

Grant County Press & Weekender RATE CARD Effective January 1, 2011

1. PERSONNEL

Bill Fouch, Editor
Jodi Fouch, Ad Manager
Tom Hencke, News Editor

2. REPRESENTATIVES

West Virginia Press Association
American Newspaper Representatives

3. TERMS and CONDITIONS

All rates subject to change with 30 days notice
All local rates non-commissionable

4. POLICY INFORMATION

RETAIL RATES — Apply only to those firms doing business from a regular retail outlet and apply only to that firm's business.

ERRORS — In the event of a typographical error, the *Grant County Press* at the request of the advertiser, will furnish a letter stating the correct information which is to be posted by the advertiser. The *Grant County Press* assumes no liability for goods sold at the incorrect price. Corrections will be published upon request of the incorrect copy only, not the entire ad.

OBJECTIONABLE COPY — The *Grant County Press* reserves the right to revise or reject any advertisement which it considers to be objectionable or offensive in subject matter, phraseology or set up.

GOING OUT OF BUSINESS — Cash in advance. Any outstanding balance must be paid prior to publication. WV State Law requires license number and date of expiration to be published within any advertisement.

CONTRACT RATES — Not interchangeable with legal advertising.

PAYMENT FOR & USE OF ADV. SPACE — Contract rates stipulated in this rate card apply only when advertiser has no past due balance. Otherwise open rates apply.

5. GRANT COUNTY PRESS ROP RETAIL ADVERTISING RATES

Commissionable/Open Rate
\$8.00 per column inch

6. EARNED RATE DISCOUNTS

Earned rate discounts shown below apply only when advertiser has no past due balance.

EARNED DISCOUNT RATES BELOW
ARE EFFECTIVE JANUARY 1, 2011

PRESS MONTHLY SPACE RATES*

Based on Calendar Month
Cost Per Inch Based On:

| Inches Per Month | Per Col Inch Rate |
|----------------------------|-------------------|
| 1 - 10 inches..... | \$6.30 |
| 11 - 50 col. inches..... | \$6.10 |
| 51 - 120 col. inches..... | \$5.90 |
| 121 - 200 col. inches..... | \$5.70 |
| 201 - 300 col. inches..... | \$5.60 |
| Over 301 col. inches..... | Call for rates |

*Advertisers may contract for minimum space and automatically earn rates for additional space used as per schedule advance.

7. COLOR RATES

Process Color.....\$75
Spot Color (your choice).....\$50
Spot Color (our choice).....\$20

8. SPECIAL SERVICES

- A. Outproofs:** 30 inch minimum
- B. Tearsheets:** Maximum 10 tearsheets
- C. Art Services:** Includes special layouts, all newspaper art services.
- D. Co-op:** Complete dept. including separate co-op bills & tearsheets with regular statement if notified when scheduling ad.

9. SPECIAL DAYS

TMC Day: Saturday
Best Food Days: Tuesday and Saturday
Religious News: Saturday - Weekender

10. CONTRACT COPY & REGULATIONS

- A. All copy subject to publisher's approval
- B. Advertisers cannot lend rate to anyone else
- C. Contract automatically renewed unless canceled on expiration.
- D. Contract rates do not apply if there is an outstanding balance.

11. SPECIAL AD CLASSIFICATIONS

LEGAL NOTICES: 12 cents per word x WV State formula

HAPPY ADS: 1x4 with color photo \$20.00 (CASH IN ADVANCE)

POLITICAL: (Net cash in advance) Earned retail rates prevail. State laws require that all political advertising must be identified by source, be designated as "paid" advertising, state who authorized the publication, and state the candidate on whose behalf the advertisement was placed.

Federal law requires that all political advertising must state who or what organization paid for the advertisement and whether or not it was authorized by the candidate, this fact must be stated in the ad.

TRANSIENT: (Net Cash in Advance) Circuses, carnivals, stage and tent shows, etc.

NOTICE: West Virginia State Law forbids lottery, other than state owned and bingo advertisements.

