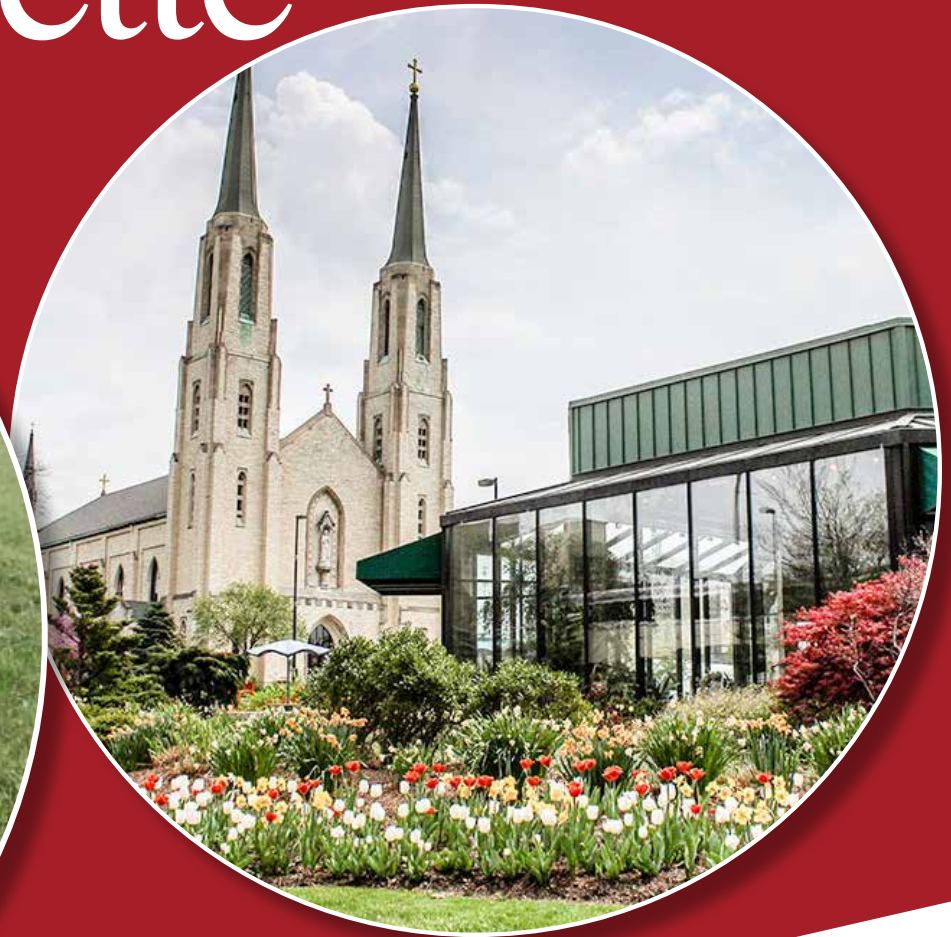


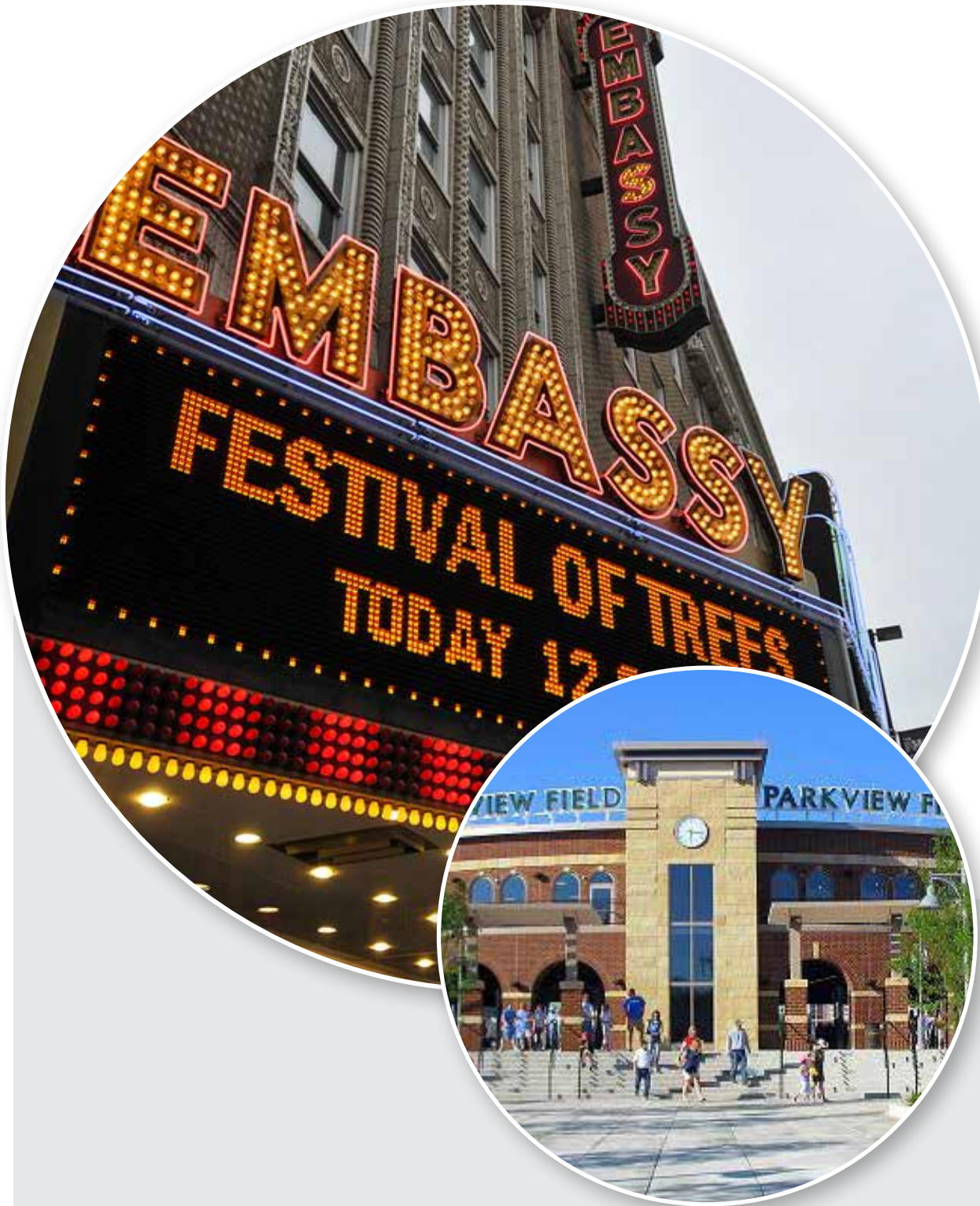
# The Journal Gazette



2021  
MEDIA KIT

[journalgazette.net](http://journalgazette.net)





## OUR MISSION

The *Journal Gazette* believes in a best of class future for Fort Wayne. This was true 150 years ago and even more true today. Our dedicated multi-media staff — the largest in the region — works 24/7 to bring this belief to life by informing and inspiring the residents of Northeast Indiana in print and online.

## OUR PHILOSOPHY

As the only media source that residents choose to pay for, we have a special bond with our readers that extends to our trusted advertising partners. We take this relationship with advertising partners seriously, choosing to create long term relationships where we can grow together to serve the needs of the Fort Wayne market.

## OUR PLEDGE

We want our advertising partners to be successful and will work hard to be as fair, transparent and supportive as possible.

