Effective June 1, 2014

DHI Media

The Delphos Herald • The Times Bulletin • The Dart
The Putnam County Sentinel/Weekender
The Vidette • The Ada Herald
Paulding Progress/Weekly Reminder

DHI 2020 RATE CARD
Our Market

Positioned between Lima, Ohio and Fort Wayne, Indiana, DHI Media covers the heart of northwestern Ohio.

Home to major manufacturing and distributors including: Cooper Farms, Eaton Corporation, KAM Manufacturing, Bunge North America, I & K, and Lakeview Farms.

Key industries in the region include: Agriculture and Food Processing, Energy, Manufacturing, Travel and Tourism, Transportation and Logistics.

We Deliver a Sizeable, Dedicated Local Audience

DHI Media delivers 71,900 print readers, 559,000 page views and 150,000 unique + mobile views per month. In fact, 69% of all adults in the DHI Media coverage area are reached by the company's print and online marketing solutions.

14% of adults who have a bachelor degree or higher
72% of adults who are 35 or older
77% of households of $50K or more

Source: 2012 Scarborough Reports

We Deliver Northwest Ohio

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paulding Progress*</td>
<td>2,370</td>
</tr>
<tr>
<td>TMC/The Weekly Reminder</td>
<td>8,100</td>
</tr>
<tr>
<td>The Putnam County Sentinel*</td>
<td>3,793</td>
</tr>
<tr>
<td>TMC/The Weekender</td>
<td>6,162</td>
</tr>
<tr>
<td>Columbus Grove Vidette*</td>
<td>410</td>
</tr>
<tr>
<td>Ada Herald*</td>
<td>540</td>
</tr>
<tr>
<td>Delphos Herald*</td>
<td>1,900</td>
</tr>
<tr>
<td>Van Wert Times Bulletin*</td>
<td>2,800</td>
</tr>
<tr>
<td>The Dart</td>
<td>9,422</td>
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</table>

*Paid Circulation
2020 DHI Ohio Group Rates

<table>
<thead>
<tr>
<th>Times Bulletin</th>
<th>Delphos Herald</th>
<th>Putnam County Sentinel</th>
<th>Vidette</th>
<th>Paulding Progress</th>
<th>Ada Herald</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Distribution</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$13.50</td>
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<td>$12.85</td>
<td>$7.50</td>
<td>$10.50</td>
<td>$8.00</td>
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<tr>
<td>2800</td>
<td>1900</td>
<td>3793</td>
<td>410</td>
<td>2370</td>
<td>540</td>
</tr>
</tbody>
</table>

QUANTITY RATE DISCOUNTS ARE AVAILABLE

TMC products including The Dart, The Weekender and The Weekly Reminder can be placed at $3 per column inch with pickup from another publication.

Color by the inch
$1/inch, $35 minimum

Special Section Repeat Ad Rate
50% off within two weeks (14 calendar days)

Legal Rate
- Double Truck Pricing with Gutter
  279.50”
- Spadia Pricing
  256” plus color

Flag It Notes
- Front page “post it note” look alike

Flag It Notes: $129/newspaper, $548 Group All In Buy

For additional information including specifications, insert pricing and other details contact:

**AMY VINEY**, Advertising Representative
The Delphos Herald • The Dart
419-695-0015 x128
aviney@delphosherald.com

**BRANDON JACOMET**, Advertising Representative
The Delphos Herald • The Dart
419-695-0015 x138
bjacomet@delphosherald.com

**NIKKI SWANEY**, Advertising Representative
The Van Wert Times Bulletin • The Dart
419-238-2285 x205
nswaney@timesbulletin.com

**AMANDA IANNOTA**, Advertising Representative
Putnam County Sentinel • Ada Herald
Columbus Grove Vidette • The Weekender
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aiannotta@putnamsentinel.com

**KIM ANDREASEN**, Advertising Representative
Putnam County Sentinel • The Weekender
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kandreasen@putnamsentinel.com

**ERICA HABERN**, Office Manager
The Paulding Progress • The Weekly Reminder
419-399-4015
ehabern@progressnewspaper.org

**MICHELE VERGOTE**, Advertising Representative
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419-399-4015
mvergote@progressnewspaper.org

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**MICHELE VERGOTE**, Advertising Representative
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mvergote@progressnewspaper.org
## Impact Rates

