

2024 ADVERTISING RATES & INFORMATION

Crescent-News MEDIA

PUBLISHER OF:

The Crescent-News

crescent-news.com

*The area's most-viewed website
with over 600,000
pageviews a month.*

17,000 Facebook followers



**The most effective and efficient advertising
platforms in Northwest Ohio.**



ALSO PUBLISHER OF:
Defiance Clip2Save
Coupon Booklet (monthly)

**Discover
Northwest Ohio**

Northwest Ohio Eats



A member of

APC MEDIA of OHIO

Crescent-News MEDIA

624 W. Second St., Defiance, Ohio 43512

Phone: (419) 784-5441 advertising@crescent-news.com

www.Crescent-News.com

RETAIL ADVERTISING RATES

OPEN RATE Weekday \$15.00

ANNUAL BULK CONTRACT RATES

125 inches annually	\$13.00
250 inches annually	\$12.50
500 inches annually	\$12.25
1,000 inches annually	\$12.00
2,000 inches annually	\$11.75
3,500 inches annually	\$11.50
5,000 inches annually	\$11.25

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 \$12.50

PRIVATE PARTY \$9.50

NATIONAL RATES / Political

Open	\$19.45
125" Contract	\$16.00
500" Contract	\$13.95

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.) \$349.00 (includes full color)

Page One Ear (2 col. x 2 in.) \$199.00 (includes full color)

Front Sports (6 col. x 2 in.) \$299.00 (includes full color)

Sports Page One Ear (2 col. x 2 in.) ... \$150.00 (includes full color)

Guaranteed Page Placement 20% premium in addition to applicable net rate. Non-exclusive. Subject to availability.

D. SPECIAL FEATURES

Spotlight On Business

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

Church Page

Business Sponsorship	\$6.00 per week
Church Listing	\$3.50 per week

E. BUSINESS BUILDER FREQUENCY PLAN

..... 6 ads in 6 weeks.	 13 ads in 13 weeks
4-inch ad	\$45.00 per ad \$40.00 per ad
6-inch ad	\$65.00 per ad \$57.00 per ad
8-inch ad	\$85.00 per ad \$78.00 per ad
12-inch ad	\$125.00 per ad \$107.00 per ad
15-inch ad	\$155.00 per ad \$135.00 per ad

Add 50¢ per column inch for Saturday placement. Full Color extra.

COLOR RATES

DISPLAY ADS

FULL COLOR SPECIAL RATES

1 - 4.75"	\$30.00
5 - 9.75"	\$40.00
10 - 14.75"	\$60.00
15 - 24.75"	\$75.00
25 - 34.75"	\$100.00
35 - 44.75"	\$125.00
45 - 59.75"	\$150.00
60 - 89.75"	\$175.00
90 - 118.5"	\$200.00

DEADLINES

Publication

Tuesday Issue Friday, 4:00 p.m.

Thursday Issue Tuesday, 4:00 p.m.

Saturday Issue Thursday, 4:00 p.m.

Entertainment Today Friday, 9 days prior

Space Reservations & Materials

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

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 Local Ads

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"	\$5.00	30" - 59"	\$10.00
4.5" - 29.5"	\$7.00	60" and up	\$12.00

Crescent online Featured Business Listing \$25.00/month

CLASSIFIED RATES

CLASSIFIED DISPLAY RATES

	PCI
LOCAL/OPEN RATE (2" min.)	\$12.50
NATIONAL RATE	\$17.50

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

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

One day. First three lines \$6.39. Additional lines \$1.93 per line. All ads also posted on website and once in the Crescent Extra.

3 days, first 3 lines	\$13.59		\$3.93 for each extra line
4 days, first 3 lines	\$17.37		\$4.99 for each extra line
5 days, first 3 lines	\$21.15		\$6.05 for each extra line

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	\$20.65	\$5.50 each
2-Week Package	\$37.80	\$10.25 each
4-Week Package	\$72.60	\$21.00 each

PRIVATE PARTY - One day. First three lines \$6.03. Additional lines \$1.81 per line. All ads posted on website and in the Crescent Extra.

3 days, first 3 lines	\$13.14		\$3.78 for each extra line
4 days, first 3 lines	\$16.77		\$4.79 for each extra line
5 days, first 3 lines	\$20.40		\$5.80 for each extra line

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:	\$17.65		Additional Lines: \$4.75 each
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GARAGE SALE SPECIAL - Advertise your garage sale 3 days and get up to 6 lines.