## CONTACT US

*Steve Stepp*

*Retail Sales Manager*

*260-461-8671*

*sstepp@fortwayne.com*

*Deb Stuerzenberger*








*National Accounts Manager*

*260-461-8654*

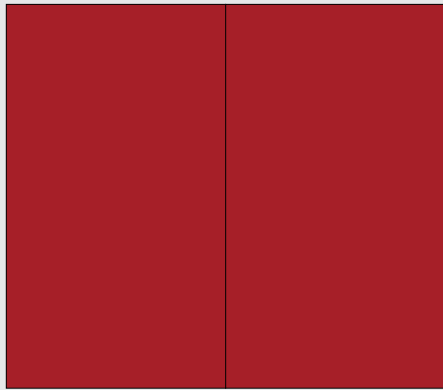
*dstuerzenberger@fortwayne.com*

*600 W. Main St., Fort Wayne, IN 46802*

## PROFILE OF THE JOURNAL GAZETTE READERS

	SUNDAY PRINT EDITION	DAILY PRINT EDITION	JG.NET VISITORS (past 7 days)
 READERS	132,875	95,242	38,517
 AVERAGE AGE	57	58	48
 AGE BREAKOUT	42% BABY BOOMERS 32% GREATEST GENERATION 17% GEN X	38% BABY BOOMERS 37% GREATEST GENERATION 15% GEN X	40% GEN X 36% BABY BOOMERS 15% MILLENNIALS
 COLLEGE GRAD +	22%	24%	34%
 OWN THEIR HOME	85%	87%	79%
 AVERAGE HOUSEHOLD INCOME	\$72,045	\$71,227	\$85,784
 AVERAGE MARKET VALUE OF HOME	\$191,985	\$203,364	\$189,964

# MODULAR AD SIZES & BASE RATES



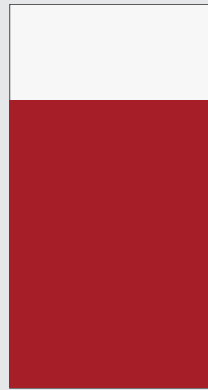
## DOUBLE TRUCK

Size 12 col x 19.76  
 Inches 22 x 19.76  
**Mon.-Tues. \$8,299.20**  
**Wed.-Sat. \$10,374.00**  
**Sun. \$11,411.40**  
**TMC EXTRA \$7,780.50**



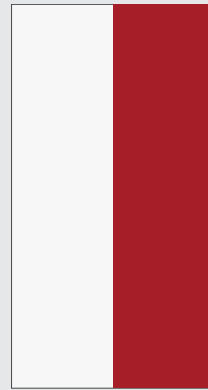
## FULL PAGE

Size 6 col x 19.76  
 Inches 10.5 x 19.76  
**Mon.-Tues. \$3,983.62**  
**Wed.-Sat. \$4,979.52**  
**Sun. \$5,477.48**  
**TMC EXTRA \$3,734.64**



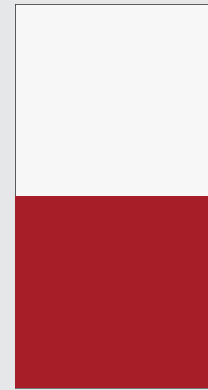
## 3/4 PAGE

Size 6 col x 14.82  
 Inches 10.5 x 14.82  
**Mon.-Tues. \$3,361.17**  
**Wed.-Sat. \$4,201.47**  
**Sun. \$4,621.62**  
**TMC EXTRA \$3,151.10**



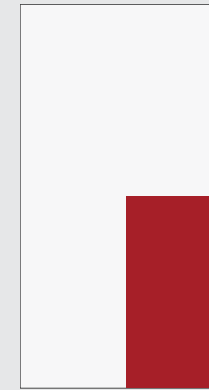
## 1/2 PAGE V

Size 3 col x 19.76  
 Inches 5.167 x 19.76  
**Mon.-Tues. \$2,240.78**  
**Wed.-Sat. \$2,800.98**  
**Sun. \$3,081.08**  
**TMC EXTRA \$2,100.74**



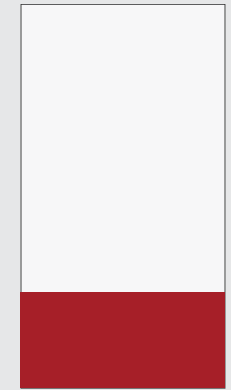
## 1/2 PAGE H

Size 6 col x 9.88  
 Inches 10.5 x 9.88  
**Mon.-Tues. \$2,240.78**  
**Wed.-Sat. \$2,800.98**  
**Sun. \$3,081.08**  
**TMC EXTRA \$2,100.74**



