

*2025

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ADVERTISING Rate Card & Information

*Connecting readers with local businesses
through print and digital advertising*

PRESS  **ENTERPRISE**
YOUR Local Community News Since 1902

3185 Lackawanna Ave., Bloomsburg, PA 17815 | 570-387-1234, option 5

pressenterpriseonline.com

*Rates valid through 2025

Our Products



Press Enterprise, Inc. has been a source for local news and advertising since 1902.

We have grown to be the area's leading multimedia company. Through print and digital advertising, we connect readers with local businesses every day. From our daily newspaper to preprint insertions, let us guide you through what we have to offer and help you to find the best marketing plan for your business.

PRESS ENTERPRISE DAILY NEWSPAPER

Published: 7 Days A Week, 365 days/year[†]

[†]Double editions may be included for select holidays

Coverage Area: Columbia, Montour, Northumberland,
and lower Luzerne counties

Daily Readers: 22,218*

Sunday Readers: 23,576*

PRESS ENTERPRISE ONLINE

Online Subscribers: 3,899

Average 68,000* Monthly Unique Visitors
pressenterpriseonline.com

VALUE XPRESS WEEKLY MAILER

Total Market Readers: 59,532*

DIGITAL MARKETING AND ADVERTISING

PREPRINT INSERTS

SINGLE SHEET PRINTING & INSERTION

FRONT PAGE 3"x3" ADS

REAL ESTATE PLUS HOME IMPROVEMENT

*Based on 2.1 readers per household on average from March 2023-May 2023.

CONTACT US

Press Enterprise
3185 Lackawanna Avenue
Bloomsburg, PA 17815

570-387-1234, opt. 5

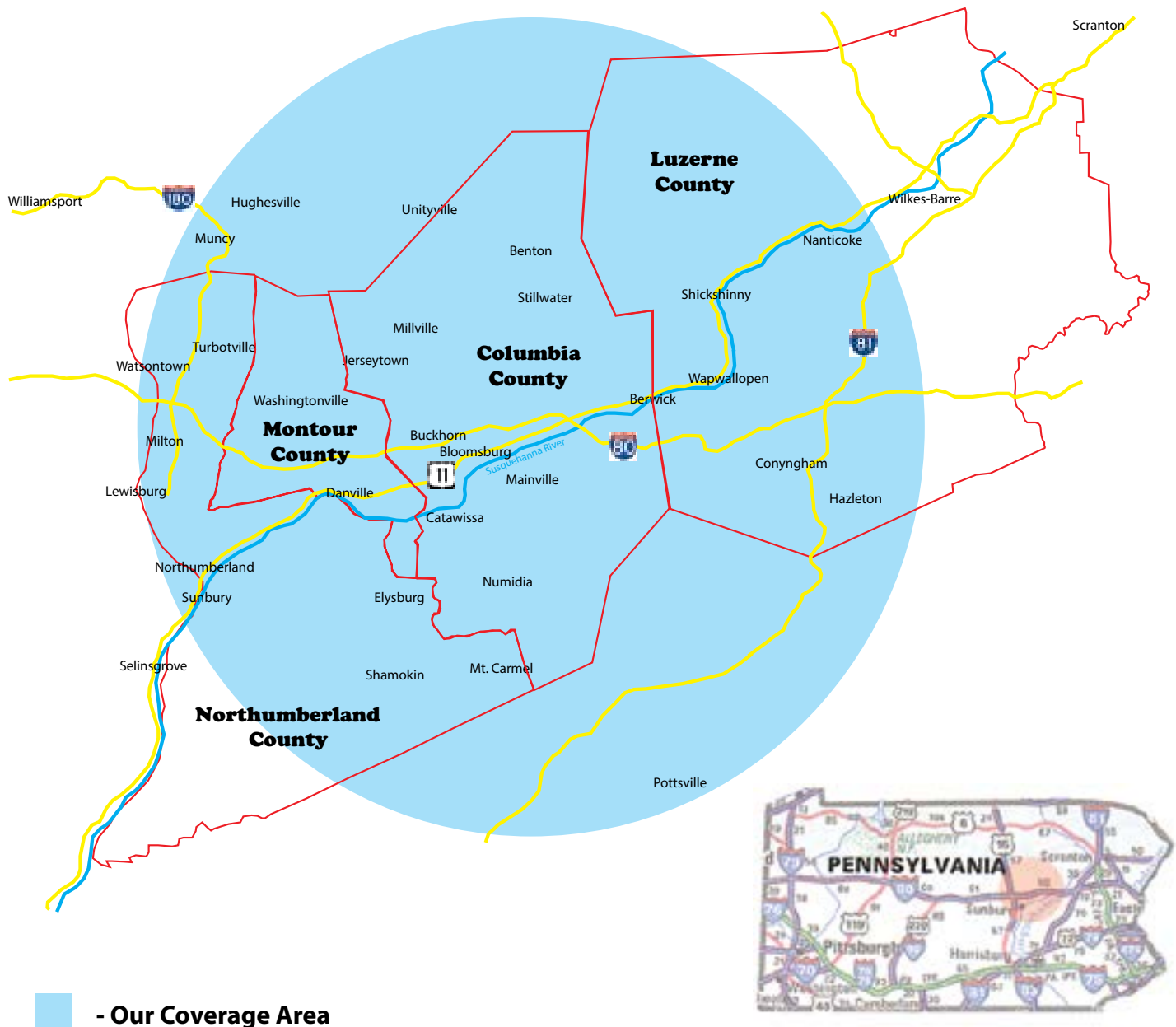
advertising@pressenterprise.net
pressenterpriseonline.com