<table>
<thead>
<tr>
<th>Column Inches</th>
<th>129 FP/FC</th>
<th>129 FP</th>
<th>63 1/2 PAGE/FC</th>
<th>63 1/2 P</th>
<th>31.5 1/4 PG COLOR</th>
<th>31.5 1/4 PG BW</th>
<th>Publication Days</th>
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</thead>
<tbody>
<tr>
<td>Van Wert Times Bulletin</td>
<td>$625</td>
<td>$500</td>
<td>$350</td>
<td>$280</td>
<td>$225</td>
<td>$180</td>
<td>W</td>
</tr>
<tr>
<td>The Dart</td>
<td>$385</td>
<td>$300</td>
<td>$205</td>
<td>$185</td>
<td>$184</td>
<td>$149</td>
<td>SA</td>
</tr>
<tr>
<td>Van Wert/The Dart Combo</td>
<td>$770</td>
<td>$599</td>
<td>$410</td>
<td>$365</td>
<td>$295</td>
<td>$236</td>
<td>W, SA</td>
</tr>
<tr>
<td>Putnam Sentinel</td>
<td>$625</td>
<td>$460</td>
<td>$350</td>
<td>$280</td>
<td>$225</td>
<td>$180</td>
<td>W</td>
</tr>
<tr>
<td>Weekender</td>
<td>$625</td>
<td>$460</td>
<td>$350</td>
<td>$280</td>
<td>$225</td>
<td>$180</td>
<td>W, SA</td>
</tr>
<tr>
<td>Sentinel/Weekender Combo</td>
<td>$825</td>
<td>$560</td>
<td>$475</td>
<td>$405</td>
<td>$325</td>
<td>$255</td>
<td>W, SA</td>
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<tr>
<td>Columbus Grove Vidette</td>
<td>$375</td>
<td>$252</td>
<td>$225</td>
<td>$126</td>
<td>$150</td>
<td>$85</td>
<td>Th</td>
</tr>
<tr>
<td>Ada Herald</td>
<td>$500</td>
<td>$335</td>
<td>$310</td>
<td>$210</td>
<td>$206</td>
<td>$135</td>
<td>Th</td>
</tr>
<tr>
<td>Paulding Progress</td>
<td>$699</td>
<td>$599</td>
<td>$399</td>
<td>$329</td>
<td>$234</td>
<td>$199</td>
<td>W</td>
</tr>
<tr>
<td>Paulding Weekly Reminder</td>
<td>$699</td>
<td>$599</td>
<td>$399</td>
<td>$329</td>
<td>$234</td>
<td>$199</td>
<td>W</td>
</tr>
<tr>
<td>Paulding/Weekly Reminder Combo</td>
<td>$899</td>
<td>$649</td>
<td>$549</td>
<td>$399</td>
<td>$299</td>
<td>$249</td>
<td>W, M</td>
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<tr>
<td>Delphos Herald</td>
<td>$600</td>
<td>$475</td>
<td>$320</td>
<td>$220</td>
<td>$190</td>
<td>$140</td>
<td>W, SA</td>
</tr>
<tr>
<td>The Dart</td>
<td>$385</td>
<td>$300</td>
<td>$205</td>
<td>$185</td>
<td>$184</td>
<td>$149</td>
<td>SA</td>
</tr>
<tr>
<td>Delphos Herald/The Dart Combo</td>
<td>$770</td>
<td>$599</td>
<td>$410</td>
<td>$365</td>
<td>$295</td>
<td>$236</td>
<td>SA</td>
</tr>
</tbody>
</table>

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### Interested in reaching our total audience? Talk to your sales representative about our great Total Group Buy discounted rates

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## EAGLE PRINT

### Guidelines for Shipping Inserts

Inserts should be sent to:
111 East Fourth Street
Delphos, Ohio 45833

To ensure proper handling of your inserts, please include the publication name on all insert labels:

Publication to receive insert c/o Eagle Print

Delphos Herald/Eagle Print
419-695-0015   1-800-589-6950
Reach the audience that will increase the most traffic for your business either by advertising in The Dart, The Weekly Reminder, The Weekender - or use all three publications and receive combination rate with just one bill!

**ADVERTISING RATES**

<table>
<thead>
<tr>
<th>Publication</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Dart</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 Page B&amp;W</td>
<td>$149</td>
<td>$134</td>
<td>$120</td>
</tr>
<tr>
<td>1/4 Page 4 Color</td>
<td>$184</td>
<td>$169</td>
<td>$155</td>
</tr>
<tr>
<td><strong>The Weekender</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 Page B&amp;W</td>
<td>$180</td>
<td>$162</td>
<td>$146</td>
</tr>
<tr>
<td>1/4 Page 4 Color</td>
<td>$225</td>
<td>$200</td>
<td>$180</td>
</tr>
<tr>
<td><strong>The Weekly Reminder</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 Page B&amp;W</td>
<td>$199</td>
<td>$179</td>
<td>$159</td>
</tr>
<tr>
<td>1/4 Page 4 Color</td>
<td>$249</td>
<td>$229</td>
<td>$209</td>
</tr>
</tbody>
</table>

Advertise in all three for the best value and the most reach!

