

St. John Valley
TIMES

Serving The Valley Since

at your service since
1957
à votre service depuis

Newspaper • Website • Print Shop • Facebook



160 Main Street
Madawaska, ME 04756

Work Tel: (207) 728-3336/800-339-9502

Work Fax: (207) 728-3825

Main Street
Fort Kent

Work Tel: (207) 834-5516

St. John Valley
TIMES

Jennifer Pelletier

Advertising Manager

jenn.pelletier@sjvalley-times.com

WELCOME

Dear advertiser,

Thank you for your interest in our newspaper and print shop. We appreciate your business and are here to serve you.

This media kit contains our current rate card with advertising contact information, column-inch sizes and insertion costs, a credit application for first-time advertisers, a business directory option, and example of sizes and costs.

We are a weekly newspaper distributed on Wednesday. **Advertising deadline is 3 p.m. Monday EST.**

Hopefully this information will answer most of your questions and help you make a decision to advertise with us and inform the people of the St. John River Valley about your product and services.

If I can be of further assistance, please feel free to call me at 1-800-339-9502 or email me at the above address.

Sincerely,

Jennifer Pelletier
Advertising Manager
St. John Valley Times

Enc. Media Kit



Contributed photo/Emily Bonenfant

About us - The *St. John Valley Times* has a circulation of 5,700, serving a population of more than a dozen small communities strung along the banks of the beautiful St. John River. The river serves as the border between the U.S. and Canada. We are the largest paid circulation newspaper serving the northernmost part of Maine. The *St. John Valley Times* is an award-winning member of the Maine Press Association. We are a weekly, Wednesday publication.

NATIONAL AND LOCAL ADVERTISING RATE EFFECTIVE JAN. 31, 2011 RATE CARD NO. 29

PROUDLY SERVING THE PEOPLE AND BUSINESSES OF THE ST. JOHN VALLEY SINCE 1957

ADVERTISER'S PURCHASE GUIDE

GENERAL RATE POLICY -

- 1) We will attempt to honor position requests, but we do not guarantee placement.
- 2) The St. John Valley Times makes a conscientious effort to assure that each ad accurately relates the advertiser's message without error. Errors not the fault of the advertiser, which clearly reduces the value of the advertisement, should be corrected prior to publication. Restitution will be made, upon the publisher's approval, by re-running part or all of the ad depending on the extent of the error.
- 3) Advertisers need to take full responsibility for the correctness of the ad, a proof copy of the ad will be provided upon request for that purpose at no extra charge. Be advised that all approvals are to be received before noon EST on Tuesdays.
- 4) All political and obituary advertisements must be paid for in advance of publication.
- 5) The St. John Valley Times will make every effort to follow the advertiser's original instructions as indicated by the ad layout and copy. Should the advertiser decide to make extensive changes in the ad after it is composed, we may find it necessary to charge for the extra time and materials required to make those changes.
- 6) The cancellation deadline is the same as the order deadline because much of our cost is involved in the production of the ad itself. Should an advertiser find it desirable or necessary to cancel an ad after the deadline, it may be necessary for us to charge for the time and materials we've already spent on the preparation of the advertisement.
- 7) Should there be imposed on the St. John Valley Times during the period that these rates are in effect, any tax for the publication of advertising or upon gross receipts or on any other basis, it may be necessary for us to add that tax to the advertiser's cost.
- 8) Current advertisers with the St. John Valley Times who have money on their account for advertising purposes only, will be given 30 days notice prior to any increase in our rates. The advertiser may then cancel the contract, and receive a 90% credit of balance to their account.