Publisher:
Brad Bailey

Advertising Director:
Janene Hachemeister



THE REGION'S **#1** SOURCE OF LOCAL NEWS, ADVERTISING AND SHOPPING INFORMATION!



Display Advertising Rates

Display Advertising Open Rate

\$29.90/inch

Guaranteed Position

Every consideration is given to requested position at no additional charge; however, in order to guarantee position, there is a charge of \$4.00 per column inch, with a \$20.00 minimum.

Religious Services

\$12.25/inch

Special Occasions Rate

For memorial, birthday, thank you, graduation and anniversary ads to be published on the date you select.

\$21.99/inch Additional \$5.00/inch for color

Political Advertising

Payment of all political advertising will be made prior to publication. Ads must be signed by the candidate or one or more of the principal officers of committee or organization sponsoring the ad. "Authorized and Paid for by" line must be included on all political ads. Ad copy will be taken up to 48 hours prior to election. Advertisers qualify for any of the published rates. Political ads must conform to State and National election laws.

National Advertising

National Rate \$34.39/inch gross

National Employment Classified Display

\$31.25 /inch gross \$26.56/inch net

National Classified Display \$23.00/Column inch

National Classified Line Ads \$6.05 (net)/Count Line

National Color \$341.61(net) Spot \$171.87



Display Advertising (ROP)

24" Web = 6 columns x 21.25"

1 column 1.7292"

2 column 3.5583"

3 column 5.3875"

4 column 7.2167"

5 column 9.0458"

6 column 10.875"

ROP Depth Requirements

Mechanical Specifications:

6 columns (1.7292" each) to a page,

21.25" column depth,

printed by photo offset.

Ad depth is measured to the nearest 1/2 inch.

Ads measuring more than 19 inches in depth will be billed at full page depth.

**Any ad created by Press Enterprise and requested for use on social media must give credit to Press Enterprise when using.*

Special Days/Features:

Business - Monday

Health - Tuesday

Best Food Day - Thursday

School News - Thursday

Color Comics - Every Day

Real Estate Plus Home

Improvement - Every 4th

Sunday

Monthly Special Editions

Monthly Theme Pages

Deadline Schedule

ROP, Classified Display and Public Notices
~ deadlines for ad copy ~

Monday Thursday Noon

Tuesday Friday Noon

Value XPress (TMC) Monday Noon

Wednesday Monday Noon

Thursday Tuesday Noon

Friday Wednesday Noon

Saturday Thursday Noon

Sunday Thursday Noon

Color Rates

Ads over 30" - Full Process Color \$150.

Repeat your ad within 7 days for color discounts. No copy changes.

2nd ad - color 25% off

3rd thru 7th ads - color 50% off

Ads under 30" - color \$5/inch (no discounts)

Repeat your ad within
7 publication days and
receive these discounts:

60% off 2nd ad

60% off 3rd ad

80% off 4th thru 7th ads

**SIGN UP FOR
DISCOUNTED
RATES!**

Receive a discount of up to
63% off open rate.

