

The Crescent-News

A member of APG Media of Ohio, LLC



Northwest Ohio
Homes & More
(monthly)

Crescent Extra
(weekly TMC)

Defiance Clip2Save
Coupon Booklet
(monthly)



*Reaching over 24,000 adult readers
with every print edition*

Advertising Rates & Information

Effective January 1, 2019

crescent-news.com

*The area's most-viewed website
with over 504,000 page views from
61,000 unique visitors a month.*



Published by: The Defiance Publishing Company
624 W. Second St., Defiance, Ohio 43512
Phone: (419) 784-5441
Fax: (419) 784-1492
Website: www.crescent-news.com
Advertising E-mail: advertising@crescent-news.com



**...the most effective and efficient
advertising vehicle in Northwest Ohio.**

The Crescent-News

624 W. Second St.
P.O. Box 249
Defiance, Ohio 43512

Phone: (419) 784-5441 Fax: (419) 784-1492

Web site: www.crescent-news.com

Advertising E-mail: advertising@crescent-news.com

BILLING AND CREDIT POLICY:

All invoices are due net 30 days only if credit is extended. Credit may be established with APG Media of Ohio subject to approval. An APG Media of Ohio credit application must be completed in full and signed by the business owner or authorized representative. Credit may be extended to businesses that have been operating six months or longer pending the credit approval process. All ads must be paid in advance unless credit is approved.

A finance charge of 1.5% will be assessed monthly for any outstanding balance past 30 days. Balances 90 in arrears are reported to credit agencies and are subject to additional collection fees from collection agencies or attorneys.

All political ads and private party classified ads are paid in advance.

Advertiser Contracts, Credits and Refunds: Open Rate applies to all advertisers that do not have a current contract that specifies an earned discount. Advertisers that do not fulfill the terms of a contract for either ROP, classified or special publications may be subject to higher rates on previously placed ads during the contract period.

No cash refunds will be issued for advertising credits and balances. Credits owed to advertising due to missed ads or errors will be remitted in advertising equal to the amount of the credit. Advertising credits will be forfeited if not used in six months. If an advertiser cancels a pre-paid contract the balance is available for use for up to six months for advertising purposes only. No cash refunds.

Advertising awarded for promotional or in-kind purposes is not transferable and has no cash value.

PROPERTY RIGHTS

All property rights, including any copyright interest to any advertisement produced by The Crescent-News using artwork and/or typography furnished or arranged by The Crescent-News, shall remain its property. No such ad, or any part thereof, may be reproduced without the written consent of The Crescent-News. Advertisements provided to other newspapers and ad mediums will be charged production fees according to the schedule on file in our office.

Special Pages, Sections & Features

Business	Sunday
Health	Sunday
Entertainment Today	Sunday
Spotlight on Business	Tuesday
NASCAR (Feb. - Nov.)	Thursday
Outdoor Page	Thursday
Farm News	Friday
Church Service Listings	Friday

Distribution

Average daily paid circulation for 12-month period ending 9/30/18 print and digital editions):

The Crescent-News	11,211	Tuesday-Friday
.....	12,016	Sunday
Crescent Extra (TMC)	8,369	Friday/Saturday

Days of Publication

The Crescent-News is published Tuesday-Friday evenings and Sunday mornings excluding New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving and Christmas.

General Policies

COPY REGULATIONS

The Publisher reserves the right to refuse any advertisements deemed inappropriate for this publication including those ads not in compliance with state or federal regulations or those which are illegal, offensive, false, misleading, deceptive or similarly unacceptable.

Position of an advertisement cannot be guaranteed. Requests for position will be honored when possible and convenient but no advertisement is accepted predicated on exact page or page position.

Accuracy and liability: In the event of an error by the Publisher, the newspaper will make prompt publication corrections. The Publisher does not assume any liability for goods sold at an incorrect price and will be responsible only for the amount of space in which the mistake occurred. Claims for errors in advertisements allowed for the first insertion only and all claims for a make-good must be made within 15 days. Failure to print any advertisement in one or more issues shall not hold the Publisher liable for any damages.

All political advertisements must follow all state and federal political advertising regulations.

All editorial type advertising or "advertorial" must be marked "Paid Advertisement" in conspicuous type at the top of the ad.

Unless otherwise state composing fees are including in advertising quotes, however, the Publisher reserves the right to asses a fee for excessive composition work.

