



# 2023 DEADLINES & PUBLICATION DATES

## THE BUSY BEAVER OF OHIO

  **Deadline is Monday @ 12:00 Noon.**

  **Publication date** is approximately 9 days later.

	S	M	Tu	W	Th	F	Sa
JANUARY	25	26	27	28	29	30	31
	1	2	3	4	5	EPHIPH- ANY	7
	8	9	10	11	12	13	14
	15	MLK DAY	17	18	19	20	21
	22	23	24	25	26	27	28
FEBRUARY	29	30	31	1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	PRES. DAY	21	ASH WED	23	24	25
	26	27	28	1	2	3	4
MARCH	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30	31	1
	APRIL	2	3	4	5	6	GOOD FRI
EASTER		10	11	12	13	14	15
16		17	18	19	20	21	22
23		24	25	26	27	28	29
30		1	2	3	4	5	6
MAY	7	8	9	10	11	12	13
	14	15	16	17	ASCEN- SION DAY	19	20
	21	22	23	24	25	26	27
	PEN- TE- COST	MEMO- RIAL DAY	30	31	1	2	3
	4	5	6	7	8	9	10
JUNE	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	1

	S	M	Tu	W	Th	F	Sa
JULY	2	3	INDEP. DAY	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
	30	31	1	2	3	4	5
AUGUST	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30	31	1	2
	3	LABOR DAY	5	6	7	8	9
SEPTEMBER	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
OCTOBER	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
	29	30	31	1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
NOVEMBER	19	20	21	22	THANKS GIVING	24	25
	26	27	28	29	30	1	2
	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
DECEMBER	24	CHRIST- MAS	26	27	28	29	30
	31	1	2	3	4	5	6

ADS DUE!		ISSUE DATE
Dec 26, 2022		Jan 4
Monday unless otherwise indicated	Jan 2	Jan 11
	Jan 9	Jan 18
	Jan 16	Jan 25
	Jan 23	Feb 1
	Jan 30	Feb 8
	Feb 6	Feb 15
	Feb 13	Feb 22
	Feb 20	Mar 1
	Feb 27	Mar 8
	Mar 6	Mar 15
	Mar 13	Mar 22
	Mar 20	Mar 29
	Mar 27	Apr 5
	Apr 3	Apr 12
	Apr 10	Apr 19
	Apr 17	Apr 26
	Apr 24	May 3
	May 1	May 10
	May 8	May 17
	May 15	May 24
May 22	May 31	
<i>Early!</i> May 26	Jun 7	
Jun 5	Jun 14	
Jun 12	Jun 21	
Jun 19	Jun 28	
Jun 26	Jul 5	
Jul 3	Jul 12	
Jul 10	Jul 19	
Jul 17	Jul 26	
Jul 24	Aug 2	
Jul 31	Aug 9	
Aug 7	Aug 16	
Aug 14	Aug 23	
Aug 21	Aug 30	
Aug 28	Sep 6	
<i>Early!</i> Sep 1	Sep 13	
Sep 11	Sep 20	
Sep 18	Sep 27	
Sep 25	Oct 4	
Oct 2	Oct 11	
Oct 9	Oct 18	
Oct 16	Oct 25	
Oct 23	Nov 1	
Oct 30	Nov 8	
Nov 6	Nov 15	
Nov 13	Nov 22	
Nov 20	Nov 29	
Nov 27	Dec 6	
Dec 4	Dec 13	
Dec 11	Dec 20	
Dec 18	Dec 27	
<i>Early!</i> Dec 22	Jan 3	

## NOTES & DEFINITIONS

### Multiple Time Discount Guidelines

In order to enjoy the multiple time rates listed here (2-5 time or 6 time rate), advertiser must schedule specific edition dates and ad size must remain the same for the entire run. Advertiser may send new artwork for each time. If nothing new is received by the deadline, we will re-run from the previous edition. When ads are scheduled one at a time, they receive the 1-time rate.