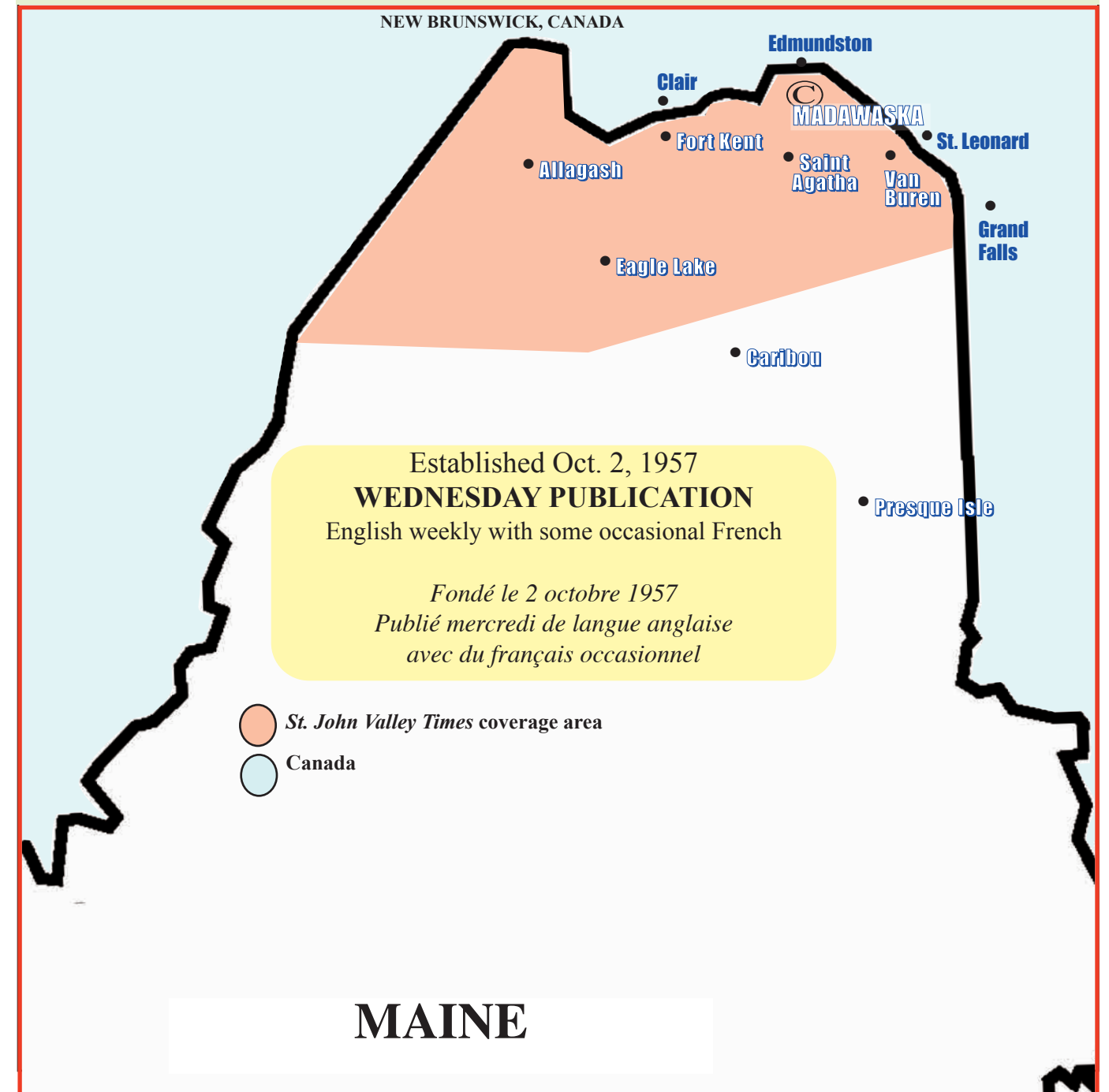
COMMISSION AND TERMS OF PAYMENT

- 1) All rates are net.
- 2) Charge accounts for display advertising are available. Our credit application providing us with basic credit information should be completed and submitted prior to advertising.
- 3) All accounts will be billed promptly at the end of each month and are due for payment upon receipt.
- 4) A finance charge will be added to all unpaid balances after 30 days.
- 5) There is no discount for early payment on account balance.

