

LaGrange Publishing Company

Home of

The LaGrange Standard

The Countian

The LaGrange News

The Middlebury
Independent

Waddell Printing

Publication
Information
& Services

January 2011



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Commercial Printing Services

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See us for your printing needs!

Commercial Printing Services

LaGrange Publishing Company maintains and operates a full-time, full-service printing shop.

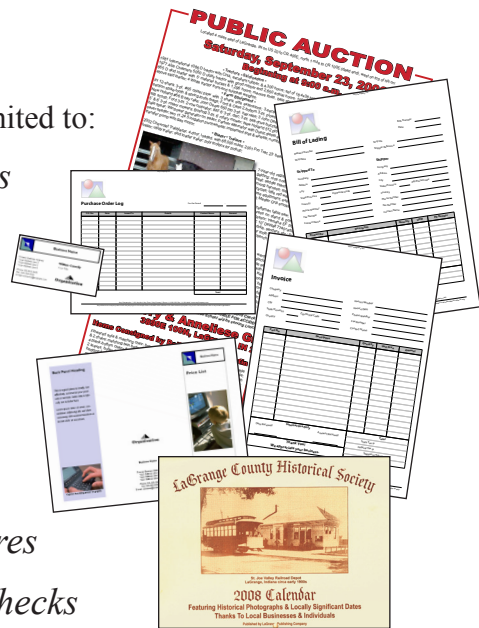
Our long-time printing customers enjoy, and rightfully expect, professional quality on every job. Your printing is designed, typeset, printed, and readied by experienced personnel averaging over 18 years of experience.

Every product we deliver is printed in the traditional method; not photocopied.

When your business demands professionally prepared and printed materials you need LaGrange Publishing Company.

Our services include, but are not limited to:

- *Letterheads and Envelopes*
- *Single Sheet Flyers*
- *Brochures and Mailers*
- *Catalogs*
- *Custom Typesetting*
- *Multi-Color Printing*
- *Auction Bills and Brochures*
- *Continuous Forms and Checks*
- *Quick Delivery, Personalized Forms*
- *Thermographed Business Cards*



**Sheet-Fed Presses to 22 inches
Newspaper Web Press**



LaGrange Standard

—Serving All of LaGrange County

Established in 1856 as LaGrange County's most informative newspaper. A must paper for nearly eighty percent of county residents for accurate news stories, weddings, births, school happenings, county government... all the things that affect the lives of LaGrange County families. In readers' mailboxes every Tuesday; newsstands Monday afternoons.



Companion newspaper to the **LaGrange Standard**. Established in 1861 as a Democrat newspaper, the **LaGrange News** provided a forum for differing opinions in those pre-Civil War days.

Today the **News** keeps readers up to date on midweek news events. The **News** is paid subscription and is in readers' mailboxes every Friday; newsstands Thursday afternoon.

Subscriptions (Standard and News)

- \$35.00 a year (\$60.00, two years) in LaGrange, Steuben, Elkhart, Noble & DeKalb counties in Indiana and St. Joseph and Branch counties in Michigan.
- \$60.00 a year outside the above named counties.
- Newstand – 50¢ a copy.

The LaGrange Standard

Circulation 5,200

Printed Monday for Tuesday morning mail delivery
(Newsstands Monday afternoon)

DEADLINE FRIDAY 2 p.m.

The LaGrange

News

Circulation 5,200

Printed Thursday for Friday morning mail delivery
(Newsstands Thursday afternoon)

DEADLINE WEDNESDAY 2:00 p.m.

Mechanical Requirements

(Run of Press)

Standard SAU columns

7-column wide page; 21½-inch deep

Mechanical Requirements

(Classified Display)

9½-pica width columns

9-column wide page; 21½-inch deep;
1 pica between columns

Special Requirements

- All advertisements must be in even inches or be charged at the next full inch.
- No display advertising for less than two (2) inches.
- Special positioning 25% extra.
- Additional charge for any ad not at least one (1) inch deep for each column wide.
- Gutter charged as a column.
- No step advertising accepted.
- Composition will be charged for advertising placed but cancelled before publication.
- RIGHT OF REJECTION: We reserve the right to edit and/or reject any advertising.
- ERRORS: No responsibility is assumed for errors where copy or corrections are given over the telephone and none for errors after the first insertion. Liability limited to the cost of the advertisement, or part of the advertisement, in question.