### File Handling Code (circle if applicable)

- **Repeat Unless:** Repeat the same ad for the entire order, unless/ until a new ad file is received.
- **New/Backup:** A new file will be sent for each print run. A "generic backup" ad must be provided in case a new file is not received by the deadline
- **Rotate:** 2 or more ads set to rotate in a set order

### Auto Renew

Ads on Auto Renew are printed and invoiced in increments of six. They are automatically repeated until the advertiser contacts us to stop the ad. If an invoice for an "auto renew" ad is overdue, we will stop printing the ad until payment is received.

### Ad Title

This is used to reference the correct file. Example: "Backhoe" or "July 3 Auction" or "Spring Seed Sale"

### Premium Placement Options

Common requests that we can usually accommodate are: Right-hand page, top of page, etc. We will not print an ad upside down.

Due to the additional handling of special placements, there is a placement fee (minimum of \$10 for business cards and \$20 for all other ads). For up-to-date special placement options, please contact each paper with your specific request.

## PRICING & SIZES

All prices shown are **PER TIME**

	B&W	COLOR
<b>Full</b>		
1 time .....	\$ 270.....	365.00
2-5 times .....	260.....	355.00
6 or more .....	240.....	335.00

### 1/2 (Vert. or Horiz.)

1 time .....	165.....	220.00
2-5 times .....	155.....	210.00
6 or more .....	135.....	190.00

### 1/4 Vertical

1 time .....	100.00.....	135.00
2-5 times .....	93.00.....	128.00
6 or more .....	80.00.....	115.00

### Business Card Horiz.

1 time .....	40.....	60.00
2-5 times .....	37.....	
6 or more .....	34.....	

### Business Card Vert. *Classified Section Only*

1-5 times .....	55.....	75.00
6 or more .....	50.....	70.00

### Banner Ad Horiz. *Classified Section Only*

1-5 times .....	90.....	120.00
6 or more .....	85.....	115.00

### Banner Ad Vert. *Classified Section Only*

1-5 times .....	107.00.....	142.50
6 or more .....	102.50.....	138.00

### 1/4 Horiz. *Classified Section Only*

1-5 times .....	117.50.....	156.50
6 or more .....	97.50.....	136.50

### 3/8 Vert. *Classified Section Only*

1-5 times .....	142.50.....	190.00
6 or more .....	122.50.....	170.00

### Full Page

7.4 w x 9.6 h

### 1/2 Page Horizontal

7.4 w x 4.7 h

### 1/2 Page Vertical

3.6 w x 9.6 h

### 1/4 Page Vertical

3.6 w x 4.7 h

### Business Card

3.5 w x 2 h

### Classified Section Only

#### Business Card Vertical

2.3 w x 4 h

classified section only

#### 1/4 Page Horizontal

4.8 w x 3.6 h

classified section only

#### Banner

7.5 w x 1.5 h

classified section only

#### 3/8 Page Vertical

4.8 w x 5.9 h

classified section only

#### Banner Vertical

2.3 w x 8.25 h

classified section only

# Display Ad Sales

## Busy Beaver Publications

**Noah Shetler**

**330-600-2654**

[noah@busybeaversales.com](mailto:noah@busybeaversales.com)



**All ads are appreciated!**

**Any Size. Any Color.**

*Classified ads? Refer to page 6.*



# CALL YOUR CLASSIFIED ADS IN!

Whether it's for one Busy Beaver location or all  
you can take care of it in JUST ONE CALL.

**1-800-355-2192** (Monday-Friday 8-5 EST.)

You can also fax to **1-800-574-4204** or email to [classifieds@busybeaverpublicationsllc.com](mailto:classifieds@busybeaverpublicationsllc.com)  
To use the phone, fax or email service the ad must be paid with credit/debit card. There will be a \$3.00  
convenience fee applied. Call us with credit or debit card information. *All ads must be paid to run.*



## SUBMIT A CLASSIFIED AD

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone# \_\_\_\_\_

**Name, Address & Phone # are included FREE...**

Do you want your name & address included?