12. PRESS/WEEKENDER

MECHANICAL MEASUREMENTS

A. Page Width..... 11 $\frac{5}{8}$ inches

Page Depth..... 21 $\frac{1}{2}$ inches

B. Column Widths.....

| Column | Inches |
|--------|--------|
|--------|--------|

| | |
|------------|-----------------|
| 1 Col..... | 1 $\frac{3}{4}$ |
|------------|-----------------|

| | |
|------------|-----------------|
| 2 Col..... | 3 $\frac{3}{4}$ |
|------------|-----------------|

| | |
|------------|-----------------|
| 3 Col..... | 5 $\frac{3}{4}$ |
|------------|-----------------|

| | |
|------------|-----------------|
| 4 Col..... | 7 $\frac{5}{8}$ |
|------------|-----------------|

| | |
|------------|-----------------|
| 5 Col..... | 9 $\frac{5}{8}$ |
|------------|-----------------|

| | |
|------------|------------------|
| 6 Col..... | 11 $\frac{5}{8}$ |
|------------|------------------|

13. PRESS DISPLAY CLASSIFIEDS

ADVERTISING RATES

\$4.50 per column inch

\$5.60 commissionable

14. PRESS CLASSIFIED

PAGE MEASUREMENTS

9 Columns

| Column | Inches |
|--------|--------|
|--------|--------|

| | |
|------------|------------------|
| 1 Col..... | 1 $\frac{5}{16}$ |
|------------|------------------|

| | |
|------------|-----------------|
| 2 Col..... | 2 $\frac{1}{2}$ |
|------------|-----------------|

| | |
|------------|-----------------|
| 3 Col..... | 3 $\frac{3}{4}$ |
|------------|-----------------|

| | |
|------------|-----------------|
| 4 Col..... | 5 $\frac{1}{8}$ |
|------------|-----------------|

| | |
|------------|-----------------|
| 5 Col..... | 6 $\frac{3}{8}$ |
|------------|-----------------|

| | |
|------------|-----------------|
| 6 Col..... | 7 $\frac{3}{4}$ |
|------------|-----------------|

| | |
|------------|---|
| 7 Col..... | 9 |
|------------|---|

| | |
|------------|------------------|
| 8 Col..... | 10 $\frac{1}{4}$ |
|------------|------------------|

| | |
|------------|------------------|
| 9 Col..... | 11 $\frac{5}{8}$ |
|------------|------------------|

15. CLASSIFIED LINE RATES

\$6.00 per 25 words

7¢ each additional word

\$6.00 minimum

Blind Ads: \$12.00 per 25 words, 14¢ each additional word. \$12.00 minimum.

16. PRE-PRINT RATES

Total Market or Zoned Coverage available up to 25,000 households in Hampshire, Grant, Hardy and Pendleton counties in West Virginia.

Single Sheet.....\$55/M

2-8 page tab.....\$60/M

10-12 page tab.....\$65/M

14-16 page tab.....\$72/M

18-20 page tab.....\$75/M

22-24 page tab.....\$80/M

Over 24 pages.....Call for rate

17. WEEKENDER DISPLAY AD RATES

Weekender front (full) color.....\$345.00

5 col. x 7 in. (front) color.....\$275.00

2 1/2 in. blocks (front) color.....\$35.00 each

\$7.40 per column inch in Grant/Pendleton edition

Add \$3.20 per column inch for each additional for:

Hardy/Pendleton and Hampshire editions.

All Weekender display ad rates are NET.

Press/Grant Weekender Display Combo Rate

.....\$12.00 per Col. Inch

18. GUARANTEED POSITIONING

No advertising on front page or editorial page - elsewhere guaranteed page positioning available at \$25 per ad.

19. PAYMENT

All payment for advertising, commercial printing or other services rendered is due by the 15th of the month following billing.

20. CIRCULATION VERIFICATION

PRESS - Periodical class by sworn statement

September 21, 2010.

WEEKENDER - Standard class (TMC) by Postal

Form 3602.

NEED HELP!

Free assistance/instruction available for layout, copywriting and photography for your advertising needs.

Call us at 257-1844

and ask for Jodi or Bill

Fax: 304-257-1691

E-mail: ads@grantcountypress.com