Max Thomson	648
Business Manager	Lisa Reese	641
Advertising Director	Ed Gaydos	657
Advertising Display Manager	Dave Reynolds	653
Classified Supervisor	Carol Hartje	660
Art Director	John Haun	665
Administrative Assistant	Brandi Wallace	662

Contact us at...

NEW CASTLE NEWS

27 North Mercer Street • P.O. Box 60 • New Castle, PA 16103

Phone (724) 654-6651 • Fax (724) 654-9593

display@ncnewsonline.com

Visit us online at

www.ncnewsonline.com

**For
Pre-Print
Delivery**



WEST PENN PRINTING

RD 2, 103 River Park Drive
New Castle, PA 16101

724-654-6651 then press 9

The NEW CASTLE NEWS is published every day except Sunday.

RETAIL DISPLAY RATES

All rates are net unless specified.

Retail Open

Per Column Inch **26.25**

Local Open

Per Column Inch **19.35**

Civic/Religious

Per Column Inch **12.75**

Weekly Frequency Rates

375" Minimum Per Week	10.60
180" Minimum Per Week	11.55
95" Minimum Per Week	11.90
30" Minimum Per Week	12.15
15" Minimum Per Week	13.60
5" Minimum Per Week	16.20

Annual Bulk Rates

More than 16,000" Per Year	10.90
12,001"-16,000" Per Year	11.35
8,001"-12,000" Per Year	11.75
4,001"-8,000" Per Year	13.10
2,501"-4,000" Per Year	14.60
1,501"-2,500" Per Year	15.30
751"-1,500" Per Year	16.05
250"-750" Per Year	16.75
Six-Month Contract 150" Minimum	17.70
Three-Month Contract 75" Minimum	18.25

Multi-Page Discount

2 Pages	25% Off Earned Rate
3 Pages	30% Off Earned Rate
4-5 Pages	40% Off Earned Rate

Applies to only one advertiser/one business running two pages or more, or the equivalent of, within the same publishing week (Monday through Saturday).

Business Builders

31 insertions per month (includes 26 *NEW CASTLE NEWS*, 4 *Popnation*, and 1 *TV & Entertainment This Week*). Separate contract; does not affect regular R.O.P. contracts. One copy change permitted per month.

1 Inch	180.00 Per Inch Per Month
2 Inches	175.00 Per Inch Per Month
3 Inches	170.00 Per Inch Per Month
4 Inches or More ...	165.00 Per Inch Per Month

18 insertions per month (includes 13 *NEW CASTLE NEWS*, 4 *Popnation*, and 1 *TV & Entertainment This Week*). Separate contract; does not affect regular R.O.P. contracts. One copy change permitted per month.

1 Inch	135.00 Per Inch Per Month
2 Inches	125.00 Per Inch Per Month
3 Inches	120.00 Per Inch Per Month
4 Inches or More ...	115.00 Per Inch Per Month

SOUTH COUNTY NEWS

Covering the Ellwood City and Southern Lawrence County areas

ROP Open Rate	5.25
Combo Rate	4.35
Classified Open Rate	3.75
Classified Combo Rate	2.80
Classified Line Ads-Commercial	4.40

TMC RATES/POPATION

Carrier-delivered to non-subscribers of the New Castle News' market. Rates based on direct pickup from the NEW CASTLE NEWS.

ROP Open Rate	6.10
Combo Rate	5.00
Classified Open Rate	4.90
Classified Combo Rate	4.15
Classified Line Ads-Commercial	4.40

CLASSIFIED RATES

Classified Display Open Per Column Inch **15.90**
Civic/Religious Per Column Inch **12.00**

Commercial Line Rates

Open **1.25** Per Set Line
Legal **1.45** Per Set Line
Annual Contract **.70** Per Set Line
 (Requires 3-Line Daily Minimum)
Monthly Contract/Civic **.90** Per Set Line
 (Requires 3-Line Daily Minimum)

Annual Bulk Rates

Over 15,000" Per Year **9.85**
10,001"-15,000" Per Year **10.55**
5,001"-10,000" Per Year **11.35**
1,001"-5,000" Per Year **12.00**
501"-1,000" Per Year **13.00**
300"-500" Per Year **13.75**
Six-Month Contract 300" Minimum **14.20**
Three-Month Contract 150" Minimum . **14.60**

Business Builders

31 insertions per month (includes 26 *NEW CASTLE NEWS*, 4 *Popnation*, and 1 *TV & Entertainment This Week*). Separate contract; does not affect regular Classified contracts. One copy change permitted per month.