\_\_\_\_ YES \_\_\_\_ NO

- |   |  |
|---|--|
| <input type="checkbox"/> Horses & Tack                  | <input type="checkbox"/> Lawn & Garden                           |
| <input type="checkbox"/> Livestock                      | <input type="checkbox"/> Maple/Maple Supplies                    |
| <input type="checkbox"/> Pets & Supplies                | <input type="checkbox"/> Miscellaneous                           |
| <input type="checkbox"/> Poultry & Small Animals        | <input type="checkbox"/> Office Supplies/<br>Publications        |
| <input type="checkbox"/> Beekeeping                     | <input type="checkbox"/> Produce/Edibles                         |
| <input type="checkbox"/> Bicycles/Scooters              | <input type="checkbox"/> Produce Equip/<br>Supplies              |
| <input type="checkbox"/> Building Supplies              | <input type="checkbox"/> Real Estate (For Rent)                  |
| <input type="checkbox"/> Business Opportunities         | <input type="checkbox"/> Real Estate (For Sale)                  |
| <input type="checkbox"/> Carriages                      | <input type="checkbox"/> Rentals                                 |
| <input type="checkbox"/> Clothing/Dry Goods             | <input type="checkbox"/> Sawmill Equipment                       |
| <input type="checkbox"/> Construction Equip.            | <input type="checkbox"/> Services Rendered                       |
| <input type="checkbox"/> Crafts                         | <input type="checkbox"/> Shop/Tools                              |
| <input type="checkbox"/> Electrical/Solar               | <input type="checkbox"/> Special Events/Notices                  |
| <input type="checkbox"/> Farm Related                   | <input type="checkbox"/> Sporting Goods                          |
| <input type="checkbox"/> Garage Sales/Benefits          | <input type="checkbox"/> Transportation/Taxi                     |
| <input type="checkbox"/> Greenhouse/Growing<br>Supplies | <input type="checkbox"/> Wanted Items                            |
| <input type="checkbox"/> Hay/Straw/Feed                 | <input type="checkbox"/> Lost & Found/<br>Free Items (No Charge) |
| <input type="checkbox"/> Health /Naturals               |  |
| <input type="checkbox"/> Help Wanted                    |  |
| <input type="checkbox"/> Household/Furniture            |  |

Place one word only in each box below.

\$11.00 for first 20 words			
11.35	11.70	12.05	12.40
12.75	13.10	13.45	13.80
14.15	14.50	14.85	15.20
15.55	15.90	16.25	16.60
16.95	17.30	17.65	18.00

**Mail this form  
AND check payable to:**

**Busy Beaver of OH  
P.O. Box 3  
Charm, OH 44617**

**MAIL-IN classified questions:  
CALL 844-5BEAVER  
(844-523-2837)**

**\$11.00 for first 20 words  
35c each additional word  
per each Ad Category  
Cost for ONE TIME**

HOW MANY ISSUES (x)

TOTAL COST  
Multiply box 1 by box 2

**NEXT  
DEADLINES:**

**Noon**

Publication date is approx. 9 days later.

When submitting classified ads for 2 categories or more, be sure to complete SEPARATE ad forms for each category and include all info on each form.

Payments for classified ads in one or multiple issues are NON-REFUNDABLE.

**Pay-by-phone option for classified ads:**  
Call 800-355-2192 and have your ad & credit/debit card info ready.

# Display Ads

**IMPORTANT:** We do not publish ads without a full ad order and print-ready PDF file (both must be received by deadline).

**MULTIPLE TIME DISCOUNT GUIDELINES:** In order to enjoy the multiple time rates listed here (2-5 time or 6 time rate), you must schedule specific edition dates and ad size must remain the same for the entire run. You may send new artwork for each time. If nothing new is received by the deadline, we will re-run from the previous edition.

**DESIGN SERVICE?** Yes, we are in partnership with Shepherds Ridge, LLC. Please contact them to have your ad designed at 608-558-2826, 800-672-5790 or email shepherdsridgeLLC@gmail.com. You will be billed separately.

