

TIMES

Community Publications

A Division of KPC Media Group Inc.

Good news for
your neighborhood.




2009 Media
Information

The Staff


Lynn Sroufe	General Manager
Sherri Ayres	Advertising Manager
Kit Anguiano	Account Executive
Sasha Boehme	Account Executive
Stephanie Brommer	Account Executive
Duke Currie	Account Executive
Megan Pressler	Online Account Executive
Maryann Ulmer	Account Executive
Sue Reeves	Editor
Janeen Pierr	Assistant Publisher/Graphics
Beth Welty	Graphics
George O. Witwer	Publisher Emeritus
Terry Housholder	Publisher, President, CEO
Donna Scanlon	Chief Financial Officer
Bret Jacomet	Vice President of Sales & Marketing

DIRECT-MAIL DISTRIBUTION TO 20,000 MONTHLY




to homes and businesses in Southwest Fort Wayne and Allen County, including Roanoke, zip codes 46804, 46814 & 46783

DIRECT-MAIL DISTRIBUTION TO 18,700 MONTHLY




to homes and businesses in North & Northwest Fort Wayne and Allen County, zip codes 46818, 46825, 46845, 46748, 46765 & 46704

DISTRIBUTION OF 21,000 MONTHLY



to homes and businesses in Northeast Fort Wayne and Allen County, zip code 46835 & 46815