1/4 Page B&W: $500, $450, $400
1/4 Page 4-Color: $625, $565, $515

For additional information including insert pricing, ad specifications and other details, please contact your local DHI Media sales representative.

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DHI Media delivers to over 23,000 homes and businesses throughout Northwest Ohio

Advertisers have the choice of targeting all or part of our distribution network in our COMPLIMENTARY PUBLICATIONS that feature

- **PREMIUM CONTENT**
- **DISPLAY ADVERTISING**
- **VALUABLE PREPRINTS**

The Distribution network includes:

**The Dart**
A supplement to the Delphos Herald and the Van Wert Times Bulletin

**The Weekender**
A supplement to the Putnam Sentinel

**The Weekly Reminder**
A supplement to the Paulding Progress

**Areas of Reach/Influence**

- The Dart: 9,422
- The Weekender: 6,162
- The Weekly Reminder: 8,100
- Total Circulation: 23,684

*Zoned Pricing for East and West Distribution for Insert customers only*
DHI Media’s Northwest Ohio Internet Audience – High Traffic Websites Serving Hyper-Local Audiences

AUDIENCE REACH:

<table>
<thead>
<tr>
<th>Website</th>
<th>Page Views</th>
<th>Unique Users + Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delphos Herald.com</td>
<td>86,681</td>
<td>27,195</td>
</tr>
<tr>
<td>Times Bulletin.com</td>
<td>362,782</td>
<td>78,299</td>
</tr>
<tr>
<td>Paulding Progress.org</td>
<td>26,278</td>
<td>9,834</td>
</tr>
<tr>
<td>Putnam County Sentinel.com</td>
<td>52,307</td>
<td>12,434</td>
</tr>
<tr>
<td>Ada Herald.com</td>
<td>31,582</td>
<td>22,433</td>
</tr>
<tr>
<td>Total Traffic for the NW Ohio Region:</td>
<td>559,630</td>
<td>150,195</td>
</tr>
</tbody>
</table>

Super Leaderboard - Top
Appears above banner on all pages.

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Times Bulletin.com</th>
<th>Delphos Herald.com</th>
<th>Putnam Sentinel.com</th>
<th>Paulding Progress.org</th>
<th>Ada Herald.com</th>
<th>Buy 20% Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leader Board Top</td>
<td>$295</td>
<td>$150</td>
<td>$195</td>
<td>$150</td>
<td>$50</td>
<td>$672</td>
</tr>
<tr>
<td>Leader Board Bottom</td>
<td>$195</td>
<td>$75</td>
<td>$100</td>
<td>$75</td>
<td>$40</td>
<td>$388</td>
</tr>
<tr>
<td>Search Sponsor</td>
<td>$150</td>
<td>$75</td>
<td>$100</td>
<td>$75</td>
<td>$50</td>
<td>$360</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>$150</td>
<td>$80</td>
<td>$75</td>
<td>$80</td>
<td>$40</td>
<td>$340</td>
</tr>
<tr>
<td>Teaser Banner</td>
<td>$150</td>
<td>$75</td>
<td>$75</td>
<td>$75</td>
<td>$40</td>
<td>$332</td>
</tr>
<tr>
<td>Weather Sponsor</td>
<td>$125</td>
<td>$90</td>
<td>$75</td>
<td>$90</td>
<td>$40</td>
<td>$336</td>
</tr>
<tr>
<td>Section Banner</td>
<td>$100</td>
<td>$75</td>
<td>$100</td>
<td>$75</td>
<td>$75</td>
<td>$340</td>
</tr>
<tr>
<td>Section Rectangle</td>
<td>$100</td>
<td>$75</td>
<td>$100</td>
<td>$75</td>
<td>$75</td>
<td>$340</td>
</tr>
<tr>
<td>Mobile</td>
<td>$100</td>
<td>$75</td>
<td>$75</td>
<td>$75</td>
<td>$50</td>
<td>$300</td>
</tr>
</tbody>
</table>

Discounts
- Two Websites: 10% off
- Three Websites: 15% off
- All DHI Ohio Websites: 20% off

Deadlines: 4 days prior

Medium Rectangles
Appear along and down the right-hand side.

Teaser Banners
Rotating Banners which appear in between sections on home page.

NEWS
Banner Ads on Interior pages are available by category and appear within each article in that category.