**WORKING WITH A DESIGNER?** If a third party is sending your ad file, be sure he/she includes all required ad order information from the submission form. Or, you may contact us with the required info. by calling the OH display ad team at 330-204-9199.

## Pricing All prices shown are PER TIME

Full Page	B&W	COLOR
7.5" w x 9.9" h		
1 time.....	\$ 270.00.....	\$ 365.00
2-5 times.....	\$ 260.00.....	\$ 355.00
6 or more.....	\$ 240.00.....	\$ 335.00

1/2 Page	B&W	COLOR
Horizontal 7.5" w x 4.9" h or Vertical 3.7" w x 9.9" h		
1 time.....	\$ 165.00.....	\$ 220.00
2-5 times.....	\$ 155.00.....	\$ 210.00
6 or more.....	\$ 135.00.....	\$ 190.00

1/4 Page Vert.	B&W	COLOR
3.7" w x 4.9" h		
1 time.....	\$ 100.00.....	\$ 135.00
2-5 times.....	\$ 93.00.....	\$ 128.00
6 or more.....	\$ 80.00.....	\$ 115.00

Business Card Horiz.	B&W	COLOR
3.7" w x 1.95" h		
1 time.....	\$ 40.00.....	\$ 60.00
2-5 times.....	\$ 37.00.....	\$ 60.00
6 or more.....	\$ 34.00.....	\$ 60.00

Business Card Vert. (Classified Sect. Only)	B&W	COLOR
2.33" w x 4" h		
1-5 times.....	\$ 55.00.....	\$75.00
6 or more.....	\$ 50.00.....	\$70.00

Banner Ad Horiz. (Classified Sect. Only)	B&W	COLOR
7.5" w x 1.5" h		
1-5 times.....	\$ 90.00.....	\$120.00
6 or more.....	\$ 85.00.....	\$115.00

Banner Ad Vert. (Classified Sect. Only)	B&W	COLOR
2.33" w x 8.25" h		
1-5 times.....	\$ 107.00.....	\$142.50
6 or more.....	\$102.50.....	\$138.00

1/4 Page Horiz. (Classified Sect. Only)	B&W	COLOR
4.9" w x 3.7" h		
1-5 times.....	\$ 117.50.....	\$156.50
6 or more.....	\$ 97.50.....	\$136.50

3/8 Page Vert. (Classified Sect. Only)	B&W	COLOR
4.8" w x 5.9" h		
1-5 times.....	\$ 142.50.....	\$190.00
6 or more.....	\$ 122.50.....	\$170.00

WE RESERVE THE RIGHT TO REFUSE ANY ADS WE DEEM INAPPROPRIATE. Busy Beaver of OH is not responsible for the outcome of products advertised within.

# SUBMISSION FORM

Ad Size: \_\_\_\_\_

Print my ad in:  B/W  COLOR

How many times should we print your ad? \_\_\_\_\_

If more than 1 time, print my ad...

consecutively  every other issue  once per month

specific dates \_\_\_\_\_

How will we receive your ad?  Mail  Email

Do we have your ad already on file?  Yes  No

How will you pay?  Payment is enclosed  Send me an invoice

## BILLING INFORMATION:

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Billing address \_\_\_\_\_

Billing City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

### Mail:

Return this form and a clear, ready-to-scan ad to  
**Busy Beaver of OH**  
 P.O. Box 3  
 Charm, OH 44617

OR

### Email:

Email required info from this form and a print-ready PDF ad file to  
[sales@busybeaverpublications.com](mailto:sales@busybeaverpublications.com)

## Have you moved? -or- Want to Subscribe?

and want your Busy Beaver of Ohio to arrive in your new mailbox?

Fill in your old and new address below.

**In-state (OH) horse and buggy subscribers** receive a FREE subscription.

**Out-of-state OR non-horse and buggy folks:** Return this form and a \$50/year check payable to "Busy Beaver of Ohio".

### Old Address (for change of address request only)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### New Address

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_



Mail completed form to:  
 Busy Beaver of Ohio  
 P.O. Box 3  
 Charm, OH 44617

Please allow 3-4 weeks for your subscription to become active.