RETAIL ADVERTISING RATES

EFFECTIVE JANUARY 1, 2019

OPEN RATE	Weekday	Sunday
	\$12.75	\$13.30 pci

ANNUAL BULK CONTRACT RATES

125 inches annually	\$10.75	\$11.30 pci
250 inches annually	\$10.25	\$10.80 pci
500 inches annually	\$10.00	\$10.55 pci
1,000 inches annually	\$9.85	\$10.40 pci
2,000 inches annually	\$9.70	\$10.25 pci
3,500 inches annually	\$9.55	\$10.10 pci
5,000 inches annually	\$9.40	\$9.95 pci

In the event the advertiser does not use the amount of space contracted for, advertiser agrees to pay a rate adjustment to the actual rate earned at the end of the contract period.

NON-PROFIT RATE	\$10.75	\$11.30 pci
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PRIVATE PARTY	\$9.00	\$9.55 pci
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NATIONAL RATES (commissionable)

Open	\$18.45	\$19.55 pci
125" Contract	\$15.00	\$15.65 pci
500" Contract	\$12.95	\$13.60 pci

B. REPEAT DISCOUNTS

Repeat within 6 calendar days of 1st run. Ten inch minimum. No copy changes.

1st repeat (less than full page)	20% discount
1st repeat (full page ad)	25% discount
2nd repeat	30% discount

C. GUARANTEED/PREMIUM POSITIONS

Page One Strip (6 col. x 2 in.)	\$495.00 (includes full color)
Page One Ear (2 col. x 3 in.)	\$199.00 (includes full color)
Front Sports (6 col. x 2 in.)	\$415.00 (includes full color)
Sports Page One Ear (2 col. x 3 in.)	\$150.00 (includes full color)
Weather Strip (6 col. x 3 in.)	\$330.00 (includes full color)
Page Two - A Section	20% premium in addition to applicable net rate. Non-exclusive. Subject to availability.

D. SPECIAL FEATURE

Spotlight On Business

12 months	\$38.00 per week
6 months	\$42.00 per week

Church Page

Business Sponsorship	\$5.00 per week
Church Listing	\$3.50 per week

E. BUSINESS BUILDERS FREQUENCY PLAN

	6 ads in 6 weeks	13 ads in 13 weeks
4-inch ad	\$43.00 per ad	\$38.00 per ad
6-inch ad	\$63.00 per ad	\$55.00 per ad
8-inch ad	\$83.00 per ad	\$73.00 per ad
12-inch ad	\$123.00 per ad	\$105.00 per ad
15-inch ad	\$153.00 per ad	\$133.00 per ad

Add 50¢ per column inch for Sunday placements.

COLOR RATES

	Weekday Crescent-News	Sunday Crescent-News	Special Supplement
Full color	\$285.00	\$295.00	\$175.00

FULL COLOR BY THE INCH

1"-35"	\$8.00 per inch (\$40.00 minimum)
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NATIONAL FULL COLOR RATES (commissionable)

	Weekday	Sunday
1" - 30"	\$280.00	\$295.00
31" - 60"	\$305.00	\$320.00
61" or more	\$335.00	\$350.00

DEADLINES

Publication	Space Reservations & Materials
Tuesday Issue	Friday, 4:00 p.m.
Wednesday Issue	Monday, 4:00 p.m.
Thursday Issue	Tuesday, 4:00 p.m.
Friday Issue	Wednesday, 4:00 p.m.
Sunday Issue	Thursday, 4:00 p.m.

Entertainment Today Friday, 9 days prior

Crescent Extra Monday, 4:00 p.m.

MECHANICAL MEASUREMENTS

BROADSHEET - The Crescent-News

Page: 6 column x 19.75"

1 column	1.66"
2 column	3.45"
3 column	5.25"
4 column	7.04"
5 column	8.83"
6 column	10.625"

Space is billed to the nearest .25". Ads measuring more than 18" in height will be set and billed for 19.75" in height.

TABLOID - Special Supplements and Crescent Extra

Page: 5 columns x 10.25"

1 column	1.66"
2 column	3.45"
3 column	5.25"
4 column	7.04"
5 column	8.83"

Space is billed to the nearest .25". Ads measuring more than 9" in height will be set and billed for 10.25" in height.