160 Main St., Madawaska, ME 04756
 Work Tel: (207) 728-3336/ 800-339-9502
 Work Fax: (207) 728-3825
 Cell: (207) 436-3940

Main Street, Fort Kent, ME 04743
 Work Tel: (207) 834-5516
 Email: jenn.pelletier@sjvalley-times.com

YOUR HOMETOWN WEEKLY NEWSPAPER



Publisher: Tessie Dubois

Email: tessie.dubois@sjvalley-times.com

Advertising Manager: Jennifer Pelletier

Email: jenn.pelletier@sjvalley-times.com

Editorial Director: Elizabeth Deprey

Email: elizabeth.deprey@sjvalley-times.com

Circulation Director: Linda Pelletier

Email: linda.pelletier@sjvalley-times.com

A FULL-SERVICE PRINT SHOP ON SITE

CLASSIFIEDS LINE AD COSTS

No. of words:	1 Week	2 Weeks	3 Weeks	4 Weeks	TFN
1 to 10:	\$8.40	\$13.04	\$16.39	\$21.85	\$6.22
11 to 20:	\$8.61	\$15.91	\$22.21	\$27.87	\$7.65
21 to 30:	\$10.23	\$18.58	\$26.22	\$33.07	\$8.89
31 to 40:	\$13.71	\$25.13	\$34.76	\$43.34	\$11.34
41 to 50:	\$15.64	\$26.50	\$38.73	\$47.88	\$12.42

Misc. Classifieds

Birthday Ads	\$37.00
Novenas	\$29.50
Liquor Hearings	\$21.42
Obit Notice	\$7.50/col. in. w/photo, add \$10.50
Engagement	\$33.50 w/photo, add \$10.50
Wedding _(Short form)	\$44.00 w/photo, add \$10.50
Wedding _(Long form)	\$61.00 w/photo, add \$10.50
Anniversary	\$40.00 w/photo, add \$10.50
50th Wedding Anniversary & 100th Birthday - FREE	

ALL PRICES SHOWN IN U.S. FUNDS
Canadian RATES AVAILABLE UPON REQUEST

Subscription:

6 months:	\$29
1 year:	\$54
2 year:	\$100
Student: 9 months	\$39

We use the U.S. Postal Service to deliver newspapers to our subscribers. We are not responsible for late deliveries. Please call your local post office and ask to speak with the Postmaster to voice a delivery concern.

Other Charges

Request: Mailing of 1 issue:	\$4
Tearsheet: 1 with invoice	FREE
Electronic Transfer of Photos	\$5

Pre-Print Inserts: (Newspaper is a Tabloid Size 10"x15")

Less than 16 pages: \$0.089 pc (\$89.00 cpm)

16 pages and up: \$0.148 pc (\$148.00 cpm)

Distribution options: Full (5,700) or Valley (4,500)

We are a full-service, commercial print shop. Price estimates for printing are available upon request.

***Classified Deadline: Space Reservation: Monday 12 PM EST Ad Art: 3 PM EST**

National Rate	\$11.02 Col. In
Local Open Rate	\$10.20 Col. In

3"	\$29.07
4"	\$38.76
5"	\$48.45
6"	\$58.14
7"	\$67.83
8"	\$77.52
9"	\$87.21
10"	\$96.20
11"	\$106.59
12"	\$116.28
13"	\$125.97
14"	\$135.66
15"	\$145.35
16"	\$155.04
17"	\$164.73
18"	\$174.42
19"	\$184.11
20"	\$193.80
21"	\$203.49
22"	\$213.18
23"	\$222.87
24"	\$232.56
25"	\$242.25
26"	\$251.94
27"	\$261.63
28"	\$271.32
29"	\$281.01
30"	\$290.70
31"	\$300.39
32"	\$310.08
33"	\$319.77
34"	\$329.46
35"	\$339.15
36"	\$348.84
37"	\$353.53
38"	\$368.22
39"	\$377.91

MONTHLY VOLUME DISCOUNT RATES

Any Display Advertiser who accumulates amount of inches listed below within a calendar month will be charged these discounted rates.

0" to 39"	\$9.69
40" to 74"	\$8.93
75" to 149"	\$8.36
150" to 299"	\$7.65
300" and over	\$6.99
1/4 Page ad:	\$174.42
1/2 Page ad:	\$363.38
Full Page ad:	\$627.00
Color + \$139 per color per ad	
Full Process Color: + \$408	

•Yearly Advertising Discounted Contracts are available.

Please contact your Advertising Representative at 1-800-339-9502.

•Ad can be received by email. Please attach your PDF ad and email to:

jenn.pelletier@sjvalley-times.com

Column Width

1 Col.	1.887"
2 Col.	3.962"
3 Col.	6.037"
4 Col.	8.112"
5 Col.	10.187"

•Offset process: 85 dpi screen for newspaper, 100 dpi for printing.

