

# National Advertising

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## Rates and Information

Effective September 1, 2007. Subject to change on 30 day notice.

# Sun Journal

*Connecting you with your community*

**104 Park Street, PO Box 4400, Lewiston, ME 04243-4400**

(207) 784-5411 • 800-482-0753 • advertising fax (207) 784-5955 • news fax (207) 777-3436

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186 Main Street, Farmington, ME 04938  
(207) 778-6772 • 888-778-9922  
fax (207) 778-5524

429 Main Street, Norway, ME 04268  
(207) 743-9228 • 800-774-9228  
fax (207) 743-7317

69 Congress Street, Rumford, ME 04276  
(207) 364-8728 • 800-782-8728  
fax (207) 364-8420

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## 1. PERSONNEL

PUBLISHER, GENERAL MANAGER  
**JAMES R. COSTELLO, SR.**  
 VICE PRESIDENT, ADVERTISING AND MARKETING  
**STEPHEN M. COSTELLO**  
 CUSTOMER SERVICE DIRECTOR  
**MARIANNE T. IRELAND**  
 ADVERTISING MANAGER  
**JODY R. S. JALBERT**  
 MAJOR ACCOUNTS MANAGER  
**BRUCE B. RIOUX**  
 FINANCE DIRECTOR  
**KAREN D. NYBERG**

## 3. COMMISSION & TERMS OF PAYMENT

15% to agencies.

## 4. POLICY

a. The Publisher reserves the right to accept or reject all advertising copy upon review of the proposed text and the acceptance of any particular advertisement does not operate as acceptance of the same or any other advertisement for publication on any other occasion.

b. Advertisement simulating news must be identified as "Advertisement."

## 5. ROP/PRE-PRINT RATES

Rate per column inch for single or multiple insertion of same advertising copy within seven days in Sun Journal.

	1 Time	2 Times	3 Times
a. Open Rate	\$43.80	\$32.85	\$29.20
b. Sunday	\$45.99	\$34.49	\$30.66
c. Page One	\$200.71	\$150.53	\$133.81

## YEARLY NEWS PLANS

	1 TIME		2 TIMES		3 TIMES	
	Daily	Sunday	Daily	Sunday	Daily	Sunday
6 Page	\$41.59	\$43.67	\$31.19	\$32.75	\$27.73	\$29.12
13 Page	\$39.40	\$41.37	\$29.55	\$31.03	\$26.27	\$27.58
26 Page	\$37.21	\$39.07	\$27.91	\$29.31	\$24.81	\$26.05
52 Page	\$35.01	\$36.76	\$26.26	\$27.57	\$23.34	\$24.51

DEPTH in 1/4 inch increments with a minimum of 1x3/4 inch

## NATIONAL PRE-PRINT RATES

	CPM		CPM
2 page tab .....	\$58	12 page tab .....	\$61
4 page tab .....	\$59	16 page tab .....	\$62
8 page tab .....	\$60	20 page tab .....	\$63

- Delivered to the Sun Journal between 8 am and 4:30 pm (Monday through Friday) or five days prior to publication.
- Delivered on skids
- Maximum weight of skids: not over 1,500 lbs.  
Advertisers-please check with advertising insert department to determine the number of supplements needed.  
Call Bruce Rioux 800-482-0759 ext. 1115.
- Maximum size accepted 12 1/2" x 11"
- Minimum size accepted 6 1/4" x 6 1/2"
- Newsprint weight tabs six pages or less must be quarter-folded.
- Single sheets – minimum #60 paper uncoated.

## 7. COLOR RATES

- 1 color (plus black) \$200 additional
- 2 colors (plus black) \$275 additional
- 3 colors (plus black) \$350 additional

## 9. SPLIT RUN

Unchanged advertising copy, regardless of size, may be repeated in any issue of Daily or Sunday within a seven day period of the first insertion. The rate per inch is according to the appropriate rates found in section 5.

Unchanged advertising copy repeated four or more times within a seven day period will be billed at the three time rate.

## 11. SPECIAL FEATURES

JANUARY	Bridal
FEBRUARY	Presidents Day
MARCH	Fishing & Boating, Home Improvement
APRIL	Car Care, Landscape & Gardening
MAY	Summer In Maine, Graduation
JUNE	Funeral & Estate Planning
AUGUST	Bridal, Balloon Festival
SEPTEMBER	Sports, Money, Hunting Home Improvement
OCTOBER	Car Care
NOVEMBER	Family, Gift Guide
DECEMBER	Winter Sports, Season's Greetings, Business Review

For a complete list, see our Special Sections calendar.