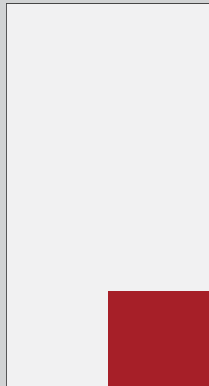
## 1/4 PAGE V

Size 3 col x 9.88  
 Inches 5.167 x 9.88  
**Mon.-Tues. \$1,151.51**  
**Wed.-Sat. \$1,439.39**  
**Sun. \$1,583.33**  
**TMC EXTRA \$1,079.54**



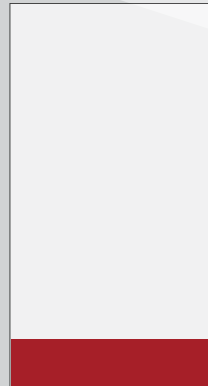
## 1/4 PAGE H

Size 6 col x 4.94  
 Inches 10.5 x 4.94  
**Mon.-Tues. \$1,151.51**  
**Wed.-Sat. \$1,439.39**  
**Sun. \$1,583.33**  
**TMC EXTRA \$1,079.54**



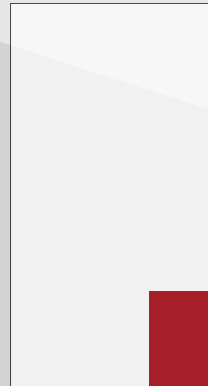
## 1/8 PAGE V

Size 3 col x 4.94  
 Inches 5.167 x 4.94  
**Mon.-Tues. \$591.32**  
**Wed.-Sat. \$739.15**  
**Sun. \$813.07**  
**TMC EXTRA \$554.36**



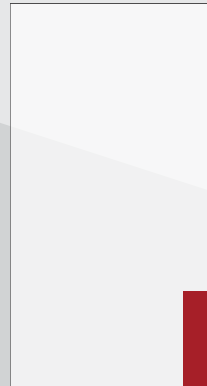
## 1/8 PAGE H

Size 6 col x 2.47  
 Inches 10.5 x 2.47  
**Mon.-Tues. \$591.32**  
**Wed.-Sat. \$739.15**  
**Sun. \$813.07**  
**TMC EXTRA \$554.36**



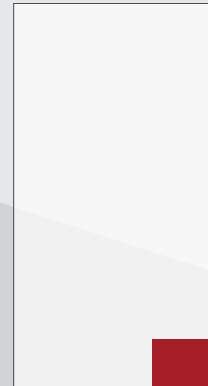
## 1/12 PAGE

Size 2 col x 4.94  
 Inches 3.389 x 4.94  
**Mon.-Tues. \$394.21**  
**Wed.-Sat. \$492.77**  
**Sun. \$542.04**  
**TMC EXTRA \$369.57**



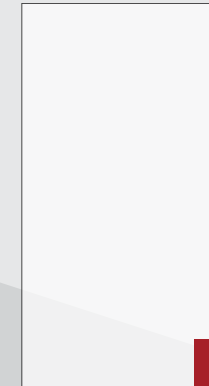
## 1/24 PAGE V

Size 1 col x 4.94  
 Inches 1.611 x 4.94  
**Mon.-Tues. \$197.11**  
**Wed.-Sat. \$246.38**  
**Sun. \$271.02**  
**TMC EXTRA \$184.79**



## 1/24 PAGE H

Size 2 col x 2.47  
 Inches 3.389 x 2.47  
**Mon.-Tues. \$197.11**  
**Wed.-Sat. \$246.38**  
**Sun. \$271.02**  
**TMC EXTRA \$184.79**



## 1/48 PAGE

Size 1 col x 2.47  
 Inches 1.611 x 2.47  
**Mon.-Tues. \$98.55**  
**Wed.-Sat. \$123.19**  
**Sun. \$135.51**  
**TMC EXTRA \$92.39**

Rates apply only to the module ad sizes shown. Non module advertising is available at a premium. Additional frequency and commitment discounts are available for module ad sizes only. Color is included in all modular size rates.

National rates will be a 35 percent premium over the retail rates shown above.

# CAMPAIGN REWARD PROGRAM

## STEP ONE

Select the length of your ad campaign and receive rewards for scheduling up to 13 weeks at a time.