•Full-color ad deadline is Monday by 9 AM to guarantee placement.

•Accepting PDF Artwork

CANCELLATION CHARGE

If a Display Ad is CANCELLED after deadline*, AND composition of ad has occurred, you will be charged a \$7.00 composition fee.

ANY DISPLAY AD SPACE RESERVED OR CANCELLED ON TUESDAY WILL BE CHARGED 10% OF AD COST.

Another Option To Advertise ...

Business and Service Directory

8-Week Business and Service Directory Ad As Low as **\$23.50/week**
ADDED BONUS:
 FREE color will enhance your ad!
 To advertise, call Jennifer Pelletier, Sylvie Cyr or Erika Gallmeier at (207) 728-3336 or 1-800-339-9502

The Pet Vet
 Lori Brown, DVM
 Caribou, ME 04736
 (207) 498- 2930

 A Mobile Veterinarian Service


166, boulevard Hébert
Edmundston, N.B.

Corn King USA

189 N. Perley Brook Rd
 Fort Kent, Me 04743
 (207) 834-2911
 Servicing Dealer for Husqvarna
 McCulloch, Poulan & Poulan Pro
 We also service other brands and small diesels

J.R.S.
FIREWOOD
 834-4139 • 436-0841
 Seasoned wood cut to any length or tree length


NADEAU/PELLETIER
SEWER SERVICES
 543-6462 • 249-4880
FRENCHVILLE, ME
"Providing Exceptional Sewer service throughout the Valley and all surrounding towns!"

Pre-Payment Discount

- Must advertise for 8 consecutive weeks or more
- Must PREPAY entire amount prior to printing

10% OFF

after the monthly volume discount has been applied (if applicable).

1-39" rate/col. inch is \$9.69

Discounted Monthly Volume

Accumulation Rates

40-74" rate/col. inch is \$8.93

75-149" rate/col. inch is \$8.36

150-299" rate/col. inch is \$7.65

300 and over" rate/col. inch is \$6.99

If your ad is BIGGER, your rate is lower

Based on monthly accumulated inches.
 Inches non-transferrable to following month.

EXAMPLE:

2 columns x 6" = 12"

12" x 4 weeks in the month = 48"

48" in a month gives you the monthly volume discount of \$8.93

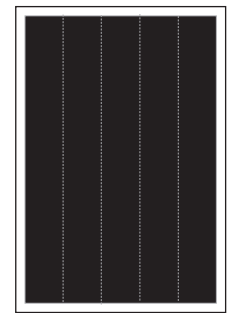
12"x 8 weeks = 96" billed at \$8.93/col. inch = \$857.28

\$857.28 - 10% prepaid discount (a \$85.73 saving) = Your Cost: \$771.55

St. John Valley **TIMES**

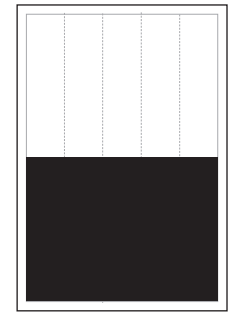
160 Main St., Madawaska, ME 04756
 Email: jenn.pelletier@sjvalley-times.com

Advertising Manager: *Jennifer Pelletier*
 1-800-339-9502
 (207) 728-3336

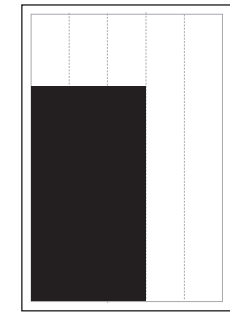


5 col. (10.187"x15")

1 page
 \$627.00

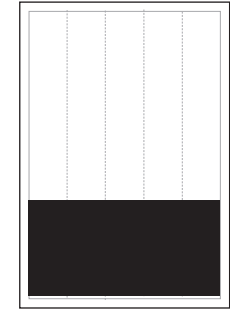


5 col. (10.187"x7.5")

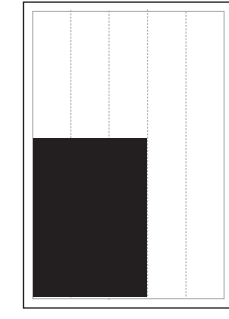


3 col. (6.037"x12.5")

