

CHEROKEE COUNTY HERALD

107 First Avenue W • Centre, Alabama 35960
256/927-5037 • FAX 256/927-4853

ADVERTISING RATES Effective July 1, 2009

Information on this rate card is presented in accordance with the prescribed format of the Standard Rate and Data Service (SRDS).

1. PERSONNEL

OTIS RAYBON VP/Operations
TERRY DEAN Editor and Publisher
VICKIE ROBINSON Advertising Manager

2. REPRESENTATIVE

American Newspaper Representatives

3. CREDIT & TERMS OF PAYMENT

All advertising is payable in advance unless advertiser has established credit with the newspaper's Business Office. To establish credit, a specific Credit Application/Information form must be filled out and signed by proper authority of firm making application. All credit checks must be confirmed in writing by firms given as references. To avoid delay in establishing credit, be sure credit reference information is accurate and complete. After credit is established, all space will be billed on the last day of the month, and will be due on receipt. All credit accounts are billed at the gross rate. Any credit account not paid in full by the next billing period will be considered past due and subject to termination of service. All political, transient, "Going Out Of Business," "Closing Up," "Liquidation" or advertisements of a similar nature, are payable in advance.

4. RATE POLICIES

- [A] The Cherokee County Herald (and affiliate publications) reserves the right to revise advertising rates at any time. Every prudent effort will be made, but is not guaranteed, to give 30 days notice of any rate revision.
- [B] Advertising accounts with the Cherokee County Herald are opened under the condition that advertising space is to be used exclusively for a specific advertiser operating under business' specific trade name. The space cannot be given, sold, or transferred in whole or part to any other firm, corporation, or individual. In the event of one common owner operating several like businesses under different names, an account may be opened in a common name and all space used may be applied to that one account in order to earn a more favorable rate. However in such a case, the several accounts will be treated as one for billing purposes, and invoice will not identify individual trade name transactions.
- [C] Multiple Listing Provision
Advertising of a merchandising nature containing names of more than one firm, to be billed to one of the listed firms, will be charged at the current open rate. As an alternative, provided all firms listed within the ad have open accounts in good standing, the space may be pro-rated and billed to the individual firms at their respective earned rate. In the event of a legitimate organization placing ad, listing names of individual firms associated with the organization is permissible and space will be charged at the organization's earned rate, provided such advertising is not of an individual merchandising nature or containing multiple logos.
- [D] See item 13 for other essential regulations regarding copy, acceptability, position, error adjustments, etc.

5. R.O.P. AND PREPRINT ADVERTISING RATES

- [A] General Rate \$12.64 per column inch
Commissionable at 15% to approved agencies provided full

agency services are performed; no cash discount.

- [B] Retail Open Rate \$8.43 per column inch
Volume Discounts (Calendar Month) for firms with established credit:

Space In Column Inches	Earned Rate	Prompt Payment Discount Rate*
Open	\$8.43	\$8.18
19 to 75 3/4	\$6.27	\$6.02
76 to 150 3/4	\$6.19	\$5.94
151 to 225 3/4	\$6.12	\$5.87
226 to 300 3/4	\$6.07	\$5.82
301 to 400 3/4	\$5.93	\$5.68
401 to 500 3/4	\$5.86	\$5.61
Over 500 3/4	\$5.79	\$5.54

*Prompt Payment Discount of 25¢ per column inch is allowed when bill is paid by the 15th of month following billing, provided there is no unpaid balance for any News Publishing Company affiliate account. Retail Rate is noncommissionable.

- [C] Political Advertising (cash) \$12.64 per column inch
- [D] Preprints (up to 8 broadsheet pages or 16 tabloid pages)

Cherokee County Herald (full run) \$295.00
For each additional tabloid page add \$4.00
For each additional broadsheet page add \$8.00

Cherokee County Herald PLUS \$65.00 per thousand (a total market coverage product)

\$60M for PLUS when a full run in Paid and PLUS paper are purchased.

For each additional tabloid page add \$1 per M
For each additional broadsheet page add \$2 per M

Zoned runs (allowed only in PLUS): Min. of 5,000 and sufficient quantities required for carrier routes zoned-\$100.00 zoning fee.

Preprinted single sheets - full run \$40M net; zoned run (only in PLUS): min. 5,000 and sufficient quantities required for carrier routes zoned-\$50M. (Applies to 8 1/2" x 11" only.)

Preprint charges are net. No commission or discount to agencies. It is advertiser's responsibility to furnish adequate quantity to allow for spoilage. Contract rates available upon request. All Preprint rates based on 2.5 oz. Preprints exceeding 2.5 oz. call for quote.

Preprint Reservations/Deadlines
Reservations are required one week in advance of date of publication. Deadline for material is 5:00 p.m. Friday for Wednesday insertion.