Open Display Rate

SAU column width

\$9.90/column inch

Classified Display Rate

\$9.90/column inch

Front Page Advertising

\$32.00/column inch

3" Minimum – 10" Maximum

Front Page Readers

50¢/Word — \$10.00 Minimum

Color — \$50.00

(Minimum Ad Size 36")

Frequency Contract

Rates

(Minimum Term – 13 Weeks)

4" - 13" (88%) \$8.72 col. inch

14" – 29" (82%) 8.12 col. inch

30" – 59" (80%) 7.92 col. inch

60" – 89" (78%) 7.73 col. inch

90" – 130" (76%) 7.53 col. inch

Full Page (150½") \$700.00

Inserts

All inserts must be folded in a quarter fold (not larger than 8"x11½")

Call for pricing.

National

Commissionable Rate

SAU Column Width

\$11.93 Column Inch

(Minimum Ad Size 4 Column Inches)

No time discounts

No space discounts

Color — \$85.00

(Minimum Ad Size 36 Inches)

TERMS: All accounts are payable in full by the 20th of the month following publication of advertising. Past due accounts subject to collection charge of 1½% per month (A.P.R. 18%); \$1.00 minimum.



THE LaGrange COUNTIAN

LaGrange County's Total Advertising Media

Now thirty-five years old, the **Countian** is LaGrange County's total market coverage advertiser. Classified ads, grocery ads, public auctions, garage sales, employment ads, you name it. Mailed with the **Standard** and free to county residents who do not subscribe to the newspaper.

Mechanical Requirements

- 9½-pica width columns
- 6-column wide page
- 1 pica between columns
- 15½" deep



SAU mechanics acceptable at comparable rate.

Special Requirements

All advertisements must be in even inches or be charged at the next full inch. No display advertising for less than two (2) inches.

Special positioning 25% extra. Additional charge for any ad not at least one (1) inch deep for each column wide.

Gutter charged as a column.

No step advertising accepted.

Composition will be charged for advertising placed but cancelled before publication.

RIGHT OF REJECTION: We reserve the right to edit and/or reject any advertising.

ERRORS: No responsibility is assumed for errors where copy or corrections are given over the telephone and none for errors after the first insertion. Liability limited to the cost of the advertisement, or part of the advertisement, in question.

Prices subject to change without notice.

Inserts

All inserts must be folded in a quarter fold (not larger than 8"x11½").

Call for pricing.

National Commissionable Rates

Our Format Column \$11.93 col. inch
SAU Format Column 17.90 col. inch

Circulation – 10,000+
Countian Display Rate
DEADLINE FRIDAY 2:00 p.m.

\$9.90/Column Inch
¼ Fold Front Page — \$340.00
¼ Fold Back Page — \$340.00

(Includes Color – Reservation Required)

Color — \$50.00
(Minimum ad size 36")

No Premium Rate!

Public Auctions: Same rates apply as for display advertising – reprints available at modest costs.

Countian Classified Advertising
Deadline Friday – 1:00 p.m.

Regular Classified –

1 Week – 15 words or less, \$10.00. Additional words 32¢/word.

Each part of a hyphenated word counts as a separate word.

Extended Coverage Available: Please Inquire

Blind Ads (Box No.) –
\$2.00 additional, each insertion.

Frequency Contract Rates

(Minimum term 13 weeks)

4" - 13"	(88%)	\$8.72 col. inch
14" - 29"	(82%)	8.12 col. inch
30" - 59"	(80%)	7.92 col. inch
60" - 89"	(78%)	7.73 col. inch
90" - 130"	(76%)	7.53 col. inch

Special Full Page (93") \$495.00

TERMS: All accounts are payable in full by the 20th of the month following publication of advertising. Past due accounts subject to collection charge of 1½% per month (A.P.R. 18%); \$1.00 minimum.

THE MIDDLEBURY

Independent

For advertisers wanting “direct contact” with the Town of Middlebury. Very ‘newsy,’ in-depth coverage of town government and Northridge school happenings.

