

Classified Advertising Rates

Private Party

PRIVATE PARTY

	Daily	Sunday
1x	\$1.34/line	\$1.46/line
2x	\$1.15	\$1.25
3x	.99	\$1.08
4x	.86	.94

Prepayment required.

Garage Sales

6 lines/2 days	\$20.35
7 lines/2 days	\$24.00

CLASSIFIED DISPLAY

	Daily	Sunday
1-3x	\$15.68/inch	\$16.95/inch
4-6x	\$15.11	\$16.47
7-9x	\$14.62	\$15.93

CLASSIFIED CONTRACT

	1-3x	4-5x	6+	Sunday
3 or more lines	\$0.85	\$.83	\$.81	\$.90
Display Inch	\$10.15	\$9.90	\$9.67	\$10.84
6 or more lines	\$0.84	\$.82	\$0.80	\$.89
Display Inch	\$10.00	\$9.76	\$9.52	\$10.68
9 or more lines	\$.81	\$.79	\$.77	\$.87
Display Inch	\$9.67	\$9.44	\$9.20	\$10.34
12 or more lines	\$.78	\$.75	\$.73	\$.82
Display inch	\$9.29	\$8.93	\$8.70	\$10.21
24 or more lines	\$.76	\$.74	\$.72	\$.80
Display Inch	\$9.01	\$8.78	\$8.55	\$9.58
36 or more lines	\$.75	\$.73	\$.71	\$.79
Display Inch	\$8.87	\$8.63	\$8.42	\$9.44
48 or more lines	\$.73	\$.72	\$.69	\$.78
Display Inch	\$8.72	\$8.50	\$8.28	\$9.29

CLASSIFIED MONTHLY BULK

	Daily	Sunday
350 inches	\$9.50/inch	\$10.14/inch
500	\$8.65	\$9.31
750	\$8.54	\$9.18
1000	\$8.39	\$9.03

Classified Display / Classified Contract and Bulk

Recruitment Transient, Display and Contract

RECRUITMENT TRANSIENT

	Daily	Sunday
1x	\$2.14/line	\$2.36/line
2x	\$1.87	\$2.07
3x	\$1.52	\$1.67
4x	\$1.43	\$1.57

Prepayment required.

RECRUITMENT DISPLAY

	Daily	Sunday
1-3x	\$17.39/inch	\$18.81/inch
4-6x	\$16.81	\$18.28
7-9x	\$16.23	\$17.68

RECRUITMENT CONTRACT COMPARABLE

	1-3x	4-5x	Sunday
3 or more lines	\$1.75	\$1.68	\$2.05
Display Inch	\$11.18	\$10.75	\$12.91
6 or more lines	\$1.72	\$1.65	\$2.00
Display Inch	\$10.95	\$10.53	\$12.66
9 or more Lines	\$1.69	\$1.62	\$1.96
Display inch	\$10.74	\$10.31	\$12.41
12 or more lines	\$1.66	\$1.59	\$1.91
Display Inch	\$10.52	\$10.11	\$12.16

Advertising Policies, Terms and Conditions

Publisher shall not be held liable for typographical errors except to the extent of the cost of the first insertion and then only for that portion of the ad that may have been rendered valueless by such error. Should an error occur, the advertiser should notify the News-Argus immediately. Cancellation of advertising after the deadline will result in a charge equal to 50% of the total space for the ad. The publisher may revise rates at any time with 30 days written notice. Publisher also reserves the right to edit, reclassify or refuse any advertising for any reason.

Contract Compliance

All customers using monthly lineage contracts will be charged for the minimum monthly lineage each billing period if not used for actual advertising. Unfulfilled contracts will be re-rated to the earned rate level. Local display rates apply only to advertisers who sell directly to consumers solely through one of more retail stores with the News-Argus' distribution area. All advertising for businesses not having an established or permanent location (i.e. PO boxes, hotel rooms, trucks, etc.) within the News-Argus distribution area are considered a national account and must prepay or establish credit for monthly billing. All advertising that displays an "800" or "888" phone number *(or any other toll free or toll charge number) must also carry a local phone number and a local permanent address (location) to qualify for local rates. If the advertiser utilizes an agency, the advertiser and the agency shall be jointly and severally liable for payment and for compliance with all the terms and conditions under this rate schedule. All materials submitted for advertising become the property of the News-Argus.

Terms of Payment

Rates are non-commissionable except as indicated. All advertising is accepted on a prepaid basis unless prior credit has been established, then payment is due within 15 days from receipt of bill. Any federal, state or local taxes imposed on advertising shall be assumed by the advertiser.

Classified Advertising Rates

The EXTRA

The EXTRA

Our weekly TMC Product mailed each week to over 33,000+ News-Argus non-subscriber households.

Line Ads:

Classified: \$1.75/line Employment: \$2.25/line

Display Ads

Classified: \$6.20/line Employment: \$6.50/line

Contract Rate

Applies to comparable classified contracts.

Inch Rate: \$4.25

National Rates:*

Classified: \$2.00/line Employment: \$3.50/line

The Wright Times

THE WRIGHT TIMES

The official newspaper serving Seymour Johnson Air Force Base. Published the second and fourth Friday each month. Circulation: 5400.

Line Ads:

Classified: \$1.44 Employment: \$3.00

Display Ads

Classified: \$5.75 Employment: \$6.25

Contract Rate

Inch Rate: \$4.67

National Rates*

Classified: \$2.00 Employment: \$3.50

* Commissionable rate.

Mechanical Specifications

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Nine-column standard format. Page depth 21".

11.25" or 801 pts 9 columns

9.875" or 711 pts 8 columns

8.625" or 621 pts 7 columns

7.375" or 531 pts 6 columns

6.125" or 441 pts 5 columns

4.875" or 351 pts 4 columns

3.625" or 261 pts 3 columns

2.375" or 171 pts 2 columns

1.125" or 81 pts 1 column

Deadlines

DEADLINES

Day	Display Ads	Line Ads
Sunday	HomeFinder Tuesday 3pm	Noon Thursday
Monday	Wed. 3pm	Friday 5pm
Tuesday	Thursday, 3pm	Monday, 5pm
Wednesday	Friday, 3pm	Tuesday, 5pm
Thursday	Monday, 3pm	Wednesday, 5pm
Friday	Tuesday, 3pm	Thursday, 5pm

Advertising Agency Rates

Advertising Agency Classified and Employment Rates

Rates are commissionable at 15% to recognized advertising agencies.

Classified:

Line Ads:	Daily \$2.09	Sunday: \$2.57
Display Ads:	Daily: \$16.51	Sunday: \$18.18

Employment:

Line Ads:	Daily: \$2.45	Sunday: \$3.05
Display Ads:	Daily: \$19.36	Sunday: \$21.29

REPEAT DISCOUNT

If you repeat a display ad within six publishing days a full price ad may be repeated up to five times. The rated ad runs at full price (Sunday is never discounted), the second to the fifth ad that runs consecutively will receive a 25% discount off the corresponding rate. All discounts are off the earned rate and no other discounts apply or can be combined with this program. Minimum display ROP ad size is 2 inches and minimum classified/recruitment display is 4 inches. To receive discount, ads must be ordered at time of original insertion. Ad is to be published without any changes.