

# AD BARGAIN™

P.O. Box 2008  
Altoona, PA 16603  
301 Cayuga Avenue  
Altoona, PA 16602

Toll Free: (800) 854-8828  
814-946-7547 (Fax Attn: Ad Bargain)  
**Email: [adbargainclassifieds@yahoo.com](mailto:adbargainclassifieds@yahoo.com)**  
**www.myadbargain.com**

**16,000 Circulation**  
Serving 150,000 shoppers in  
Clearfield, Blair, Cambria, Centre,  
Elk and Jefferson Counties.  
*Our circulation is audited by  
Circulation Verification Council.*

**Hours: Monday-Friday 8 a.m. to 5 p.m.**

**PUBLISHED EVERY WEDNESDAY – 52 Weeks A Year!**

**DEADLINE: 4 p.m. Thursday Before Publication**

## FRONT PAGE FEATURE ADS

- Front Top (10" x 3.50").....**\$175.00**
- Bottom Front (10" x 5").....**\$265.00**
- Full Front Page (10" x 8.75") .....**\$435.00**
- Quarter Bottom  
Front Page (4.95" x 5").....**\$145.00**
- Full Back Page (10" x 10").....**\$600.00**

## ACCUMULATED MONTHLY RATES

- 2 TO 24 monthly column inches ..... **\$7.00 pci**
- 25 to 50 monthly column inches ..... **\$6.75 pci**
- 51 to 100 monthly column inches ..... **\$6.50 pci**

## COMMERCIAL CLASSIFIED LINE RATES

- Bold Type with color background  
First 20 words: \$8.00, each additional word **.25**

### Photo Ads:

**1 column size:** First 20 words **\$10.00**,  
each additional word **.25¢**

**2 column size:** First 20 words **\$20.00**,  
each additional word **.25¢**

- *Based on 6 column format, 10" deep*
- *Column Width: 1 1/2" (9 picas)*

## RETAIL AND CLASSIFIED SIZES

6 column format, 10" deep

Columns	Inches	Picas
1 column	1.583"	9p6
2 columns	3.266"	19p7.2
3 columns	4.949"	29p8.4
4 columns	6.633"	39p9.6
5 columns	8.317"	49p10.8
6 columns	10"	60p

## PRE-PRINT INSERTION RATES

*Minimum 70# paper*

**\$45.00 per thousand**

- 10,000 minimum. • No Zoning.
- **Insert size:** No wider than 10", no longer than 10"
- **Minimum size:** 5.5" wide by 8.5" deep
- Preprint Deadline is two weeks prior to insertion date.

*Call your media consultant for additional information.*

## PRE-PRINT PRINTING RATES

Call for quote.

## EDITORIAL

Editorial 20% | Advertising 80%

## TECHNICAL SPECIFICATIONS

**Tabloid page size:** 10" by 10"

**Printing Method:** Offset 85/100 line screen

**Half Tone Screening:** B/W 85 line screen

**Photos:** 200 dpi

- 6 column format, 10 " deep
- Column width 1 1/2" (9 picas)
- Full page, 60 column inches

## ADVERTISING DEADLINES

### Retail and Classified

- Ad Copy Deadline:  
**4 p.m. Thursday before publication**

## ADVERTISING CONTACTS

**Sales Manager:** Tracy Brooks 814-949-7021

**Ad Bargain Sales Representative:**

Renee Baxter 814-577-4776

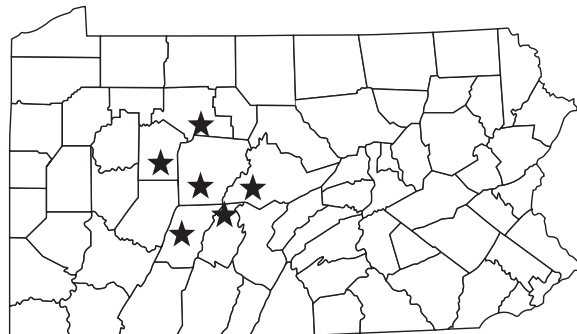
**Classified:** 814-946-7422, Toll Free (800) 854-8228

**[adbargainclassifieds@yahoo.com](mailto:adbargainclassifieds@yahoo.com)**

*We accept all major credit cards.*

# AD BARGAIN™

The Ad Bargain has been serving the community since 1981. A popular weekly newspaper with 16,000 audited circulation.