Delivery/Shipping
Material must be shipped (freight prepaid), on disposable skids, or boxed, to 5 East Fourth Street, Rome, Georgia 30161. Hours for delivery are 9:00 a.m. to 5:00 p.m. EST, Monday through Friday. Inserts are stuffed in plant and should not be delivered quarter-folded.

6. GROUP COMBINATION RATES

See "Combination" rate card for details.

Other publications of News Publishing Company:

- **Bartow Press** (a free distribution TM broadsheet publication with news and advertising content, published each Wednesday and distributed by mail)
- **Calhoun Times** (a twice weekly newspaper published each Wednesday and Saturday)
- **Calhoun Times PLUS** (purchased in combination with Calhoun Times; a free distribution TM broadsheet publication with news and advertising content, published each Tuesday)
- **The Catoosa County News** (a weekly newspaper published each Wednesday)
- **The Catoosa County News PLUS** (purchased in combination with The Catoosa County News; a free distribution TM broadsheet publication with news and advertising content, published each Wednesday)
- **The Cedartown Standard** (a twice weekly newspaper published each Tuesday and Thursday)
- **The Cedartown Standard PLUS** (purchased in combination with The Cedartown Standard; a free distribution TM

broadsheet publication with news and advertising content, published each Tuesday)

- **The Chattooga Press** (a free distribution TM broadsheet publication with news and advertising content, published each Wednesday)
- **Cherokee County Herald PLUS** (purchased in combination with the Cherokee County Herald; a free distribution TM broadsheet publication with news and advertising content, published each Wednesday)
- **Fort Oglethorpe Press** (a free distribution TM broadsheet publication with news and advertising content, published each Wednesday)
- **The Rockmart Journal** (a weekly newspaper published each Wednesday)
- **The Rockmart Journal PLUS** (purchased in combination with The Rockmart Journal; a free distribution TM broadsheet publication with news and advertising content, published each Wednesday)
- **Rome News-Tribune** (a daily newspaper, published mornings, 365 days a year.)
- **Rome News-Tribune PLUS** (purchased in combination with Rome News-Tribune; a free distribution TM broadsheet publication with news and advertising content, published each Monday)
- **Walker County Messenger** (a twice weekly newspaper published each Wednesday and Friday)
- **Walker County Messenger PLUS** (purchased in combination with the Walker County Messenger; a free distribution TM broadsheet publication with news and advertising content, published each Tuesday)

7. COLOR RATES AND DATA

- [A] Full color is available any day, limited only by color capacity of presses. Publisher reserves the right to set priorities of acceptance.
- [B] No minimum space requirement.
- [C] General Rates:
 Black plus one color (up to full page) \$95.00*
 Black plus two colors (up to full page) \$175.00*
 Black plus three colors (up to full page) \$250.00*
 Above charges are in addition to space, and are commissionable.

 Retail Rates:
 Black plus one color (up to full page) \$75.00*
 Black plus two colors (up to full page) \$140.00*
 Black plus three colors (up to full page) \$200.00*
 Above charges are in addition to space. These rates are non-commissionable.

*These charges are in addition to regular space charges and apply when proper color separation materials are furnished by the advertiser.

- [D] Double Trucks are charged as two pages.
- [E] Regular closing time prevails when using standard AD-LITHO Process Red (or Bright Red), Process Blue and Process Yellow. For other colors, reservations must be made 7 days prior to date of publication. \$15.00 surcharge for late orders.

8. SPECIAL R.O.P. UNITS

Flex Form units are available for any day but limited to one per edition. Details available on request.

Roll-fed Hi-Fi accepted with prior approval. Material must be at newspaper one week prior to publication date. Dinky web width is 13 3/4", maximum roll diameter is 40", disposable cores. Allow 5% over press run for spoilage. Quantity needed will be determined at time of approval.

9. SPLIT RUN

Not applicable.

10. SPECIAL SERVICES

- [A] Art Department
 News Publishing Company has a staff of full-time commercial artists/designers to assist advertisers. There is no charge for layout service when advertising is to be used in the Cherokee County Herald. Art/layout service for outside use is \$30.00 per hour with a 1 hour minimum.
- [B] Clip Art
 The Cherokee County Herald subscribes to several leading clip art services. They are available for advertiser's use at no extra charge. The charge for custom illustration is \$20.00 per hour with a 1 hour minimum.
- [C] Advertising Photography
 Arrangements for photographic service should be made well in advance of advertising deadline. The following charges apply only when photography is to be used for advertising purposes in the Cherokee County Herald or affiliate publications.
 Portrait B/W (in studio) each \$8.00
 Portrait B/W (on location) First Shot \$12.00
 each additional same location \$8.00
 Location Photography B/W First Shot \$12.00
 each additional same location \$8.00
 Photo Copy Work B/W each \$10.00
 Color Photography (includes Process
 Color Separations) 1 Set \$25.00
- [D] Commercial Photography
 Any photography that is not to be used for advertising production will be charged at the following:
 First Shot \$25.00
 each additional shot at same location \$12.50
 (plus mileage where applicable)
- [E] Tearsheets
 Tearsheets are provided for co-op purposes and for proof of insertions only, and will be provided for each ad published when requested, up to a limit of ten. Replacement or each additional tearsheet will be charged at 15¢ each.
- [F] Miscellaneous Production Service
 Benday Screens/Color Mask up to full page \$8.00
- [G] Print and Negative service for outside commercial use:
 UP TO HALF PAGE \$14.00
 HALF TO FULL PAGE \$26.00