Crescent-News.com eEdition

All ads running in any print publication are charged for an online feature that links online users to a digital copy of their ad on the day of publication. Charges are based on ad size (column inches) as follows:

1" - 4"	\$3.00	30" - 59"	\$7.00
4.5" - 29.5"	\$5.00	60" and up	\$9.00

Feature on Crescent Marketplace (mini website) \$25.00/month

CLASSIFIED RATES

CLASSIFIED DISPLAY RATES

	Weekday	Sunday
Local/Open Rate (2" min.)	\$9.85 pci	\$10.35 pci
National Rate	\$16.56 pci	\$17.55 pci
National rate commissionable. 15% allowed to accredited agencies.		

REPEAT DISCOUNTS

For display ads only. Repeat within 6 calendar days of 1st run.
Ten inch minimum. No copy changes.

1st repeat (less than full page)	20% discount
2nd repeat	30% discount

COLOR RATES

	Daily	Sunday
Full color	\$285.00	\$295.00

FULL COLOR BY THE INCH

1-2 days	\$6.00 per inch (\$30.00 minimum)
3-6 days	\$4.00 per inch (\$25.00 minimum)

CLASSIFIED LINE ADS

	1-3 Days	4-6 Days
Screened background	\$15.00	\$30.00

CLASSIFIED LINE RATES

Approximately 22 characters per line. 9 lines of type per column inch.
Abbreviations not permitted. Irregular insertions charged at 1-day rate.

COMMERCIAL LINE RATES

	Weekday	Sunday	3-6x	7-24x
Local/Open Rate	\$1.18	\$1.24	\$1.06	\$1.01
Non-Profit Rate	\$1.10	\$1.16	\$1.01	96¢
National Rate (gross)	\$1.84	\$1.95		
Private Party	\$1.06	\$1.11	\$1.01	96¢

All line ads also appear on The Crescent-News website at a cost of 35¢ per day for each day they appear in the print edition.

WEEKLY COMMERCIAL RATES

Three line minimum. 5 consecutive days in The Crescent-News and 7 days on web site each week and one day in the Crescent Extra. Non-refundable. Not available for Help Wanted.

	First 3 Lines	Additional Lines
1-Week Package	\$19.75	\$5.50 each
2-Week Package	\$36.00	\$10.25 each
4-Week Package	\$66.00	\$20.00 each

Private Party 5-Day Special - 5 consecutive days in The Crescent-News, and 5 days on our website. Flat charge. No refund. Three line minimum.

.....1st 3 lines: **\$16.75** Additional Lines: **\$4.75 each**

EMPLOYMENT RATES

	Weekday	Sunday	3-5x	6-24x
Display Ad (per column inch)	\$11.85	\$12.35		
Line Ad (per line)	\$2.50	\$2.50	\$1.50	\$1.10

All Help Wanted ads are uploaded to the national web site, **TheJobNetwork.com**, and are subjected to additional charges. Call our advertising department for details.

Box charges for replies \$10.00 pick up, \$20.00 mailed

SPECIAL RATES

CRESCENT EXTRA (TMC)	\$.75 per line
Open	\$8.50 per inch
Pick-Up	\$4.75 per inch

DEADLINES

To guarantee insertion of your advertising in The Crescent-News, complete layout and copy must be in our office by:

	Display & Legal Ads	Line Ads
Tuesday Issue	Friday, 4 pm	Monday, 3:00 pm
Wednesday Issue	Monday, 4 pm	Tuesday, 3:00 pm
Thursday Issue	Tuesday, 4 pm	Wednesday, 3:00 pm
Friday Issue	Wednesday, 4 pm	Thursday, 3:00 pm
Sunday Issue	Thursday, Noon	Friday, 3:00 pm

Full color ads require one extra day lead time.

CRESCENT EXTRA (TMC)	Display Ads	Line Ads
Friday Issue	Monday, 4 pm	Tuesday, 12 noon

MECHANICAL MEASUREMENTS

Page size: eight columns by 19.75 inches deep or 158 column inches.

1 column	1.25 inches wide
2 columns	2.58 inches wide
3 columns	3.92 inches wide
4 columns	5.26 inches wide
5 columns	6.60 inches wide
6 columns	7.94 inches wide
7 columns	9.28 inches wide
8 columns	10.625 inches wide

Ads over 18 inches deep will be charged full depth.