## 12. ROP DEPTH REQUIREMENTS

Depth in 1/4 inch increments with a minimum of 1 column by 3/4 inch; 2 column by 1 inch.

Advertisements over 19 inches deep will be set and charged as full column depth. Tabloids – advertisements over 11 inches deep will be set and charged as full 13 inch depth.

## 15. MECHANICAL REQUIREMENTS

### A. Display

- Width of column 1<sup>13</sup>/<sub>16</sub> inches
- Depth of column 21 inches
- 6 columns to page (11<sup>5</sup>/<sub>8</sub> inches wide)
- Double-Truck 23<sup>1</sup>/<sub>4</sub> inches wide
- Half-tone 85 line screen
- Printing process: offset
- Reproduction material preferred: electronic file or negative
- Color process: Ad Litho

### B. Classified

- Width of column of 1<sup>3</sup>/<sub>16</sub> inches.
- Depth of column 21 inches
- 9 columns to page (11<sup>5</sup>/<sub>8</sub> inches wide).

## 17. CLASSIFIED RATES

- Classified (recruitment ads, merchandise, real estate, etc.) \$2.63 per agate line, \$36.82 per inch (14 agate lines). Minimum charge of \$55.00.

Payable in advance with certified bank check, money order, Visa, MasterCard, American Express or Discover only.

## 18. WEEKEND COLOR COMICS

Call for information and availability.

## 20. CIRCULATION

CAC Audit Report six months ending September 30, 2006.

- |  |        |
|--|--------|
| a. Sun Journal (Monday through Saturday) | 33,903 |
| b. Sun Journal (Sunday)                  | 34,032 |
| c. Price \$4.15 weekly home delivered    |        |
| \$.60 daily single copy                  |        |
| \$1.75 Sunday single copy                |        |

# SUN JOURNAL'S TRI-COUNTY MARKET

Androscoggin – Franklin – Oxford  
tri-county area is served by the Sun Journal.

	Androscoggin	Franklin	Oxford
<b>POPULATION</b>	106,115	29,763	56,151
<b>HOUSEHOLDS</b>	42,028	11,806	22,314
<b>RETAIL SALES (\$000)</b>	2,097,947	352,130	475,761

# READERSHIP DEMOGRAPHICS

	Total Adults in Market	Read Daily Past Week*	Read Sunday Past Month**
<b>TOTAL</b>	150,726	67.6%	67.7%
<b>GENDER</b>			
Male	72,337	48%	48%
Female	78,399	52%	52%
<b>AGE</b>			
18-34	40,530	59.3%	56.7%
35-54	60,952	68.6%	69.7%
55+	49,244	73.2%	74.1%
<b>EDUCATION</b>			
HS grad/less	74,569	70.2%	67.2%
Trade school/some college	38,225	61.1%	72.8%
College grad or more	37,238	68.2%	62.6%
<b>HOUSEHOLD INCOME</b>			
Under \$25,000	33,230	64.0%	60.7%
\$25,000-\$49,999	45,670	65.0%	66.7%
\$50,000-\$74,999	27,810	67.5%	74.5%
\$75,000-\$99,999	16,378	67.9%	63.2%
\$100,000 or More	9,164	83.6%	76.0%
<b>MARITAL STATUS</b>			
Married	85,755	68.4%	71.6%
Single, never married	32,792	64.0%	61.2%
Widowed, separated, divorced	32,179	69.0%	63.7%
<b>EMPLOYMENT STATUS</b>			
White-collar	53,468	63.5%	65.1%
Blue-collar	39,117	67.3%	66.7%
Service/Other Working	11,626	71.0%	71.4%
Retired	33,561	77.4%	75.7%
Other not employed	24,291	61.2%	61.2%
<b>COMMUNITY TENURE</b>			
Under 4 years	17,319	51.8%	54.3%
4-10 years	19,009	51.4%	44.3%
11-20 years	23,764	69.4%	71.2%
21 years or more	90,223	73.6%	74.3%

\*A seven-day period, September 2004 \*\*September 2004

SOURCE: Urban & Associates, Inc. Strategic Research Study, 2004, U.S. Census Bureau

*We publish the Sun Journal to inform,  
challenge and reflect the communities we serve.*

[sunjournal.com](http://sunjournal.com)