Printed Wednesday for Thursday morning mail delivery.
 (Newsstands Wednesday evening)

DEADLINE – TUESDAY at 2:00 p.m.

Mechanical Requirements

9½-pica wide columns
 6-column wide page
 1 pica between columns
 15½” deep

(1) inch deep for each column wide.
 Gutter charged as a column.
 No step advertising accepted.
 Composition will be charged for advertising placed but cancelled before publication.
RIGHT OF REJECTION: We reserve the right to edit and/or reject any advertising.
ERRORS: No responsibility is assumed for errors where copy or corrections are given over the telephone and none for errors after the first insertion. Liability limited to the cost of the advertisement, or part of the advertisement, in question.
 Rates subject to change without notice.

Open Rate – \$4.00 col. inch

Bulk and frequency contracts available.
 Minimum display ad – 2 col. inches.

Special Requirements

All advertisements must be in even inches or be charged at the next full inch.
 No display advertising for less than two (2) inches.
 Special positioning 25% extra.
 Additional charge for any ad not at least one

Subscriptions

- \$20 for a one-year subscription for residents of Elkhart or LaGrange counties in IN or St. Joseph County in MI or \$35 for a two-year subscription.
- \$25.00 one-year subscription for residents in any other area
- Newstand – 25¢ a copy.

For Wider Coverage

Place one order and receive one invoice for any "Option Ad" – (all rates are net)

Option # 1

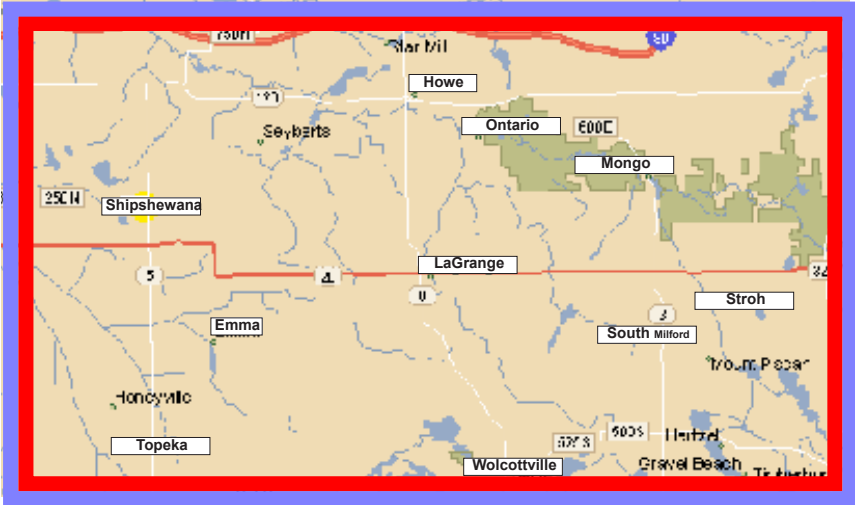
- LaGrange Standard (Monday)
- LaGrange News (Friday)

\$12.90/column inch

Option # 2

- LaGrange Countian (Monday)
- LaGrange News Classified Display (Friday)
- Middlebury Independent (Wednesday)

\$14.90/column inch



**LaGrange
Standard &
LaGrange News**

**The
LaGrange
Countian
(TMC)**

Zoning (By zipcode)
The LaGrange
Standard-News
& Countian

- 46761 – LaGrange - 1672 (tmc) 2376 (pd)
- 46746 – Howe - 790 (tmc) 672 (pd)
- 46565 – Shipshewana - 1175 (tmc) 824 (pd)
- 46795 – Wolcottville - 1484 (tmc) 675 (pd)
- 46571 – Topeka - 707 (tmc) 542 (pd)
- 46543 – Millersburg - 485 (tmc) 31 (pd)
- 46786 – South Milford - 73 (tmc) 100 (pd)

* *The Countian is a tmc publication*
* *The Standard is a paid publication*

Statewide Classifieds

\$320.00

• 25 words or less • Additional words at \$10.00 each
• 1,800,000 weekly readers • Zoned ads for \$245.00
for 25 words or less, additional words \$10.0

