

National Advertising Rates

RATES ROP

MON. - FRI.	SUNDAY
RATE PER INCH	RATE PER INCH
23.42	26.16

<u>Pages</u>	<u>Discount</u>	<u>Discounted Rate</u>	<u>Total Inches</u>
6	10%	\$18.27 Daily \$19.62 Sunday	774

NEWS-ARGUS PREPRINT RATES

Up to 16 tab pages	\$73.85 per thousand
17 - 20 tab pages	\$84.90 per thousand
21 - 24 tab pages	\$88.75 per thousand
25 - 28 tab pages	\$91.50 per thousand
29 - 32 tab pages	\$94.80 per thousand

NATIONAL CLASSIFIED RATES

Rates are commissionable at 15% to recognized advertising agencies.

Classified: Line Ads	3-line minimum	
Price per line:	Daily \$2.14	Sunday: \$2.54
Display	2" minimum	
Price per inch:	Daily: \$16.95	Sunday: \$18.84
Employment Line Ads	3-line minimum	
Price per line:	Daily: \$2.59	Sunday: \$3.06
Display	2" minimum	
Price per Inch:	Daily: \$18.60	Sunday: \$20.64

COLOR RATES AND DATA

Single process, one, two or three color advertisements accepted daily and Sunday, subject to availabilities and mechanical limitations.

Black plus one color	\$290.00	\$300.00
Black plus two colors	\$405.00	\$420.00
Black plus three colors	\$490.00	\$510.00

Ad Litho colors

TV SHOWTIME

TV listings magazine inserted in the News-Argus each Friday

ROP Rate	\$25.00 per column inch
Color	\$ 1.25 per inch per color

THE EXTRA

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

ROP Rate	\$10.00 per column inch
Classified Line Ads	3-line minimum
Price per line:	\$2.00
Employment Line Ads	3-line minimum
Price per line:	\$3.50

Consult your classified advertising sales representative for national classified and employment display advertising pricing.

WRIGHT TIMES - National

The official Air Force Newspaper for Seymour Johnson Air Force Base.

Deadline is 3 PM Monday.

Circulation: 5,400

Expanded circulation, including News-Argus, for annual Open House issue: add News-Argus and Wright Times rates.

- Wright Times **\$9.60 per col. inch**
- Classified Line Ad Rates
3 line minimum **\$2.00 per line**
- Classified Employment Ad Rates
3 line minimum **\$3.50 per line**
- Wright Times Preprints
Up to 16 tab pages **\$70.00 per thousand**

Color Rates: Minimum ad size 1/4 page

Black & one color	\$160.00
Back & two colors	\$210.00
Black & three colors	\$270.00

The Wright Times is a broadsheet publication. Page size and column widths are the same as News-Argus sizes shown in Mechanical Specifications. Minimum and size is 3 column inches.

NEWS-ARGUS SPECIAL PAGES/FEATURES

- Best Food Day - Wednesday**
- Church Page - Friday**
- TV Showtime Section - Friday**
- Health Page - Thursday**
- Military Page - Sunday**
- Feature Section - Sunday**
- Real Estate Update Tab - Sunday**
- NASCAR Page - Thursday**
- Farm News - Wednesday**
- Business News - Daily**
- Entertainment Page - Daily**
- Travel - Sunday**
- Auto Review - Sunday**

PLACEMENT INFORMATION

- Guaranteed placement available with minimum ad size of 33 column inches and 25% premium
- The Goldsboro News-Argus cannot give credit for positioning or replacement of ad.

CIRCULATION

ABC audited
Monday through Friday PM • Sunday AM

Paper is not published July 4th and Christmas Day unless they fall on a Sunday.

ONLINE ADVERTISING AVAILABLE

www.newsargus.com