PRE-PRINTED INSERTS RATES

EFFECTIVE JANUARY 1, 2019

The Crescent-News provides advertisers a cost effective method of distributing preprinted sales and promotional pieces. Unlike direct mail of which 50-70% gets disposed of unread, newspaper inserts are considered by readers as a welcome source of consumer information.

There are other advantages, too. With preprints advertisers have flexibility and control over the size, color, and quality of the piece as well as the day of delivery. They can get mass distribution of The Crescent-News' entire circulation area or they can target distribution to specific zip codes. In addition, newspaper insertion rates are a fraction of postal costs.

The Crescent-News also has the ability to design the piece and find a printer at competitive rates. Call your account executive for rates and details.

PREPRINT RATES

	Insertions Per Year				
	1-5	6-23	24-51	52-99	100+
Single Sheet	\$43/M	\$39/M	\$37/M	\$35/M	\$34/M
4-12 Page Tab	\$49/M	\$45/M	\$43/M	\$41/M	\$39/M
16 Page Tab	\$51/M	\$47/M	\$45/M	\$43/M	\$41/M
20 Page Tab	\$53/M	\$49/M	\$47/M	\$45/M	\$43/M
24 Page Tab	\$55/M	\$51/M	\$49/M	\$47/M	\$45/M
28 Page Tab	\$57/M	\$53/M	\$51/M	\$49/M	\$47/M
32 Page Tab	\$59/M	\$55/M	\$53/M	\$51/M	\$49/M
36 Page Tab	\$61/M	\$57/M	\$55/M	\$53/M	\$51/M
40 Page Tab	\$63/M	\$59/M	\$57/M	\$55/M	\$53/M

* add \$2.00 for each additional 4 tab pages

** add \$4.00 for zoned distributions (5000 piece minimum)

*** add \$3.00 for Sunday distribution (No zoning available)

1 broadsheet page = 2 tab pages

NATIONAL PREPRINTS (commissable)

	Card	4-12 Tab	14-24 Tab	28-36 Tab	38-48 Tab
Daily	\$51/M	\$58/M	\$60/M	\$62/M	\$64/M
Sunday	\$54/M	\$61/M	\$63/M	\$65/M	\$67/M

POLICIES

SIZES - Maximum size accepted, 11.5" x 13"; minimum size 4" x 6". Other sizes or unique pieces will be considered at additional costs. Send sample for quotation. Tab size preprints less than 8 pages must be quarter-folded.

Single sheets must be at least 70# stock. \$10/M folding charge for lighter stock.

DEADLINES - Preprints must be scheduled and received 7 business days prior to weekday insertion, 10 days prior for Sunday insertion.

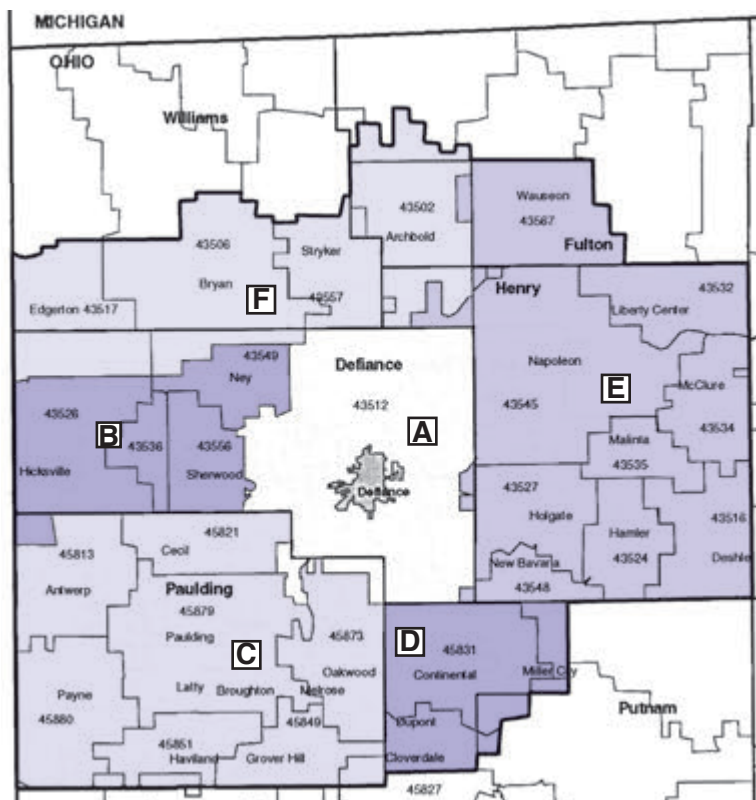
SHIPPING ADDRESS - c/o Fort Wayne Newspapers, 600 W. Main St., Fort Wayne, IN 46802.