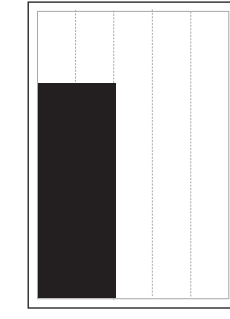
1/2 page
 \$363.38



5 col. (10.187"x5")

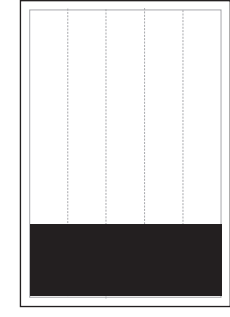


3 col. (6.037"x8.5")

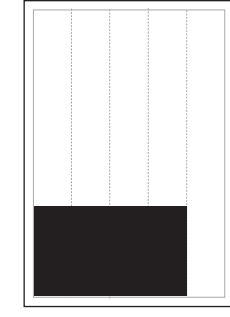


2 col. (3.967"x12.5")

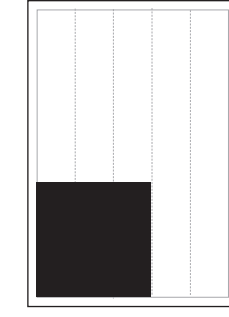
1/3 page
 \$242.25



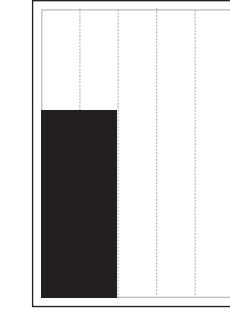
5 col. (10.187"x3.5")



4 col. (8.112"x4.5")

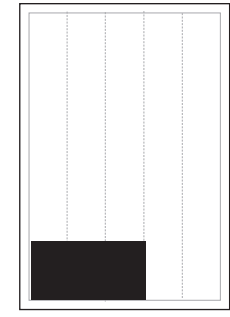


3 col. (6.037"x6")

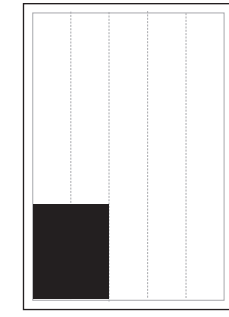


2 col. (3.962"x9")

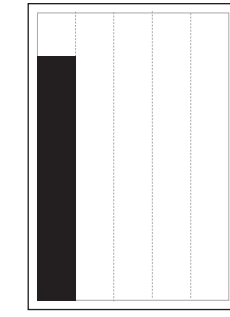
1/4 page
 \$174.42



3 col. (6.037"x3")



2 col. (3.962"x4.5")



1 col. (1.887"x9")