1 Inch **155.00** Per Inch Per Month
2 Inches **145.00** Per Inch Per Month
3 Inches **130.00** Per Inch Per Month
4 Inches or More ... **125.00** Per Inch Per Month

18 insertions per month (includes 13 *NEW CASTLE NEWS*, 4 *Popnation*, and 1 *TV & Entertainment This Week*). Separate contract; does not affect regular Classified contracts. One copy change permitted per month.

1 Inch **115.00** Per Inch Per Month
2 Inches **110.00** Per Inch Per Month
3 Inches **105.00** Per Inch Per Month
4 Inches or More ... **100.00** Per Inch Per Month

NATIONAL RATES

Representative

Landon Media Group, LLC

805 Third Avenue • New York, NY 10022 • 212-826-1113

ROP National Rate (gross) **28.40**
 (15% Commission, No Cash Discount)

Classified National Rate

(15% Commission, No Cash Discount)

Display (gross) **21.55**
Set Line (gross) **2.25**

MECHANICAL MEASUREMENTS & DEPTH REQUIREMENTS

Printing Method: **DGM Offset Press**

ROP **85 Line Screen**
Width fo Column **1.861" or 1 27/32"**
Depth of Column **21"**
Columns Per Page **6**
Inches Per Page **126"**
Full Page **12" Wide x 21" Deep**

Classified

Width fo Column **1.25" or 1 1/4"**
Depth of Column **21"**
Columns Per Page **9**
Inches Per Page **189"**
Full Page **12" Wide x 21" Deep**

Tabloid

Width fo Column **1.861" or 1 27/32"**
Depth of Column **12"**
Columns Per Page **5**
Inches Per Page **60"**
Full Page **9 31/32" Wide x 12" Deep**

Minimum space is 1 column inch. Advertisements over 19.5 inches deep will be billed full column depth 21 inches. In a tabloid, where depth is over 10 inches, charge will be made for full depth 12 inches.

ADVERTISING IN THE NEW CASTLE NEWS WORKS!



HIGH IMPACT SINGLE SHEET ADVERTISING!

It's as easy as **1, 2, 3...**

- 1.** Decide what you want to feature and our artist will design a flyer sure to catch attention (including design, graphics, typesetting, etc.)
- 2.** We will print and deliver to as few as 5,000 households in your market area on the day you specify.
- 3.** All you have to do is take care of the customers you will get as the result of this dynamic advertising program.

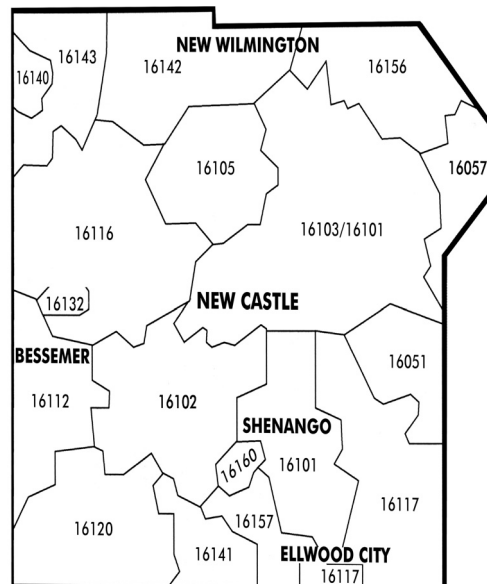
Now at the NEW CASTLE NEWS we can create, print, and deliver your high impact 8.5" x 11" advertising flyer to your target market for below the cost of direct mail and without all the hassle!

Lawrence County Reach by Zip Code / Weekend Edition

Zip Code Analysis

		New Castle News Weekend Circulation	TMC Distribution	Deliverable Addresses
16101/16103	New Castle	9,956	3,277	14,257
16105	Neshannock	4,483	1,590	6,185
16102	Mahoningtown	1,372	794	2,264
16142	New Wilmington	755	1,118	1,994
16116	Edinburg	529	621	1,201
16157	Wampum	357	701	1,392
16156	Volant	347	554	1,124
16112	Bessemer	328	226	595
16143	Pulaski	387	616	1,129
16160	West Pittsburg	247	189	462
16117	Ellwood City*	545	SCN*	7,458
16051	Portersville	155	406	1,397
16120	Enon Valley	205	490	918
16132	Hillsville	112	151	267
16141	New Galilee	127	327	810
16057	Slippery Rock	105	273	3,615
16140	New Bedford	49	120	183
All other zip codes...		259	N/A	N/A
Total		20,318	11,453	45,251

*SOUTH COUNTY NEWS, a weekly publication delivered in this zip code 8,625 circulation



The
NEW CASTLE NEWS
is a member of the ...

Audit Bureau
of Circulation



SPECIAL SERVICES & FEATURES

We pride ourselves on giving personal attention to your advertising needs, including advice and consultation about your entire advertising program.