DELIVERY HOURS - Delivery hours: Monday through Friday, 8:00 a.m. to 4:30 p.m.

DISTRIBUTION

FULL-RUN DISTRIBUTION (excludes mailed copies outside the Defiance area)

Weekday quantity	12,600
Sunday quantity	13,600



ZONED DISTRIBUTION

Zoning is available on weekdays for an additional charge of \$4.00 per thousand. Minimum 5,000 pieces.

ZONE

QUANTITY

A: Defiance Zipcode 5,500
(Defiance (43512), Evansport (43519), Jewell (43530))

B: Defiance County (Western) 1,275
Hicksville (43526), Mark Center (43536), Ney (43549), Sherwood (43556)

C: Paulding County 1,975
Antwerp (45813), Cecil (45821), Grover Hill (45849), Latty (45855)
Melrose (45861), Oakwood (45873), Paulding (45879), Payne (45880)

D: Putnam County 425
Cloverdale (45827), Continental (45831), Dupont (45837), Miller City (45864)

E: Henry County & Wauseon 2,025
Deshler (43516), Hamler (43524), Holgate (43527), Malinta (43534)
McClure (43535), Napoleon (43545), New Bavaria (43548),
Ridgeville Corners (43555), Wauseon (43567)

F: Williams County & Archbold 1,400
Archbold (43502), Bryan (43506), Edgerton (43517), Pettisville (43551),
Stryker (43557), West Unity (43570)

TOTAL 12,600



In 2018, traffic on The Crescent-News website averaged over 504,000 page views from 61,000 unique visitors a month.

Crescent-News.com ...is the most-viewed local website in the six-county Defiance area. Web content includes breaking news, local stories and photos from our newsroom as well as national news, photos and videos from Associated Press. Back issues of the print edition are available as well as archived and searchable stories from past web editions. We also post items submitted from our readers.

ON-LINE RATES

CPM Rates

	15,000-24,999 (for 7-14 days)	25,000-99,999 (15 days or longer, 25,000 min. impressions a month)	100,000-199,999	200,000 & Up	Placement Positions
Standard Banner Ad (486 x 60)	\$10.00/M.	\$7.00/M.	\$6.00/M.	\$5.25/M.	Desktop & Tablet
Medium / Mobile Banner (320 x 50)	\$10.00/M.	\$7.00/M.	\$6.00/M.	\$5.25/M.	Desktop & Mobile
Medium Rectangle Ad (300 x 250)	\$12.00/M.	\$7.50/M.	\$6.50/M.	\$5.50/M.	Desktop, Tablet & Mobile
Leaderboard Ad (728 x 90)	\$15.00/M.	\$8.50/M.	\$7.50/M.	\$6.50/M.	Desktop & Tablet
Reveal Ad (1920x600)	\$15.00/M.	\$8.50/M.	\$7.50/M.	\$6.50/M.	Desktop, Tablet & Mobile

Target Positioning to specific section or page: Use CPM rates plus \$1.00/M

TODAY'S HEADLINES & BREAKING NEWS EMAILS BLASTS

Leaderboard (will adjust down for device)sold out \$125/mo

LISTING ON Crescent-News.com/Marketplace

Featured Business Listing \$25/mo

EXTENDED REACH TARGETED MARKETING • Targeted placement of various sized banner ads on other web sites to reach audiences of a specific geographic area, demographic, interests or behaviors

Call for details

CRESCENT EXTRA



Crescent Extra ...is a weekly TMC (Total Market Coverage) publication distributed to non-subscribers of The Crescent-News in the Defiance (43512) and Napoleon (43545) zip codes. It is tabloid size and delivered by mail on Fridays or Saturdays. Circulation is 8,369 homes.

The Extra serves as a cost-effective vehicle for both run-of-press and preprint distribution. Deadline is Monday at 4:00 pm.