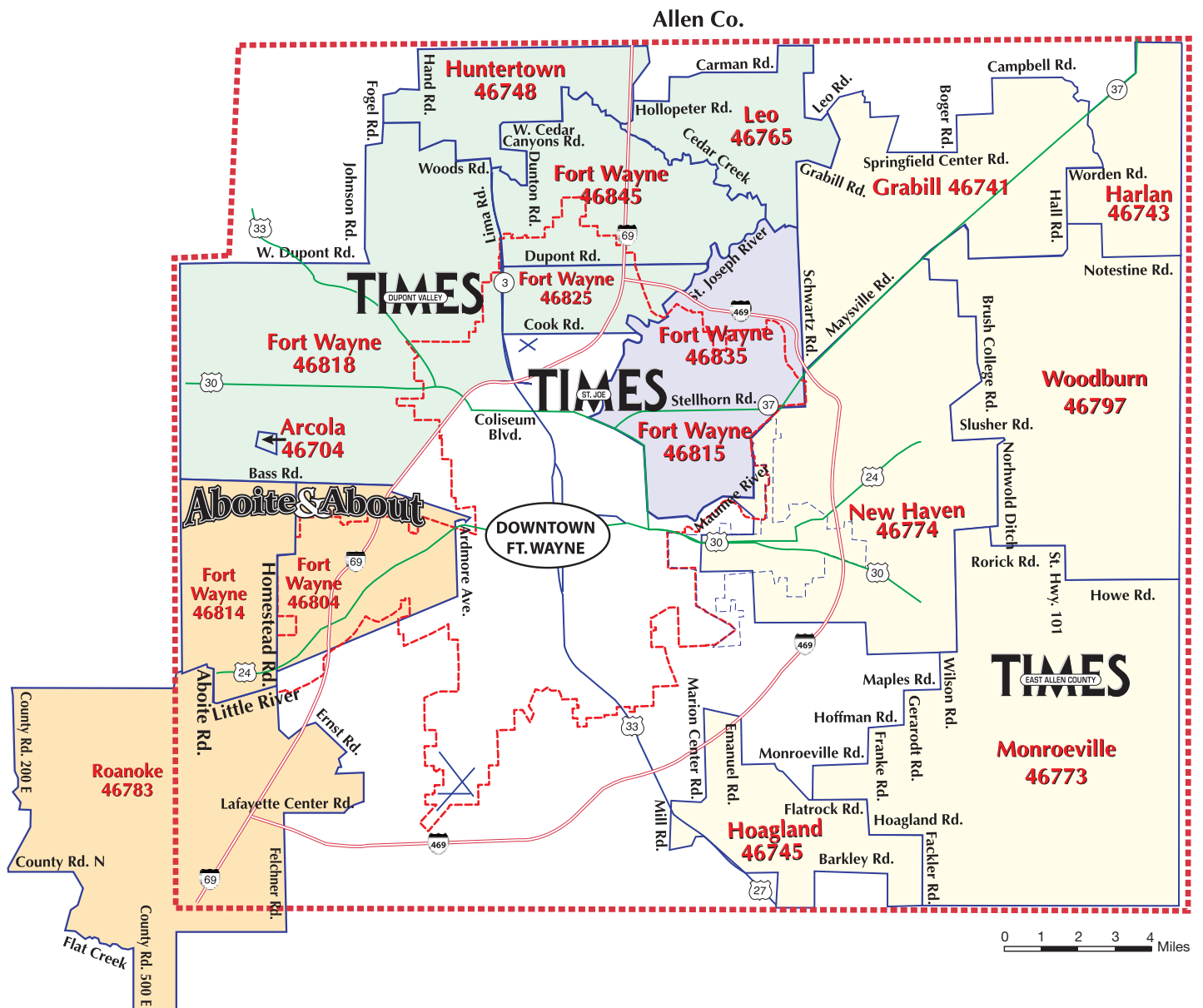
DISTRIBUTION OF 13,500 MONTHLY



to homes and businesses in New Haven and East Allen County, zip codes 46773, 46774, 46797, & 46741
Free distribution in 46743 & 46745

Distribution

Our community publications are distributed to over 73,200 monthly





This Rate Card Supercedes All Other Rate Cards. Effective January 2008.

Prices shown are per month prices.

Black & White Col. In./Ad Sizes	1 Publication		2 Publication		3 Publication		4 Publication	
	6x	12x	6x	12x	6x	12x	6x	12x
10 3.25" x 5.0"	\$127.00	\$120.00	\$239.00	\$226.00	\$355.00	\$335.00	\$463.00	\$437.00
16 1/6 Page	\$203.00	\$192.00	\$382.00	\$361.00	\$567.00	\$536.00	\$739.00	\$669.00
24 1/4 Page	\$266.00	\$252.00	\$501.00	\$474.00	\$743.00	\$704.00	\$969.00	\$918.00
32 1/3 Page	\$316.00	\$298.00	\$595.00	\$561.00	\$882.00	\$832.00	\$1,151.00	\$1,085.00
48 1/2 Page	\$392.00	\$371.00	\$737.00	\$698.00	\$1,094.00	\$1,036.00	\$1,427.00	\$1,351.00
64 2/3 Page	\$521.00	\$492.00	\$980.00	\$925.00	\$1,454.00	\$1,373.00	\$1,897.00	\$1,791.00
96 Full Page	\$665.00	\$628.00	\$1,511.00	\$1,181.00	\$1,856.00	\$1,753.00	\$2,421.00	\$2,286.00

Four Color	1 Pub	2 Pub	3 Pub	4 Pub	5 Pub
Any Size Ad	\$205	\$370	\$490	\$575	\$615
Standard 2nd Color (Printers Choice Run of Press Color)					
Full Page	\$80	\$140	\$190	\$220	\$235
Half Page or Smaller	\$70	\$125	\$160	\$190	\$200

Enhanced Package

Enhance your print advertising reach with Online 365 days a year for as little as \$30 a month.

* This size is only available in 6 time or longer agreements. All rates based upon ad copy supplied as camera ready or computer generated artwork. Ad development, scanning & typesetting charged at \$35/hr (minimum charge \$27.50)

Mechanical requirements

Column Inches	Name	Dimensions (Width x Height)
10	3.25" x 5.0"	3.25" x 5.0"
16	1/6 Page Square	5" x 5"
	1/6 Vertical	3.25" x 7.5"
24	1/4 Page Square	5" x 7.5"
	1/4 Box	6.75" x 5"
32	1/4 Vertical	3.25" x 12"
	1/3 Page Square	6.75" x 7.5"
	1/3 Box	5" x 10.25"
48	1/3 Vertical	3.25" x 15.5"
	1/3 Horizontal	10.25" x 5"
	1/2 Page Square	10.25" x 7.5"
	1/2 Box	6.75" x 10.25"
64	1/2 Vertical	5" x 15.5"
	2/3 Page Square	10.25" x 10.25"
96	2/3 Vertical	6.75" x 15.5"
	Full Page	10.25" x 15.5"

Accepted Materials

QuarkXPress 7, Photoshop CS3, Illustrator CS3, InDesign CS3, and Acrobat 9.0, EPS, 300 dpi Tiff, PDF with embedded fonts. Note If compression software is used, generate a self extracting file. Transport media: CD-Rom or Data DVD disks. **All digital material must be accompanied with an accurate color or b/w proof of the latest file.** The publisher will not be held responsible for makegoods if an acceptable proof has not been supplied with the material.