**Receive our best rate by
committing to one of our
Small Business
Frequency
Packages:**

- DAILY NEWSPAPER -

Rate Per Insertion:

	<u>B&W</u>	<u>Color</u>
FREQUENCY 4 (4-7 Ad Runs)	\$14.95/inch	\$16.95/inch
FREQUENCY 8 (8-25 Ad Runs)	\$8.82/inch	\$10.82/inch
FREQUENCY 26 (26+ Ad Runs)	\$8.00/inch	\$10.00/inch
• Add Value XPress (TMC) to get total market coverage for only \$4.00/inch/per insertion		

**VALUE XPRESS (TMC)
ONLY**

This is mailed to non-subscribers only. It provides total market coverage (TMC).
\$20.10/inch
color included



- ADD DIGITAL TO YOUR PACKAGE -

Place your ad on the #1 visited area website.
pressenterpriseonline.com
Avg. 583,022+ monthly page views!

- **Super Leaderboard** 940x90 \$8.00/M
- **Leaderboard** 728x90 \$6.00/M
- **ROS (2 rotating positions)** 728x90 & 120x240 \$5.00/M

**See Page 8 for more details.*

Dollar Volume Contract Rates

Annual Dollar Volume Rate	ROP Contract Rate	Classified Contract Rate	Preprint & Telephone Directory Disc.
\$2,500	\$16.74	\$11.28	--
\$5,000	\$16.14	\$10.88	5%
\$7,500	\$15.85	\$10.68	10%
\$10,000	\$15.55	\$10.48	10%
\$15,000	\$14.65	\$ 9.87	10%
\$25,000	\$14.05	\$ 9.47	15%
\$35,000	\$13.45	\$ 9.07	15%
\$50,000	\$12.56	\$ 8.46	15%
\$75,000	\$11.96	\$ 8.06	20%
Above \$75,000	\$11.06	\$ 7.46	20%

To determine your contract level, simply budget the annual dollars you intend to invest. Advertising dollars in the Press Enterprise and the Value XPress, including retail, classified display, employment, digital, obituaries, viewings and memorials, classified contract, preprints, color, and the Real Estate Plus Home Improvement book, will apply toward the fulfillment of the contract.

Contract Repeat Discounts

Full page discount: 50% discount on full pages repeated in the Press Enterprise within 30 days. Standard color rates apply. No copy changes.

Repeat your ad within 7 days to receive:
25% off 2nd ad • 50% off 3rd thru 7th ads
No copy changes.



Premium Advertising Locations

• 3" x 3" Front Page Ad

\$275.00 per run (\$250.00 per run for 3+ runs)

• Front Page Top Banner

6 Column (10.875") x 1"

\$275.00 per run (\$250.00 per run for 3+ runs)

• Front Page Bottom Banner

6 Column (10.875") x 2.5"

\$475.00 per run (\$350.00 per run for 5+ runs)

• Page 2 Bottom Banner

6 Column (10.875") x 2"

\$350.00 per run (\$275.00 per run for 5+ runs)

Ask for date availability and other prime locations.

**FIRST
COME, FIRST
SERVED
BASIS!**

Also available:
**Weather Page
Sponsorship**



Real Estate Plus Home Improvement

Real Estate Plus Home Improvement is a tangible and credible publication containing real estate listings, home improvement professionals, home services, legal help, furniture retailers ... **anything related to the home!** It's published the 4th Sunday every month which provides month-long exposure for advertisers. The book is distributed in print in the Press Enterprise to home delivery subscribers and retailer single copy buyers, with copies also available at real estate agency offices and at our single copy vending machines. Non-subscribers receive the book the following Thursday in their mailed Value XPress edition. Digital editions are available 24/7 at www.pressenterpriseonline.com/special editions

Ad Size	Non-Contract	6 Mo. Contract*	Yearly Contract
Eighth Page in color	\$200	\$150	\$125
Quarter Page in color	\$302	\$199	\$165
Half Page in color	\$492	\$316	\$258
Full Page in color	\$841	\$550	\$445
Two Pages in color	\$1,519	\$950	\$785
Back Page in color	N/A	N/A	\$605

*Must run 6 consecutive months.