ROP DISPLAY RATES (5-column tabloid format)

Open Rate	\$12.00 pci
Pickup from C-N.	\$6.00 pci
Political.	\$12.00 pci

CLASSIFIED RATES (7-column tabloid format)

Open Display Rate	\$8.50 pci
Pickup from C-N.	\$4.75 pci
Line Ad.	75¢ a line

FULL COLOR RATES

1-4"	\$30	25-34"	\$100
5-9"	\$40	35-44"	\$125
10-14"	\$60	45-70"	\$150
15-24"	\$75		

PREPRINT RATES

Single Sheet	\$38.00/M
4-Page Tab (up to .7 oz.)	\$40.00/M
8-Page Tab (up to 1.2 oz.)	\$45.00/M
12-Page Tab (up to 1.6 oz.)	\$50.00/M
16-Page Tab (up to 1.8 oz.)	\$55.00/M
20-Page Tab (up to 2.0 oz.)	\$60.00/M
24-Page Tab (up to 2.2 oz.)	\$65.00/M
28-Page Tab (up to 2.4 oz.)	\$70.00/M
32-Page Tab (up to 2.6 oz.)	\$75.00/M

*add \$5.00 for each additional 4 tab pages or .2 ounces

1 broadsheet page = 2 tab pages
Page size: 8.83"x10.25"
Minimum size: 4" x 6"

NW OHIO HOMES & MORE



Northwest Ohio Homes Magazine

... is the most-comprehensive homes magazine. The Homes Magazine is distributed at the beginning of each month. Circulation is 16,500 copies and available at more than 200 outlets in the six-county area in addition to distribution in The Crescent-News.

ADVERTISING RATES

Inside Pages	Page Rate
8+ Pages	\$103/pg
6-7 Pages	\$113/pg
5 Pages	\$118/pg
4 Pages	\$133/pg
3 Pages	\$138/pg
2 Pages	\$162/pg
1 Page	\$184/pg
Half page - 4.35"x10.25"	
Available after purchase of first page	\$80
Front Cover Strip	(call for availability) - \$325
Inside Cover	Full page - \$290
Back Cover	Full page - \$395

Page Size: 8.83"x10.25"

SPECIAL NEWS & ADVERTISING SECTIONS FOR

The Crescent-News



The Crescent-News offers several special promotional sections each month that give advertisers the opportunity to reach selected segments of our readership. These special sections cover a variety of topics - from health and home improvement to sports and community events.

Advertisements in these sections reach targeted audiences who are most likely to be interested in products and services related to these topics.

For more information about all the special sections listed, contact your Crescent-News Advertising Representative. Several special sections have unique ad sizes and rate structures. Many merchandisers have co-op funds available to them which can be applied to ads placed in these publications.

2019

The Crescent-News
Defiance, Ohio
419-784-5441

Dates subject to change without notice.

