

## A RATE SCHEME OF ADVERTISING.

THE RESULTS OF A MAINE PUBLISHERS'  
COMMITTEE'S LABOURS.

THE Maine Press Association has adopted a rate scheme of advertising, the features of which are interesting to Canadian publishers. The committee's report, as follows, was unanimously adopted :

" Your committee appointed to consider and report upon the Ohio Adjustable Schedule beg leave to report our approval of what we consider to be its main features, which, in our opinion, are as follows :

1st. The adoption of one inch, one year, without position, as the unit of value in foreign advertising.

2nd. Agreement upon an adjustable schedule, or scheme of proportionate charges for different space, time, position, etc., by which, starting from the inch year price, the price for any proposed advertising can be exactly reckoned.

We do not regard as one of the essential features the attempt of the Ohio association to dictate to its members regarding the rates at which they shall think best to accept foreign advertising, and we are doubtful whether we should even mention as a recommendation any minimum rate, but we are emphatic and do not qualify ourselves in the least in expressing the opinion that every publisher ought to have, if nowhere else, at least in his mind, an inch year price, which is, in fact, the lowest at which he wants any business, and that no proffered contract be accepted until it has been accurately figured out at that price, with all extras charged for.

In dealing with foreign advertisers there is every reason why publishers should stand together, a thing impossible to do unless they agree on the proportionate charges, for instance, for a three months' advertisement as against a yearly advertisement ; an advertisement on local page as against an advertisement without the page stipulated ; an advertisement top of column all surrounded by reading as against on advertisement next reading, etc.

An advertising schedule to cover all the variations liable to arise is of necessity intricate, and for one philosopher acting by himself to attempt to concoct such a schedule is liable to make trouble between him and foreign advertisers on account of the necessary complexity of it. If, however, the publishers of Maine, as the publishers of Ohio have done, can agree upon an adjustable schedule, to be perhaps eventually adopted generally, so that the publisher in his correspondence with advertisers need say no more than that his rates are so much per inch per year and subject to the Maine Adjustable Schedule, we can safely expect that advertising agencies will familiarize themselves with the Maine Adjustable Schedule. This, in the opinion of your committee, will accrue to the benefit of Maine publishers as a body. If such schedule is full enough in its detail so as to cover every possible variation, and make it impossible for an advertising agency to invent a form of contract to which the schedule does not apply, we are confident that the motive for a large part of the unusual forms of contracts will be removed, as we consider that the object of most of them is to get the attention of the publisher away from his schedule on the chance of getting lower proportionate rates on an irregular contract.

We accordingly have attempted to draft for your consideration an adjustable schedule, and in doing this, while supplying some details to the adjustable schedule of the Associated Ohio Dailies, have not otherwise varied from it, except in the extra charges for position advertisements.

With regard to position advertisements, your committee are of opinion that the tendency is to take them too low. This, we think, is true, whether the subject is regarded from the standpoint of the profit to the advertiser, or the cost to the publisher, or to that other element, hard to estimate, the sentiment of local advertisers on seeing a patent medicine advertisements always placed in more conspicuous position than their own.

One test by which it is shown that publishers do not charge a high enough extra per cent. for position is the uniformity with which foreign advertisers are willing to pay that per cent. If the position per cent. were a just equivalent for the additional advantage of position, it were inevitable with varying human judgment that some foreign advertisers would not be willing to pay it, but would think that they got better money's worth at the non-position rate.

Who will say that an advertisement on local page, top of column, next reading and followed by reading, is not worth three or four times as much to the advertiser as the same advertisement all surrounded by other advertisements on the poorest page in the paper ?

The Adjustable Schedule, as your committee has been able to agree to it, is annexed to this report.

C. T. LIBBY,  
A. W. LAUGHLIN,  
JOHN M. S. HUNTER,  
OSCAR R. WISH,  
C. F. FLYNT.

### MAINE ADJUSTABLE SCHEDULE.

The basis of calculation is one inch, one year, metal base electros, without position.

#### TIME PER CENTS.

6 months.....	65 per cent. of yearly rate.
3 " .....	40 " "
8 weeks .....	30 " "
4 " .....	18 " "
2 " .....	11 " "
1 week.....	6¼ " "

#### SPACE DISCOUNTS.

From 3 to 5 inches, inclusive.....	10 per cent.
" 6 to 9 " .....	15 " "
" 10 to 13 " .....	20 " "
" 14 to 17 " .....	25 " "
" 18 to 21 " .....	30 " "
" 22 and upwards " .....	33½ " "

Advertisements measuring one-half inch or less shall be charged 75 per cent. of the inch price. No position advertisements shall be measured less than one inch.

#### PER CENTS FOR PREFERRED POSITIONS.

Position.—Top of column or reading alongside or any other slight stipulation, 25 per cent.