2025 REAL ESTATE PLUS HOME IMPROVEMENT EDITION DATES:

Publishes Sunday, May 25, 2025

Sales Deadline: May 14, 2025

Publishes Sunday, June 22, 2025

Sales Deadline: June 11, 2025

Publishes Sunday, July 27, 2025

Sales Deadline: July 16, 2025

Publishes Sunday, August 24, 2025

Sales Deadline: August 13, 2025

Publishes Sunday, September 28, 2025

Sales Deadline: September 17, 2025

Publishes Sunday, October 26, 2025

Sales Deadline: October 15, 2025

Publishes Sunday, November 23, 2025

Sales Deadline: November 12, 2025

Sales Deadline: December 17, 2025

Publishes Sunday, December 28, 2025

PRESS ENTERPRISE

YOUR Local Community News Since 1902
pressenterpriseonline.com

Classified Advertising Rate

Non-Contract Rates

Classified Display/Auctions	\$20.15/inch
Employment Display Rate.....	\$24.39/inch
Confidential Blind Box fee	\$25.00
(Responses are forwarded via email or mailed out every Friday.)	
In-Column Rates Both Private Party and Commercial Available	

Classified Contracts

Press Enterprise offers annual and semi-annual contracts. Advertiser agrees to place a four (4) line minimum ad every publication day for a period of 1 year or 6 months. Press Enterprise is not responsible for more than one incorrect insertion.

Annual Contract (per line per day)

250 lines or less per month.....	\$1.18
251-1000 lines per month.....	\$1.09
1001 or more lines per month	\$1.06

Semi-Annual Contract (per line per day)

250 lines or less per month.....	\$1.38
251-1000 lines per month.....	\$1.31
1001 or more lines per month	\$1.29

Legal and Public Notice Advertising

Per line per day **\$2.35**
 E-mail to: legals@pressenterprise.net
\$30.00 Processing Fee applied to any ads that need to be typed.
 Affidavits are an additional charge of **\$14.00** per affidavit.

Religious Services Directory

Published Saturday in Daily & Thursday in Value Xpress,
 Non Subscriber Product **\$1.95/line**

ABBREVIATIONS

The only abbreviations acceptable are specified in the Press Enterprise list of standard abbreviations. A copy is available upon request. Press Enterprise complies with the Federal, State and Local Civil Rights Laws. All real estate advertising herein is subject to the Federal Fair Housing Act and the Pennsylvania Human Relations Act, which makes it illegal to advertise any preference, limitation or discrimination based on race, color, religion, sex, national origin, handicap, familial status, age, ancestry, place of birth, marital status or sexual preference/orientation, or an intention to make any such preferences, limitations, or discrimination. This newspaper will not knowingly accept any advertising for real estate which is in violation of the law. All persons are hereby informed that all dwelling advertised are available on an equal opportunity basis.

All classified in-column and display ads appear at
pressenterpriseonline.com/classifieds
570-784-6151 | classifieds@pressenterprise.net

Deadline Schedule

ROP, Classified Display and Public Notices
 ~ deadlines for ad copy ~

Monday	Thursday Noon
Tuesday	Friday Noon
Value Xpress (TMC)	Monday Noon
Wednesday	Monday Noon
Thursday	Tuesday Noon
Friday	Wednesday Noon
Saturday	Thursday Noon
Sunday	Thursday Noon

Classified Line Ads -

3:00 p.m. day before publication;
 Friday 3:00 p.m. for Saturday, Sunday and Monday.

Classified Advertising

24" Web = 6 columns x 21.25"

1 column	1.1194"
2 column	2.3389"
3 column	3.5583"
4 column	4.7778"
5 column	5.9972"
6 column	7.2167"
7 column	8.4361"
8 column	9.6556"
9 column	10.875"

*Show support for your
 community with Sponsor Blocks!*

Themed Page Sponsor Blocks

Themed pages are printed in the Press Enterprise each month to support different community causes and events. Discounted annual contract rates are available. Pages include themes like:

- 4-H • AGAPE • Bloomsburg Fair • Boy Scouts
- Carnivals • Drug Prevention • Earth Day
- FFA • Fire Prevention • Girl Scouts
- Homecomings • Law Enforcement Week
- Local Youth Sports • Memorial Day
- Pet Adoption • School Safety
- SPCA • Veterans • Voting

Digital/Online Advertising

Ad Space Available on
pressenterpriseonline.com

Link our readers to your website with just

ONE CLICK!



