

2012 Special Services

O B S E R V E R P U B L I S H I N G C O M P A N Y

Creative Consultants

Creative consultants are maintained to assist with advertisement layout and production at no extra charge. Custom artwork is an additional charge of \$50 for the first hour and \$25 each half-hour thereafter. Custom artwork is available for other uses with appropriate artist hourly and repro charges.

Market Research

Market research is available upon request.

New Business Photo Policy

New businesses, businesses with new locations, grand re-openings and major remodeling qualify for a free advertorial as an added value. Clients must make a contract advertising commitment, though the amount of advertising will vary depending on size and scope of the business. Such photo advertorials are not to be used in lieu of paid advertisements. Photo advertorials require management approval and must be marked as advertisement, as well as follow layout guidelines.

Number of Tearsheets

Tearsheets will be determined by the rate, nature and need of the client's business. Affidavits of publication will be furnished at a charge of \$7.50 per affidavit when copies of the publication in which the advertisements appeared have been depleted.

Photography

On location photos are \$25 per photo for black and white or color.

Production Fee for Inserts

In the case that a creative consultant is asked to design and layout an insert, a client will be charged a production fee of \$140 per broadsheet page and \$70 per tabloid page.

Proofs

Proofs will be delivered to the advertiser's place of business for all ads 30 column inches or larger, providing all copy has been submitted in advance of deadline. All other ads can be faxed, e-mailed or will be available for proofing at *Observer Publishing Co.* Proofs are for confirming accuracy only and not for design changes. Excessive design changes will result in extra charges based on the hourly artwork charge. *Observer Publishing Co.* assumes accuracy, up to price of space on the first insertion only. Proofs with changes will be issued via fax or e-mail only.

Contacts

Observer-Reporter

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The Almanac

McMURRAY

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