	SECTION	PUBLICATION DATE	RESERVATION & COPY DEADLINE	FORMAT
January	Coloring Book	Wed, Jan 16	Mon, Jan 7	Tabloid
	In Memoriam	Sun, Jan 13	Wed, Jan 2	Broadsheet
	Tax & Finance	Thurs. Jan. 24	Fri, Jan 11	Tabloid
February	Business Card Directory #1	Fri, Feb 1	Thurs. Jan. 10	Booklet
	Valentine's Day Specials	Thurs. Feb. 7	Tues. Feb. 5	ROP
	Winter Bridal Issue	Thurs. Feb. 7	Fri, Jan 25	Tabloid
	FFA Week	Thu, Feb 14	Mon, Feb 4	Broadsheet
	Who's Who in Area Business	Feb. 19 & 26; Mar. 12	Wed, Feb 13	ROP
	Farm Forecast & Review	Thurs. Feb. 21	Fri, Feb 8	Tabloid
March	Home & Garden Show Guide	Wed, Mar 6	Wed, Feb 27	ROP
	NCAA Tournament Brackets	Mar 19, 26 & Apr 2	Thurs. March 7	ROP
	Kids' Photo Album	Fri, Mar 15	Fri, Mar 1	Tabloid
	DD Month	Sun, Mar 17	Wed, Mar 13	ROP
	Preschool & Day Care Directory	Wed, Mar 20	Fri, Mar 15	ROP
	Senior Lifestyle	Wed, Mar 20	Fri, Mar 8	Tabloid
	Baseball/Softball Tab	Wed. March 27	Fri, Mar 8	Tabloid
	Doctors Day	Wed, Mar 27	Fri, Mar 29	ROP
April	Home, Lawn & Garden	Thurs. April 4	Fri, Mar 22	Tabloid
	Spring Car Care	Thurs. April 11	Mon, Apr 1	Tabloid
	In Memoriam	Sun, Apr 14	Fri, Mar 29	Broadsheet
	Easter Church Services	Tue, Apr 16	Fri, Apr 12	ROP
	Health & Fitness	Wed, Apr 17	Fri, Apr 5	Tabloid
May	Spring Bingo	Tue, May 7	Tue, Apr 9	
	Home, Lawn & Garden #2	Sun, May 5	Fri, Apr 26	ROP
	Mother's Day Specials	Tue, May 7	Fri, May 3	ROP
	National Pet Care Month	Wed, May 1	Wed, Apr 24	ROP
	National Nurse's Week	Fri, May 3	Mon, Apr 29	ROP
	National Hospital Week	Sun, May 5	Mon, Apr 29	ROP
	National Nursing Home Week	Sun, May 12	Mon, May 6	ROP
	Kids' Design-An-Ad	Thurs. May 9	Tue, Feb 26	Tabloid
	Graduation Issue	Fri, May 24	Fri, May 3	Tabloid
	Summer Entertainment Guide	Fri.. May 31	Fri, May 17	Tabloid
June	Summer Bridal Issue	Sun, Jun 2	Fri, May 24	ROP
	Home Lawn & Garden #3	Thurs. June 6	Fri, May 24	Tabloid
	Father's Day Specials	Tue, Jun 11	Fri, Jun 7	ROP
	Ladies Night Out Event	Wed, Jun 19		Event
July	Defiance County Fair Program	Thurs. July 11	Wed, Jun 12	Tabloid
	In Memoriam	Sun, July 14	Fri, Jun 28	Broadsheet
	Senior Lifestyle	Wed, July 17	Fri, Jul 5	Tabloid
	Gus Macker Basketball Tournament	July 19 - 21		Event
August	Back to School	Thu, Aug 1	Mon, Jul 22	ROP
	Reader's Choice Awards	Thurs. Aug. 1	Thurs. July 18	Tabloid
	Business Card Directory #2	Fri, Aug 2	Fri, Jul 12	Booklet
	Pet Care #2	Wed, Aug 7	Fri, Aug 2	ROP
	HS Football Preview	Wed, Aug 21	Mon, Jul 29	Tabloid
	High School Football Blitz	Weekly start Aug 29	Fri, Aug 16	Tabloid
	Junior Fair Results	Wed, Aug 28	Fri, Aug 16	Tabloid
September	Look What's New	Month of Sept.		Broadsheet
	Fall Home Improvement	Wed. Sept. 11	Fri. Aug. 30	Tabloid
	Farm Review	Thu, Sep 26	Fri. Sept. 13	Tabloid
	Breast Cancer Awareness	Sun, Sep 29	Fri. Sept. 20	ROP
October	Fall Home Improvement #2	Sun, Oct 6	Fri. Sept. 27	ROP
	Clergy Appreciation Day	Sun, Oct 13	Tue, Oct 8	ROP
	Fall Car Care	Wed, Oct 9	Fri. Sept. 27	Tabloid
	In Memoriam	Sun, Oct 13	Mon, Sep 30	Broadsheet
	Family Health	Wed, Oct 16	Fri. Oct 4	Tabloid
November	Recipe Challenge Live Event	Wed, Nov 6		Event
	Recipe Edition	Thu, Nov 14	Fri, Nov 1	Tabloid
	Salute to Veterans	Sun, Nov 10	Fri, Oct 25	Tabloid
	National Hospice Month	Sun, Nov 10	Mon, Nov 4	ROP
	HS Basketball Preview	Tues. Nov. 19	Fri, Nov 8	Tabloid
	Christmas Bingo	Wed., Nov. 20		Contest
	Small Business Saturday	Fri, Nov 29	Mon, Nov 25	ROP
December	Christmas Church Services	Wed, Dec 18	Fri, Dec 13	ROP
	Christmas Greetings	Tues, Dec 24	Fri, Dec 13	Tabloid
	2019 Year-End Review	Sun, Dec 29	Fri, Dec 20	ROP
Monthly	Clip2Save Coupon Book Homes & More	Once a month 1st Tues. of Month	Call for deadline Call for deadline	