HOME PAGE

Super Leaderboard

(top banner on front page)

940x90 pixels

\$10 per 1,000 impressions (minimum 20K)

Appears at the top of the page

Leaderboard

728x90 pixels

\$10 per 1,000 impressions (minimum 20K)

ROS

(Rotating on our website)

120x240 & 728x90 pixels

\$9 per 1,000 impressions (minimum 20K)

Frequency Packages Available

**Total Avg. 583,022+
Monthly Page Views**

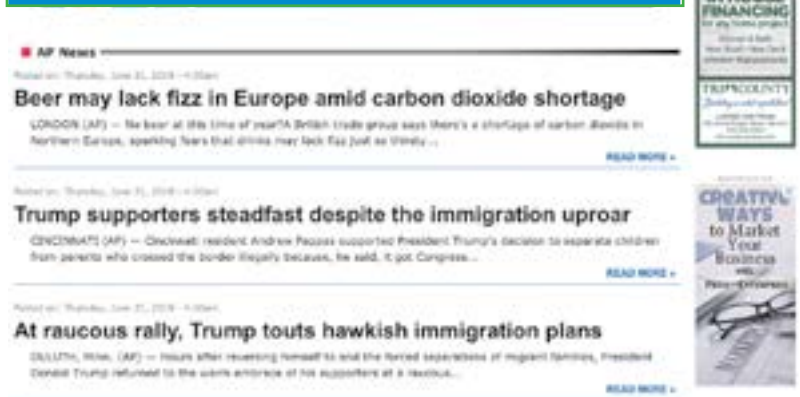
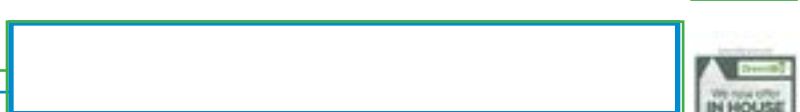
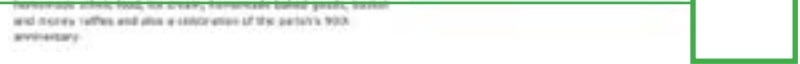
Digital Ad Files

The preferred format of all submissions is an Adobe PDF file. All images should be at least 300dpi. Color ads should be in CMYK format and Black & White ads should be in Grayscale format. All fonts and images must be embedded.

Specific PDF settings are available upon request.

Email PDF ads to: advertising@pressenterprise.net

For files larger than 20MB, ask your multimedia sales consultant for information about our FTP uploading site.



Ask about our
Sneak Peek Advertising
(size 300x250 pixels)

Minimum 6 months required. Subject to Availability

Preprint Advertising

Preprints are accepted on a reservation basis. Insertion in regular editions is available on Sunday, Wednesday, Thursday and Saturday. Annual Dollar Volume Contract Discounts apply.

All preprints must conform to the standards set by the U.S. Postal Service for inclusion in Second Class Mail publications. Any additional postage charges incurred as a result of nonconformance will be billed back to the advertiser.

Press Enterprise Daily Preprint Insert Rates

Tab Pages	Per M
8	\$62.00
12	\$66.00
16	\$70.00
20	\$74.00
24	\$78.00
28	\$82.00
32	\$86.00
36	\$90.00
40	\$94.00
44	\$98.00
48	\$102.00
52	\$106.00

Minimum insertion quantity of 3000 copies

Each additional four pages over and above the 52 page level will be billed an additional \$4.00/M. Minimum Charge – \$350.00

Preprints may be zoned on Sunday for an additional \$200 charge.

Value XPress (TMC) Preprint Insert Rates

Tab Pages	Per M
Up To 12 Page Tab	\$49/M
16 Page Tab	\$62/M
20 Page Tab	\$74/M
24 Page Tab	\$82/M

Prices are calculated using 30# newsprint on 24" web and are intended as a guide only. The page count of the individual product will determine the charge unless heavier paper is used. Then the weight will determine the charge.

Preprint insertion deadline is ten (10) working days prior to publication.