1 day, 6 lines:	\$11.20		Additional Lines: \$1.25 each
2 days, 6 lines:	\$17.45		Additional Lines: \$2.25 each
3 days, 6 lines	\$22.70		Additional Lines: \$3.00 each

NWOJobs.com

Northwest Ohio online Regional Job Board

Existing print ad included in 30 day job position posting on NWOJobs.com

1 job position	\$25
2 job positions	\$45
3 job positions	\$65

EMPLOYMENT RATES

	PCI	3-5x	6-24x
Display Ad (per column inch)	\$14.00		
Line Ad (per line)	\$2.50	\$1.50	\$1.10

All Help Wanted ads are uploaded to the national job boards and are subject to additional charges. Call our advertising department for details.
Box charges for replies \$10.00 pick up, \$20.00 mailed

COLOR RATES

FULL COLOR CLASSIFIED RATES

	1 day	2-5 days	6 days
1 - 19.75"	\$30.00	\$20/day	\$100.00
20 - 39.75"	\$50.00	\$30/day	\$150.00
40 - 59.75"	\$80.00	\$40/day	\$200.00
60 - 89.75"	\$150.00	\$120/day	\$600.00
90 - 119.75"	\$175.00	\$135/day	\$675.00
120 - 158"	\$200.00	\$150/day	\$750.00

CLASSIFIED LINE ADS

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

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, 12 noon
Thursday Issue Tuesday, 4 pm	Wednesday, 12 noon
Sat/Sun Issue Thursday, 12 noon	Friday, 12 noon

Full color ads require one extra day lead time.

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 17 inches deep will be charged full depth.

PRE-PRINTED INSERTS

Crescent-News MEDIA provides advertisers a cost effective method of distributing preprinted sales and promotional pieces.

There are other advantages. Preprints advertisers have flexibility and control over the size, color and quality of the piece as well as the day of delivery.

POLICIES

SIZES - Maximum size accepted, 10.625" x 11.25"; minimum size 6" x 8". 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.

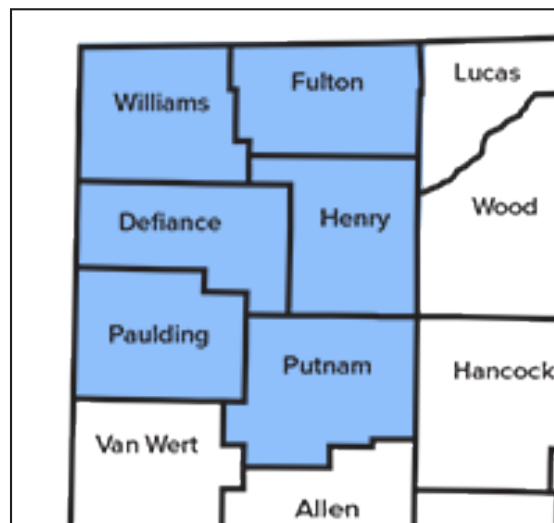
SHIPPING ADDRESS - c/o Fort Wayne Newspapers, 600 W. Main St., Fort Wayne, IN 46802.

DELIVERY HOURS - Delivery hours: Monday through Friday, 8 a.m. to 3:30 p.m.

DISTRIBUTION

FULL-RUN DISTRIBUTION (excludes mailed copies outside the Defiance area)
Daily quantity (including overage) 9,765

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



DIGITAL MARKETING SOLUTIONS

CRESCENT-NEWS.COM

Traffic on Crescent-News.com averaged over 600,000 pageviews 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 - Cost Per Thousand Impressions)

Impressions	15,000-24,999	25,000-99,999	100,000-199,999	200,000 & Up	Placement Positions
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	\$8.00/M	\$7.00/M	\$6.00/M	Desktop, Tablet & Mobile
Leaderboard Ad (728 x 90)	\$15.00/M	\$10.00/M	\$8.00/M	\$7.00/M	Desktop & Tablet
Half Page Box Ad (300 x 600)	\$15.00/M	\$10.00/M	\$8.00/M	\$7.00/M	Desktop & Tablet
Reveal Ad (1920x600)	\$18.00/M	\$12.00/M	\$10.00/M	\$8.00/M	Desktop, Tablet & Mobile

Target Positioning to specific section or page: Use CPM rates plus \$2.00/M

CRESCENT-NEWS FACEBOOK MARKETING

Your message posted on Facebook. Call for details

DIGITAL MARKETING

Your local full service digital and social media marketing company. Helping you reach the unlimited audience on the web. We can target your products and services to more people on multiple platforms.

Need employees? Let us put together a print and digital recruitment campaign that reaches more people by *Geography, Demographics, Intent, Behavior and Keywords.*

- Digital Targeting and Retargeting
- Geo Fencing
- Video Creation and Marketing
- Local and Regional Email Blast (opted-in emails)
- Interactive Online Contests
- Website Development / Hosting / Maintenance
- Social Media Marketing (Facebook, Twitter)
- SEO & SEM (Search Engine Optimization & Marketing)

**Crescent-News
MEDIA**