Advertising Services

The NEW CASTLE NEWS provides a full-service advertising department for all advertisers, at no extra charge.

You can take advantage of the advertising services department as often as you need. Call us for help with planning, budgeting, merchandising, layout and design, promotional reinforcement, scheduling and other related services.

SPECIAL EDITIONS

TV Book - A special tabloid supplement in every Friday's NEW CASTLE NEWS containing weekly TV listings and features. Special rates apply.

TODAY'S HEALTH - A monthly special section about what concerns Americans most - their health. **TODAY'S HEALTH** offers stories on a wide variety of health related topics.

SOUTH COUNTY NEWS - A weekly newspaper published for residents in Ellwood City and the southern tier of Lawrence County (8,625 distribution).

WEEKEND - This is a weekend edition of the NEW CASTLE NEWS delivered on Saturday morning.

POPNATION - A total market coverage entertainment publication (11,400 distribution).

COLOR RATES

Available daily in the NEW CASTLE NEWS. Use b/w rate, plus the following applicable costs:

1 color	160.00
2 colors	230.00
3 colors	290.00

Available weekly in **POPNATION**. Use b/w rate, plus the following applicable costs:

1 color	160.00
2 colors	230.00
3 colors	290.00

COMIC PAGE ADVERTISING

Available daily in the NEW CASTLE NEWS. Subject to availability.

Comic Log Directory (Mon. through Sat.) **120.00**

(Includes 6 NEW CASTLE NEWS, 1 POPNATION and 1 TV Book)
(Contract rates available)

WEEKLY ENTERTAINMENT & DINING GUIDE

A special feature page published every Thursday in the NEW CASTLE NEWS, and charged the discount rate of only **13.10** per column inch.

Rate Policy

The NEW CASTLE NEWS reserves the right to revise advertising rates at any time.

Commissions & Discounts

Commissionable rates are available to any recognized advertising agency and will be billed to the advertising agency. If contract rates are utilized by the agency for an account by the agency and countersigned by the account, the account will be liable for the fulfillment of the contract. All invoices are net and payable 15 days after receipt of invoice. A service charge of 1.5% per month will be added to past due accounts. 15% agency commission, no cash discount. No commission or cash discount on local rates.

CONTRACT & COPY REGULATIONS

Contracts

All local advertising not covered by a signed contract will be charged at the local open rate. All contracts are based upon the condition that the advertiser agrees to pay for the amount of space agreed to for that period. Future agreement terms may be renegotiated by the customer at any time during the annual contract. Those terms are applicable to advertising rates from the date of the new contract. In the event an advertiser uses less space than provided for in the contract, the NEW CASTLE NEWS will recalculate the actual earned rate according to the current rate card, and will re-bill for any additional amounts due at the end of the contract period. Contracts are only available to single business entities, regardless of ownership. Rights are not transferable.

Position

Placement of ads in the NEW CASTLE NEWS is at the option of the publisher. In no case will a billing credit be granted on the basis of where an ad was placed in the newspaper. Ask about guaranteed position.

Acceptability

The NEW CASTLE NEWS reserves the right to refuse, edit or cancel any advertisement at any time.

Indemnification

The NEW CASTLE NEWS will not knowingly accept or publish material that is in violation of the law. Advertiser and/or agency state that either has the authority to place the ad and agree to assume liability for all contents of all ads printed, as well as any claim, including legal fees, arising therefrom against the NEW CASTLE NEWS. The NEW CASTLE NEWS shall not be liable for damages arising from errors in advertisements beyond the amount paid for space actually occupied by that portion of the advertisement in which the error occurred, and there shall be no liability for non-insertion of any advertisement beyond the amount paid in advance for such advertisement.

Corrections

Corrections submitted after the deadline of 9:00 a.m. the day of publication are submitted at the advertiser's own risk, and the NEW CASTLE NEWS shall assume no liability for errors or omissions in such advertisements. Charges will be made for advertisements set and killed before publication. The charge will be 50% of the cost of the advertisement.

CLOSING TIMES

Closing time is the deadline complete layout and copy shall be in the office of the NEW CASTLE NEWS.

Day Ad Runs

Deadline

Monday	Friday noon
Tuesday	Friday 5:00 p.m.
Wednesday	Monday 5:00 p.m.
Thursday	Tuesday 5:00 p.m.
Friday	Wednesday 5:00 p.m.
Saturday	Thursday 5:00 p.m.
SOUTH COUNTY NEWS	Thursday 5:00 p.m.
POP NATION	Friday 5:00 p.m.
Classified line ads	3 p.m. day before publication



Advertising Rate Card Effective January 1, 2004