UNACCEPTABLE: Microsoft Word, Microsoft Publisher, Powerpoint, Paint Brush or any word processing, presentation or crude paint programs.

Email Materials Accepted

Ad Materials: ads@timespubs.com
(Maximum of 10mb files)

Press Releases: pr@timespubs.com
(Word, text or inline email documents accepted along with photos as jpeg, tiff, or eps files. Maximum email size 10mb.)

Preprints Rates

Sizes	1x	6x	12x
Single sheet	\$36.00	\$34.00	\$32.00
4-10 pages	\$56.00	\$53.00	\$51.00
12-14 page	\$61.00	\$57.00	\$53.00
16-18 pages	\$80.00	\$76.00	\$73.00
20-22 pages	\$85.00	\$81.00	\$77.00
24-30 pages	\$88.00	\$84.00	\$79.00
32-48 pages	\$96.00	\$91.00	\$86.00
Sticky Notes	\$62.00	\$59.00	\$56.00

(delivery only, printing is custom quoted)
Preprints must arrive 7 days prior to publish date

Reach over 73,200 households in Fort Wayne and Allen County

Zoning is available by zip code. Ask your account executive for details.

Preprint insert charges are counted toward advertising contract fulfillment.

Inserts on sides or boxes are delivered (prepaid) to:
KPC Distribution Center
102 N. Main
Kendallville, IN 46755

Prices subject to change without notice.

2009 Schedule

Mail Dates	Publications	Theme	Material Due
May 1, 2009	St. Joe	Mother's Day (May 10) Memorial Day (May 25)	April 23, 2009
May 8, 2009	East Allen	Mother's Day (May 10) Memorial Day (May 25)	April 30, 2009
May 15, 2009	Aboite & About	Memorial Day (May 25)	May 7, 2009
May 22, 2009	Dupont Valley	Father's Day (June 21)	May 14, 2009
June 5, 2009	St. Joe	Father's Day (June 21)	May 28, 2009
June 12, 2009	East Allen	Father's Day (June 21) Independence Day	June 4, 2009
June 19, 2009	Aboite & About	Father's Day (June 21) Independence Day	June 11, 2009
June 26, 2009	Dupont Valley	Independence Day	June 18, 2009
July 3, 2009	St. Joe	Independence Day, Summer Sizzlin Savings	June 25, 2009
July 10, 2009	East Allen	Summer Sizzlin Savings	July 2, 2009
July 17, 2009	Aboite & About	Back to School	July 9, 2009
July 24, 2009	Dupont Valley	Back to School	July 16, 2009
August 7, 2009	St. Joe	Back to School	July 30, 2009
August 14, 2009	East Allen	Back to School	August 6, 2009
August 21, 2009	Aboite & About	Labor Day (September 7)	August 13, 2009
August 28, 2009	Dupont Valley	Labor Day (September 7)	August 20, 2009
September 4, 2009	St. Joe	Labor Day (September 7)	August 27, 2009
September 11, 2009	East Allen	Fall	September 3, 2009
September 18, 2009	Aboite & About	Fall	September 10, 2009
September 25, 2009	Dupont Valley	Fall	September 17, 2009
October 2, 2009	St. Joe	Halloween (October 31)	September 24, 2009
October 9, 2009	East Allen	Halloween (October 31)	October 1, 2009
October 16, 2009	Aboite & About	Halloween (October 31)	October 8, 2009
October 23, 2009	Dupont Valley	Halloween (October 31)	October 15, 2009
November 6, 2009	St. Joe & East Allen	Thanksgiving (November 26)	October 29, 2009
November 13, 2009	Aboite & About	Thanksgiving (November 26)	November 5, 2009
November 20, 2009	Dupont Valley	Thanksgiving (November 26)	November 12, 2009
December 4, 2009	St. Joe & East Allen	Christmas (December 25)	November 25, 2009
December 11, 2009	Aboite & About	Christmas (December 25)	December 3, 2009
December 18, 2009	Dupont Valley	Christmas (December 25)	December 10, 2009

• Color Ad Copy Due 5 days prior to normal material due dates • Material due dates includes insertion orders, advertising materials & PR/photos. • Materials received after deadline is not guaranteed to be included in the issue.
 • We reserve the right to run a generic ad on behalf of contracted advertisers not providing materials by deadline.

Contact Information

Email Us:



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Community Publications

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