SPORTS
In-Story Banner Ads appear only in the specific article.

OBITUARIES
Medium Rectangle Ads are available by category.

Weather Sponsor Ad
Appears below the weather rectangle, but is not attached.

Leader Board Bottom
Appears at bottom of all pages

www.delphosherald.com  419-695-0015
www.timesbulletin.com  419-238-2285
www.putnamssentinel.com  419-523-5709
www.progressnewspaper.org  419-399-4015
www.adaherald.com  419-523-5709
**LEADERBOARD TOP**

Key features include:
- Homepage Top
- Monthly/3x
- 970x90

**LEADERBOARD BOTTOM**

Key features include:
- Homepage Bottom
- Monthly/3x
- 970x90

**MEDIUM RECTANGLE**

Key features include:
- Homepage Right Side
- Monthly/3x
- 300x250

**TEASER/BANNER**

Key features include:
- Homepage
- Monthly
- 160x600

**WEATHERPAGE BANNER**

Key features include:
- Homepage
- Monthly
- 160x80

**SECTION BANNER**

Key features include:
- Sections, News, Sports
- Monthly
- 728x90

**SECTION RECTANGLE**

Key features include:
- Sections, News, Sports
- Monthly
- 300x250

**MOBILE**

Key features include:
- 300x50

**DHl Media**
AD SIZES:

**ROP**

- Column width
  - 1 col. 1.68”
  - 2 col. 3.48”
  - 3 col. 5.27”
  - 4 col. 7.07”
  - 5 col. 8.87”
  - 6 col. 10.66”
- 1/8 Page - 3 Col. x 5”
- 1/4 Page - 3 Col. x 10.5” vertical
- 1/4 Page - 6 Col. x 5” horizontal
- 1/2 Page - 3 Col. x 21.3” vertical
- 1/2 Page - 6 Col. x 10.5” horizontal
- Full Page - 6 Col. x 21.3”
- Banner: 6 Col. x 2”

**CLASSIFIED**

- Column width
  - 1 col. 1.23”
  - 2 col. 2.58”
  - 3 col. 3.93”
  - 4 col. 5.28”
  - 5 col. 6.63”
  - 6 col. 7.98”
  - 7 col. 9.33”
  - 8 col. 10.66”

**Modular for Tabloid**

- 1/8 pg. 5.08” x 2.5”
- 1/4 pg. 5.08” x 5”
- 1/2 pg. vert. 5.08” x 10.25”
- 1/2 pg. horiz. 10.25” x 5”
- Full page 10.25” x 10.25”

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**DEADLINES**

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Pub Date</th>
<th>Display Ads</th>
<th>Classified</th>
<th>Circulation</th>
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</thead>
<tbody>
<tr>
<td>Van Wert Times Bulletin</td>
<td>Wednesday</td>
<td>Monday 10 am</td>
<td>Liners - Tuesday 2 pm</td>
<td>2800</td>
</tr>
<tr>
<td>The Dart</td>
<td>Saturday</td>
<td>Wednesday 12 pm</td>
<td>Wednesday 12 pm</td>
<td>9422</td>
</tr>
<tr>
<td>Delphos Herald</td>
<td>Wednesday</td>
<td>Monday 12 pm</td>
<td>Tuesday - Liners 11 am &amp; Display 12 pm</td>
<td>1900</td>
</tr>
<tr>
<td>Delphos Herald</td>
<td>Saturday</td>
<td>Thursday 12 pm</td>
<td>Friday 11 am</td>
<td>1900</td>
</tr>
<tr>
<td>Putnam County Sentinel</td>
<td>Monday</td>
<td>Monday 10 am</td>
<td>Tuesday 10 am</td>
<td>3793</td>
</tr>
<tr>
<td>Putnam County Weekender</td>
<td>Saturday</td>
<td>Tuesday 2 pm</td>
<td>Tuesday 2 pm</td>
<td>6162</td>
</tr>
<tr>
<td>Columbus Grove Vidette</td>
<td>Monday</td>
<td>Monday 10 am</td>
<td>Tuesday 10 am</td>
<td>410</td>
</tr>
<tr>
<td>Ada Herald</td>
<td>Thursday</td>
<td>Monday 1 pm</td>
<td>Monday 1 pm</td>
<td>540</td>
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<tr>
<td>Paulding Progress</td>
<td>Wednesday</td>
<td>Monday 1 pm</td>
<td>Monday 1 pm</td>
<td>2370</td>
</tr>
<tr>
<td>Weekly Reminder</td>
<td>Monday</td>
<td>Thursday 1 pm</td>
<td>Thursday 1 pm</td>
<td>8100</td>
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