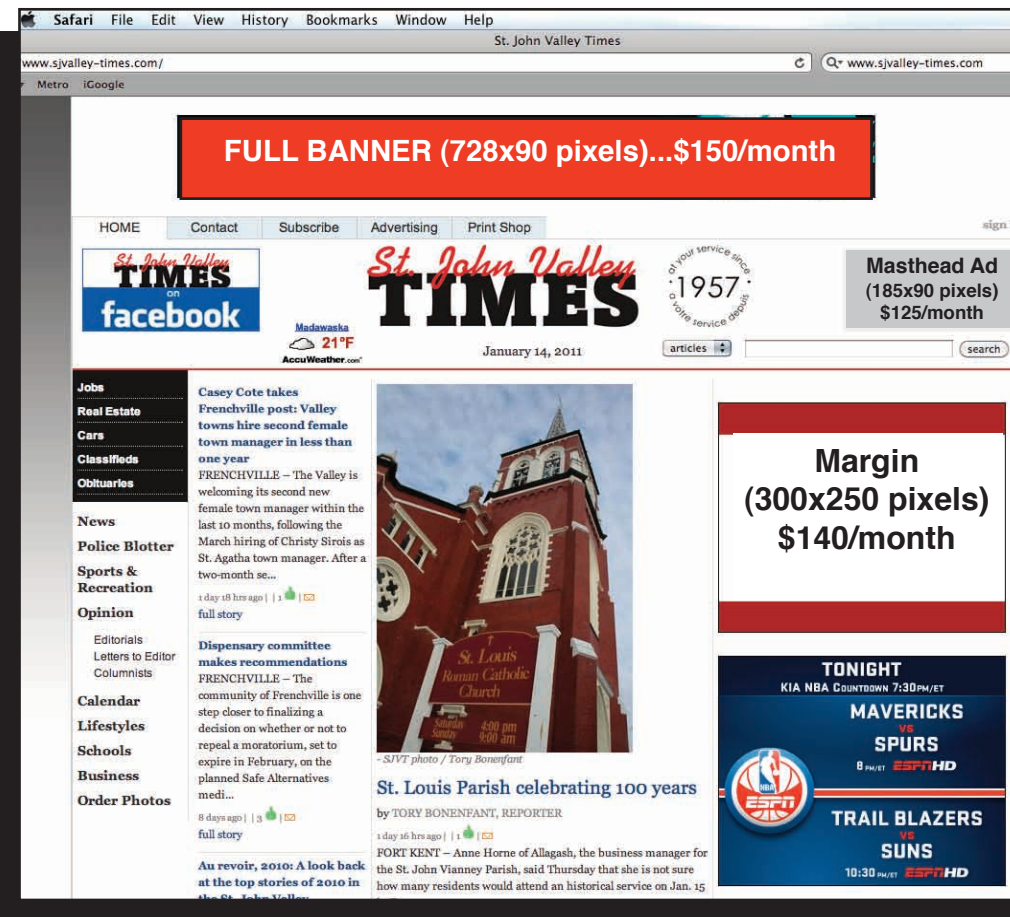
1/8 page
 \$87.21

ONLINE ADVERTISING GUIDE 2011 ...

Internet Advertisements

Advertising your website is crucial to its success. As the Internet grows, so does the amount of content available to the average surfer. Informing people that you have a website and how to find it is the only way to direct people to your site.

When you purchase a classified line ad in the print edition of the St. John Valley Times, your ad will automatically get listed online the day after the print edition gets published.



Rates effective 1/31/2011

jenn.pelletier@sjvalley-times.com
(207) 728-3336

10 THINGS A GREAT AD DOES ...

1. **A great ad must stop the reader from turning the page.**
If your ad is so small, chances are you'll need to advertise more often.
2. **Sells a product's benefits rather than its features:**
People buy based on what the product does for them, not on what ingredients or features it has.
3. **Promotes the name of the store or brand while visually creating an image of it.**
4. **Speaks to a specific group of people.**
5. **Provides all the facts**
But not too many.
6. **Conveys its message simply.**
It is believable and honest.
7. **Is news:**
Readers say advertising in newspapers is as important as the news. It is in fact a primary reason why people seek out advertising in newspapers
8. **Sells answers to consumers' current needs.**
9. **A good ad uses white space.**
CRAMMED ADS GET POOR RESULTS BECAUSE READERS DON'T WANT TO WORK THAT HARD
10. **A good ad has a sense of urgency.**
It tells the reader to do something ... now!

At the **ST. JOHN VALLEY TIMES**, we are committed to helping you look **GREAT!** See your Advertising Representative today. Our Ad Reps are knowledgeable and can help you assess what the readership **NEEDS**. We have full-time designers on staff to help you create an ad that sells! Call us today!! (207) 728-3336 Madawaska office, (207) 834-5516 Fort Kent office or Toll Free at 1-800-339-9502. Email: jenn.pelletier@sjvalley-times.com

160 Main St., Madawaska, ME 04756
Work Tel: (207) 728-3336/ 800-339-9502
Work Fax: (207) 728-3825
Cell: (207) 436-3940

Main Street, Fort Kent, ME 04743
Work Tel: (207) 834-5516

jenn.pelletier@sjvalley-times.com

HOW TO GET YOUR NEWS INTO THE ST. JOHN VALLEY TIMES ...

So you have news you'd like to share with our readers.

One of the first tasks is to ask yourself – is this news or an ad? For businesses, examples of news items would be the opening of a new business, the reception of a significant award, significant expansion in workforce or local charitable initiatives. Examples of ads would be new items available in a store, moving to a new location, a special sales promotion, price reductions.