Receiving HOURS

Monday thru Friday: 7:00am – 3:00pm

Press Enterprise

3185 Lackawanna Avenue

Bloomsburg, PA 17815

Dock Phone: 570-387-1234, ext. 1516

PREPRINT SPECIFICATIONS

Largest Insert Accepted :

11-3/8" x 11-5/8"

Smallest Insert Accepted:

7" x 7"

Inserts may run under 7" but will not be covered by both the miss and the double detectors. Press Enterprise will not be responsible for 100% coverage in these cases; the advertiser will be billed according to the original purchase order.

Single sheets and inserts smaller than 7" x 7" paper weight should not be under 70#.

Any insert smaller than 11-5/8" long should not be quarter-folded.

Any insert larger than 11-5/8" must be folded.

Glossy insert bundles should be skidded in turns of 6" high. This turn can be used for small or large inserts. The inserts should not be tied or boxed.

Inserts should be on perfect pallets 45x45 or wood skids. RM 2 pallets are not accepted.

Preprint Zoning

Zone 1

Zone 2

Zone 3

Zip Code	Zone 1	Daily	Sunday	TMC
17821/17884	Danville/Washingtonville	1614	1814	6049
17824	Elysburg	267	311	1313
17868	Riverside	73	75	
17872	Shamokin	159	158	
17851	Mt Carmel	115	146	
17756	Muncy	87	86	
17772	Turbotville	70	73	

Total Zone 1 **2385** **2663** **7362**

Zip Code	Zone 2	Daily	Sunday	TMC
17815	Bloomsburg/Lightstreet	2949	3166	6283
17814	Benton	420	447	1573
17846	Millville	443	457	998
17774	Unityville	18	18	
17859	Orangeville	345	377	919
17878	Stillwater	134	142	560
17820	Catawissa	618	667	1306

Total Zone 2 **4927** **5274** **11639**

Zip Code	Zone 3	Daily	Sunday	TMC
18603	Berwick	2241	2235	4564
18631	Mifflinville	176	188	
18635	Nescopeck	393	402	934
18655	Shickshinny	232	251	2465
18660	Wapwallopen	116	115	1385
18621	Hunlock Creek	31	30	
18201	Hazleton Area	79	69	

Total Zone 3 **3268** **3290** **9348**

Effective 07/01/23



Total All Zones - Daily **10,580**
Total All Zones - Sunday **11,227**
Total All Zones - TMC **28,349**

Total Online Subscribers
3,899

(Net press runs April 2023)

Customized Single Sheet Program

ONE PRICE INCLUDES DESIGN, PRINTING & INSERTION

Available on Sunday, Wednesday, Thursday and Saturday
in the zones you choose.

Minimum order 7,000 pieces • Full run ONLY on Sundays

Full process color • Printing on both sides

Overruns at regular
charge on orders
under 500 copies



8-1/2 x 11 2-SIDED

	Daily Only	Daily + TMC
7,000-9,999	\$110/m	\$97/m
10,000-14,999	\$100/m	\$81/m
15,000-19,999	\$96/m	\$72/m
20,000-24,999	\$94/m	\$74/m
25,000+	\$92/m	\$67/m

11 x 17 (folded to 8.5x11)

	Daily Only	Daily + TMC
7,000-9,999	\$168/m	\$151/m
10,000-14,999	\$154/m	\$147/m
15,000-19,999	\$148/m	\$142/m
20,000-24,999	\$135/m	\$122/m
25,000+	\$140/m	\$129/m

Minimum 7,000 inserts

Publisher reserves the right to change insert date

**Ad copy must be approved in at least
1 week prior to insertion date.**

Shared 1-Sided Single Sheet

Shared 1-Sided Single Sheets are customized 8.5" x 11" printed advertising sheets inserted into our daily newspaper. They are a great way to pitch your business in the newspaper, supplementing other advertising or order overruns for as a leave behind. Your business will be displayed on one side, and a non-competitor business on the other side.

ONE PRICE INCLUDES DESIGN, PRINTING & INSERTION

- Available on Sunday, Wednesday, Thursday and Saturday.
 - Full run ONLY in the daily.
 - Full process color.
 - Overruns at regular charge.

Ad copy must be approved in at least 10 days prior to insertion date.



VALUE.

One price includes design of your customized sheet, printing and inserting into our newspaper.