Commitment: 1 Week | **Reward:** Base Rate  
Commitment: 4 Weeks | **Reward:** 25% Discount  
Commitment: 8 Weeks | **Reward:** 35% Discount  
Commitment: 13 Weeks | **Reward:** 45% Discount

\*All campaigns of 4 weeks or more include 10,000 online impressions per week.

## STEP TWO

Increase your rewards by scheduling multiple insertions per week.

Frequency: 1x per Week | **Reward:** Base Rate  
Frequency: 2x per Week | **Reward:** 40% Discount  
Frequency: 3x per Week | **Reward:** 50% Discount  
Frequency: 4x per Week | **Reward:** 60% Discount

\*All campaigns of 4 weeks or more include 10,000 online impressions per week.

## EXAMPLE REWARD CALCULATION

1. Choose an ad size: i.e. ¼ page vertical ad
2. Choose a day of the week Base Price i.e. Wed thru Sat insertion: \$1,439.39
3. Choose consecutive week commitment: i.e. 8-weeks  
8-week discount: 35% (\$503.78)  
Adjusted ad price: \$935.61
4. Choose a frequency commitment: i.e. 2x per week 2x frequency discount: 40% (\$374.25)  
Adjusted ad price per insertion \$561.36

**Total cost: \$561.36 x 2 insertions x 8 weeks = \$8,981.76**

*\*Campaign Reward Program only applies to modular ad sizes.*



# DIGITAL DISPLAY SPECIFICATIONS

## HOMEPAGE SLIDER

1800 X 500 px

The largest ad that appears first on the page.

## LEADERBOARD

728 X 90 px

A horizontal ad that appears second on the page sliders.

## BIG BOX

300 X 250 px

A square ad that appears on the right side adjacent to content.

## SKYSCRAPER

160 X 600 px

A vertical ad that appears adjacent to content.

## PENCIL

960 X 150 px

A horizontal static ad that appears below a leaderboard ad.

## SKINS

1410 X 800 px  
(212 X 800 px each side)

Two vertical static ads on with content in between.

## MOBILE BOX

320 X 50 px  
320 X 100 px

Corresponding mobile sizes for leaderboards, big boxes and skyscrapers.



## JOURNALGAZETTE.NET

58%

digital content is accessed through a mobile device

25,449

average number of unique users per day

30,217

average number of sessions per day

69,808

average number of page views per day

## DIGITAL ADVERTISING PACKAGES

### PLATINUM

Home Page Takeover  
125K ROS impressions:  
\$2,000

### GOLD

125K ROS Impressions  
Pencil: \$1,000

### SILVER

25K Home Page Impressions  
37.5K ROS impressions:  
\$500

### BRONZE

30K ROS Impressions:  
\$300

*\*Customized digital packages are available at \$10/CPM*

## EMAIL BLAST SOLUTIONS

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Supplement your print campaign while driving immediate response with Email blast solutions. Choose between Fort Wayne Newspapers Opt-In list or a targeted demographic specific list.

**Fort Wayne Newspapers Opt-In list:  
\$525 per blast or \$900 for two within 30 days.**

30,000+ audience

Limited to one email blast per day

Fast turn-around from concept to execution

Engaged, community minded audience

Dimensions: 600x900 pixels

**Targeted Email blast: \$32 per thousand**

Hyper focused email list based on your preferences across dozens of demographic and behavioral data points.

Minimum 20,000 recipients per blast.

Guaranteed open rate of 8% or we will resend for free

Dimensions: 600 x 900 pixels

## BUILD YOUR OWN AUDIENCE WITH PROGRAMMATIC DIGITAL ADVERTISING OPTIONS

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Target by audience, geography, search context or predictive behavior. Or simply insure visitors stay in the loop with retargeting efforts. You select your target. You select your budget. You select your timeline. Your campaign will be optimized on the fly so the target with the best response rates is the target you invest the majority of your budget. Delivered impressions and eCPM will fluctuate based on the real time cost of inventory. Contact Steve Stepp for a customized quote: 260-461-8671.