Your Statewide Classified will appear in 55 Daily Newspapers

Herald-Republican (Angola)
The Evening Star (Auburn)
The News-Banner (Bluffton)
Columbia City Post & Mail
Decatur Daily Democrat
The Goshen News
The Herald-Press (Huntington)
The News-Sun (Kendallville)
Pharos-Tribune (Logansport)
The News-Dispatch
(Michigan City)
Herald Journal (Monticello)
The Times of Northwest Indiana
(Munster)
Pilot News (Plymouth)
The Commercial Review
(Portland)
Rensselaer Republican
The Rochester Sentinel
South Bend Tribune
The Plain Dealer (Wabash)

The Herald Bulletin (Anderson)
Journal Review (Crawfordsville)
The Elwood Call-Leader
The Times (Frankfort)
Daily Journal of Johnson County
(Franklin)
Daily Reporter (Greenfield)
News-Times (Hartford City)
Kokomo Tribune
Lebanon Reporter
The Reporter Times (Martinsville)
The Star Press (Muncie)
The Courier-Times (New Castle)
The Noblesville Daily Times
Peru Tribune
Palladium-Item (Richmond)
Rushville Republican
The Shelbyville News
The Tipton County Tribune

The News-Gazette (Winchester)
Princeton Daily Clarion
The Tribune (Seymour)
Spencer Evening World
The Sullivan Daily Times
Tribune-Star (Terre Haute)
Vincennes Sun-Commercial
Washington Times-Herald
Times-Mail (Bedford)
The Herald-Times (Bloomington)
The Brazil Times
The Republic (Columbus)
The Evansville Courier & Press
Greensburg Daily News
The Herald (Jasper)
The Evening News (Jeffersonville)
Linton Daily Citizen
The Madison Courier
The Tribune (New Albany)

And 88 Nondaily Newspapers

Albion New Era
Bourbon News-Mirror
The Bremen Enquirer
The Butler Bulletin
Cherubusco News
Cedar Lake-Lowell Star
(Crown Point)
Crown Point Star
Culver Citizen
Carroll County Comet (Delphi)
Kankakee Valley Post-News
(DeMotte)
Francesville Tribune
The Garrett Clipper
Northwest News (Huntertown)
The Leader (Knox)
The Regional News (LaCrosse)
LaGrange News
LaGrange Standard
Advance-Leader (Ligonier)
Middlebury Independent
The News & Review (Monon)
The Monroeville News
Advance News (Nappanee)
The News-Journal
(North Manchester)
Ossian Journal
Royal Centre Record
Walkerton Herald
Walkerton Times
Westville Indicator
Pulaski County Journal (Winamac)
The New Wolcott Enterprise
(Wolcott)

Alexandria Times-Tribune
Hendricks County Flyer (Avon)
The Paper - Montgomery Co.
(Crawfordsville)
The News & Sun (Dunkirk)
The Benton Review (Fowler)
Franklin Challenger
Twin City Journal-Reporter (Gas City)
Greenwood & Southside Challenger
Court & Commercial Record
(Indianapolis)
Kokomo Herald
Journal & Courier (Lafayette)
The Sun (Lebanon)
Chronicle-Tribune (Marion)
The Mooresville/Decatur Times
The Noblesville Ledger
Parke County Sentinel (Rockville)
Oak Hill Times (Swayzee)
The Courier (Upland)
Zionsville Times Sentinel
Ohio County News (Rising Sun)
Rising Sun Recorder
The Spencer Co. Journal-Democrat
(Rockport)
The Salem Democrat
The Salem Leader
The Scott County Journal &
Chronicle (Scottsburg)
The Shoals News
Perry County News (Tell City)
Osgood Journal (Versailles)
The Versailles Republican
The Switzerland Democrat (Vevay)