Here are some general guidelines. Contact me at (207) 728-3336, or at elizabeth.deprey@sjvalley-times.com, and I would be happy to answer any additional questions.

Once you've determined that you'd like to send a press release, please send it to us as soon as possible to allow us enough time to ask you any questions we may have.

Each press release should begin with your organization name and daytime contact information. Don't be nervous about writing! If it feels awkward, pretend you are talking to a friend and write down what you would say.

The first sentence of the press release should state exactly what you want us to know, i.e. *"The St. John Valley Times will soon send a reporter to the moon."* That way, if people don't finish the story, at least they have the most important news.

The next part can be a little background or explanation. *"The paper has been raising money for the past 50 years for this project and recently came up with the \$60 billion needed to finance the three-day trip."*

At this point it is usually good to add a quote. *"I am wicked excited to hear how General Assignment Reporter Tory Bonenfant enjoys her trip to the moon,"* said Managing Editor Elizabeth Deprey.

Then throw in all of the rest of your background, in as clear and concise a way as possible. *"Deprey said Bonenfant was surprised to hear about the mission, but is now getting excited about the idea. The trip is set to take place from Sept. 1 to 4."*

Finally, end with where the reader can go next, whether it is how to register, how to get more information, etc. *"Anyone wanting to observe the mission may watch it from the live feed at www.sjvalley-times.com."*

The shorter the press release is, the better, usually, but make sure you say everything the reader needs to know. A good trick is to answer the "5 W's," who, what, where, when, why. Make sure all of these questions are answered in order to provide the most information possible to the reader.

Photos are also encouraged, especially e-mailed digital ones. Try to choose photos that would draw the reader's eye, as opposed to a shot of people standing and staring at the camera. Choosing a new angle to take the photo from could create some artistic interest, for example. Identify people in the photo from left to right.

Of course, all readers are welcome to send in sports news, school news, bridal announcements, letters to the editor, and other reader-generated content. All community contributions may be e-mailed to elizabeth.deprey@sjvalley-times.com or mailed to 160 Main St./PO Box 419, Madawaska, ME 04756. The deadline for all community contributions is noon on Mondays.

I look forward to reading all of your news in 2011!

Sincerely,
Elizabeth Deprey
Editorial Director

St. John Valley TIMES PRINT SHOP



We have a
FULL-SERVICE Print Shop
and can design and print
anything you need!



Alison Voisine
Print Shop Front-End Manager
alison.voisine@sjvalley-times.com

(207) 728-3336



- Business Cards
- Graphic Design
- Color Copies
- Lamination
- Promotional Items
- Calendars
- Annual Reports
- Reunion Books
- Bulk Paper
- Business Forms
- Letterheads
- Envelopes
- Invitations
- Raffle Tickets
- Memorial Cards
- NCR Carbonless Forms
- Brochures
- Placemats
- Banners
- Posters
- Books

I HEREBY apply for credit from:

ST. JOHN VALLEY TIMES

160 Main St., Madawaska, ME
Tel: (207) 728-3336 Fax: (207) 728-3825

APPLICATION FOR CREDIT

Legal Name of Company / Individual

Address _____ No. of years firm in business

City State Zip Code _____ Telephone

Contact Name

The following information must be completed in full and will be held in the strictest confidence.

SIN _____
• Corporation • Partnership • Individual

Bank Reference BANK ACCOUNT NUMBER

Person to Contact _____ Telephone

TRADE REFERENCES:

1) Name of Company _____

Contact: _____ Phone: _____ Fax: _____

2) Name of Company _____

Contact: _____ Phone: _____ Fax: _____

3) Name of Company _____

Contact: _____ Phone: _____ Fax: _____

The undersigned certifies the above information to be true and affirms that any credit given to the applicant listed above is extended upon the basis of such information.

The undersigned consents to the obtaining of credit and/or personal information as may be required at any time in connection with the credit hereby applied for or any renewal or extension thereof and to the disclosure of any credit information concerning the undersigned to any credit reporting agency and to any person with whom the undersigned has or proposes to have financial relations. The undersigned further acknowledges that he or she has been made aware of our prevailing terms for repayment and agrees to pay a monthly service charge on the unpaid balance until paid in full.

Signed

Date