## LOCAL PREPRINT RATES

PREPRINT	SUNDAY/HOLIDAY	DAILY	TMC
Single Sheet	\$ 49.25	\$ 47.50	\$ 28.40
2 STD/4-6 TAB/8-12 mini	\$ 65.75	\$ 63.25	\$ 33.55
4 STD/8-10 TAB/16-20 mini	\$ 78.00	\$ 75.00	\$ 41.65
6 STD/12-14 TAB/24-28 mini	\$ 83.25	\$ 80.00	\$ 62.05
8 STD/16 TAB/32 mini and up	\$ 93.00	\$ 88.50	\$ 78.75

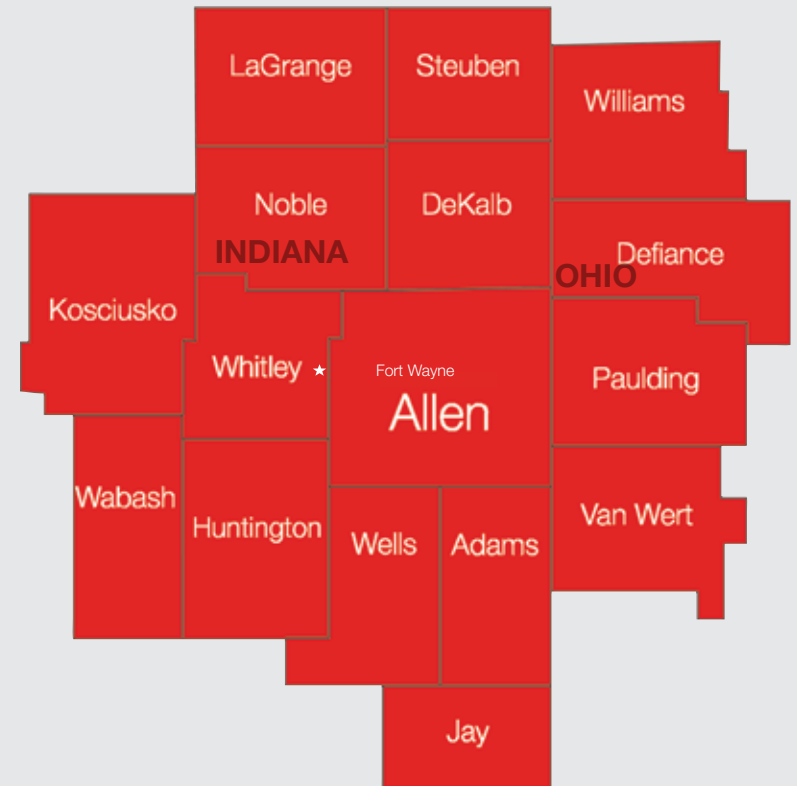
Between Thanksgiving and Christmas, advertisers will be charged Sunday preprint rates for holidays and all Fridays.

Approved art due 2 weeks prior to insertion date.

Insert dates available Wednesdays, Thursdays, Fridays and Sundays and are full run.

The minimum cardstock size 6" x 9". The minimum single sheet size 8.5" x 11". The minimum envelope is #10.

## LOCAL PREPRINT DISTRIBUTION AREA



## BIG BUCKS COUPON RATES

### 1 MONTH INSERTION

1-Sided	\$ 700
2-Sided	\$ 850

### COST PER MONTH:

#### 3 MONTHS COMMITMENT

1-Sided	\$ 600
2-Sided	\$ 750

### COST PER MONTH:

#### 6 MONTHS COMMITMENT

1-Sided	\$525
2-Sided	\$ 675

### COST PER MONTH:

#### 12 MONTHS COMMITMENT

1-Sided	\$445
2-Sided	\$ 595

8.62"x4.25" coupon book inserted in the Journal Gazette on the first Friday and second Sunday every month. All pricing includes full color and 30 days online at fortwayne.com.

## FRONT PAGE NOTES

QUANTITY	PRICE
25,000 - 50,000	\$ 62.25 CPM
50,001-100,000	\$ 56.75 CPM

## FRONT PAGE ADVERTISING

	SUN	DAILY
Top of page (6 col x 2 inches)	\$3,500	\$2,700
Bottom of page (6 col x 2 inches)	\$3,000	\$2,250