Vevay Reveille-Enterprise
The Journal-Press (Aurora)
The Herald-Tribune (Batesville)
The Independent (Bicknell)
Boonville Standard
The Jackson County Banner
(Brownstown)
Clay City News
The Corydon Democrat
Crothersville Times
Spencer County Leader (Dale)
The Ellettsville Journal
The Ferdinand News
South Gibson Star-Times
(Fort Branch)
Springs Valley Herald
(French Lick)
White River News (Hazelton)
The Hope Star-Journal
The Huntingburg Press
Dearborn County Register
(Lawrenceburg)
Loogootee Tribune
Mount Vernon Democrat
North Vernon Plain Dealer
North Vernon Sun
Oakland City Journal
The Odon Journal
The Progress Examiner
(Orleans)
The Paoli News
The Paoli Republican
The Press-Dispatch (Petersburg)

Call our office for information about ICAN plus advertising

Shipshewana Flea Market Guide

Official Visitor's Guide for the Shipshewana Flea Market, Auction and surrounding areas. Includes Shipshewana Flea Market map, town map and area map with advertisers' locations clearly marked.

300,000+ Circulation

Distributed free-of-charge to all visitors at the Shipshewana Flea Market and at the I-80/90 Tourist Bureau locations on the Indiana Toll Road.

Quarter page..... \$465

Half page..... \$785

Full page..... \$1310

*Limited process color available – contact us for rates
Closing date for placement/reservation is March 15*



www://shipshewanafleamarket.com

Ad Sizes:

Full Page 35p X 55p or ...5.83"x9.16"
Half Page Vertical 17p X 55p or ...2.83"x9.16"
Half Page Horizontal..... 35p X 27p or5.83"x4.5"
Quarter Page..... 17p X 27p or2.83"x4.5"

For our designing friends:

Newspaper Display Ad Sizes For:

LaGrange Standard • LaGrange News

Column Widths

1-column	12 .25 picas	2.04 inches
2-column	25.5 picas	4.25 inches
3-column	38.5 picas	6.41 inches
4-column	51.5 picas	8.58 inches
5-column	65 picas	10.83 inches
6-column	78 picas	13 inches
7-column	91.25 picas	15.2 inches
Full Page.....	91.25 x 127.5 picas	15.2 x 21.25 inches

Quarter Page 4-columns x 10 inches works best

Classified Display Ad Sizes For:

Countian • LaGrange News • Middlebury Independent

Column Widths

1-column	9.5 picas	1.58 inches
2-column	20 picas	3.33 inches
3-column	30.5 picas	5.08 inches
4-column	40 picas	6.83 inches
5-column	50.5 picas	8.41 inches
6-column	62 picas	10.33 inches
Full Page.....	62 x 90 picas	10.33 x 15 inches

Countian Only

Front Page	43.5 x 48 picas	7.27 x 8 inches
Back Page.....	43.5 x 60 picas	7.27 x 10 inches

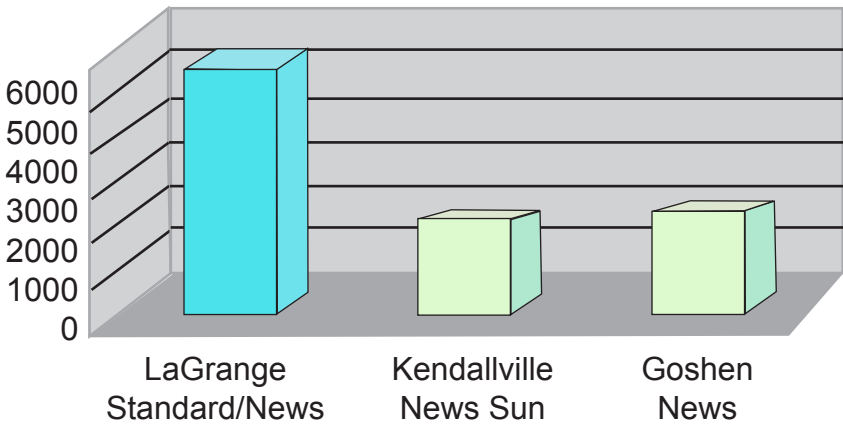
Deadlines

Middlebury Independent	Tuesday, 2 p.m.
News.....	Wednesday, 2 p.m.
Standard/Countian	Friday, 2 p.m.

For Best Results Use The LaGrange Standard-News

~ LaGrange County's Most Read Paper ~

The Standard-News has a larger circulation than the LaGrange County circulation of its two largest competitors combined.



LaGrange Publishing Company

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