## CIRCULATION & DISTRIBUTION

Serving Clearfield, Blair, Cambria, Centre, Clearfield, Elk and Jefferson Counties.

- Total Circulation: 16,000 Rack Distribution
- Weekly Frequency

## TERMS & CONDITIONS

- The Ad Bargain extends credit to qualified businesses. Contact your Media Consultant for details.
- There is a 1.5% per month service charge to accounts extended beyond 30 days.
- The publisher reserves the right to change the terms, conditions and rates upon 30 days notice

## GENERAL POLICIES

- The publisher reserves the right to limit space, reject or cancel any advertisement without notice.
  - Ads simulating news must be labeled "Advertisement".
- The Ad Bargain reserves the right to edit or reject any advertising copy or cancel an advertisement at any time. Please check your advertising for errors on the first day of publication. The Ad Bargain will not be responsible for any advertising error beyond the first publication day. Adjustment in full for error is limited to the cost of that portion of the advertisement wherein the error occurred.
- In the event of flood, fire, strike, or other emergencies beyond the control or either party, this agreement shall be suspended without penalty to the advertiser or The Ad Bargain. If an error occurs in an advertisement for which The Ad Bargain, Inc. is responsible, the limit of the liability shall be to correct the error in the next issue.
  - The publisher is not bound by any terms and conditions, printed or otherwise, appearing in order blanks, advertiser's forms, or copy instructions when in conflict with terms and conditions on published rate card or policies.
  - Brokerage advertising rates must be agreed upon prior to run date.
- All advertising credit balances must be taken in-kind through additional advertising within one year.
- The Ad Bargain does not accept sequential liability.

## VITAL STATISTICS

An Altoona Mirror product

**Publisher:** Edward W. Kruger

**General Manager:** Raymond M. Eckenrode

**Address:** 301 Cayuga Ave., Altoona PA 16602

**Phone:** Toll Free (800) 854-8228

**Fax:** 814-946-7547 [Attn: Ad Bargain](mailto:Attn: Ad Bargain)

**Email:** [adbargainclassifieds@yahoo.com](mailto:adbargainclassifieds@yahoo.com)

**Web page:** [www.myadbargain.com](http://www.myadbargain.com)

## CIRCULATION AND DISTRIBUTION

Serving Blair, Cambria, centre, Clearfield, Elk and Jefferson Counties.

**Total Circulation:  
16,000 Rack Distribution  
Weekly Frequency**

ZIP CODE	TOWN	AMOUNT
16821	Allport	390
16601	Altoona	525
16823	Bellefonte	250
15757	Bells Landing	25
16617	Bellwood	425
16825	Bigler	110
15825	Brookville	315
16830	Clearfield	2,215
16627	Coalport	1,200
16833	Curwensville	1,045
15801	DuBois	580
16635	Duncansville	500
16639	Fallentimber	50
16640	Flinton	200
16645	Glen Hope	100
16838	Grampian	120
16651	Houtzdale	600
16843	Hyde	425
16656	Irvona	25
16680	Janesville (Smithmill)	50
16847	Kylertown	395
15757	Mahaffey	175
16853	Milesburg	90
16858	Morrisdale	100
16666	Osceola Mills	750
16866	Philipsburg	2,815
16823	Pleasant Gap	150
16870	Port Matilda	75
15767	Punxsutawney	820
15851	Reynoldsville	75
15875	St. Marys	500
16874	Snow Shoe	525
16801	State College	365
15865	Sykesville	130
16684	Tipton	35
16686	Tyrone	250
15868	Weedville	225
16692	Westover	50
16880	Wingate	100
16881	Woodland	225