11. SPECIAL DAYS/PAGES/FEATURES

Not applicable.

12. R.O.P. DEPTH REQUIREMENTS

Minimum ad size: 1 column inch.

General Advertising: Standard Advertising Units (SAU) sizes apply

Retail Advertising: all advertising space must be as many inches deep as columns wide.

Double Trucks subject to availability on a first come, first served basis and available in the following sizes only:

13 col. x FD (21 1/4")	13 col. x 14"
13 col. x 18"	13 col. x 10 1/2"
11 col. x 21 1/4"	9 col. x 21 1/4"

All advertising over 19 inches deep will be charged as full depth (21 1/4").

All "step-down" advertisements must total 75 column inches or more.

13. CONTRACT AND COPY REGULATIONS

- [A] The placing of any advertising matter for publication in the Cherokee County Herald (and affiliate publications) will be construed as acceptance of all provisions, rates and conditions of this rate card. Failure to make order correspond in price, or otherwise, with the rate card is regarded as only clerical error, and publication will be made and charged for upon the rates and terms of the rate card, without further notice.

- [B] The Cherokee County Herald (and affiliate publications) reserves the right to edit, alter, classify or reject any advertisements. The subject matter, form, size, wording and typography of all advertising is subject to approval of the publisher. Further, advertiser and/or agent assumes liability for all content (including text and illustrations) of advertising printed, and also assumes responsibility for any claims arising therefrom made against publisher for inadvertent transgressions.
- [C] The Cherokee County Herald assumes no financial responsibility for typographical errors, scheduling errors, errors of omission, or any other errors. In the event of typographical errors, scheduling errors, errors of omission, or any other error, the liability of the publisher shall be confined to a cancellation of the charges for the portion of the ad that is in error, or a rerun of the portion of the ad that is in error. Claims for such errors must be made within 30 days.
- [D] Alcoholic beverage advertising accepted. The advertiser and/or agent assumes full responsibility for any claims arising against the publisher for inadvertent transgressions of the laws of the states of Alabama and Georgia pertaining to alcoholic beverage advertising.
- [E] Positioning requests will be honored as far as practical in conformity with the newspaper's format. Specifications on orders for the use of any page, or relating to the kind of news or advertising on the page are treated as requests only. However, when full position or specified page is demanded by advertiser and providing such is possible, an additional charge of 50% will be added to the cost of the advertisement.
- [F] No "upside down" advertisements accepted.
- [G] Advertising matter that, in the publisher's judgment resembles news matter, will be plainly indicated by the word "Advertisement" within the advertising space. In the absence of such indication, the right is reserved to insert such information at the publisher's discretion.
- [H] All material furnished by the advertiser for the production of advertisements will be considered property of this newspaper for two months following date of publication. It will remain on file for two months for re-use by advertiser and will be destroyed at the end of that period unless return is requested at advertiser's expense.
- [I] No information relating to any advertisement will be released to representatives of other advertising media prior to publication.
- [J] The Cherokee County Herald is not responsible for errors when advertising orders, cancellations, or corrections are given over the telephone. Written confirmations of orders, cancellations, or corrections must be received in time to follow.
- [K] All political advertising will be required to comply with state and federal regulations regarding identification of person(s) and/or organization placing advertisement. "Paid Political Advertisement" must appear within ad space, and payment in advance is required.
- [L] All "mail order" advertising is subject to approval of the publisher.

14. CLOSING TIMES

- [A] Advertising to run in Cherokee County Herald: Friday at 5:00 pm for publication the following Wednesday.
- [B] Advertising to run in Cherokee County Herald PLUS: Friday at noon for publication the following Wednesday.
- [C] Preprints: Friday at noon for insertion the following Wednesday.

15. MECHANICAL MEASUREMENTS

- [A] Offset printing process
- [B] Printing material required, in order of preference:
 - (1) Reproduction proof, (2) Velox, (3) Film negative (right reading, emulsion side down) with halftones at 85 line

screen.

- [C] 6 Column Page, Display Advertising: 10.625" wide, 21.25" deep, 1/8" between columns.

1 column - 1.6667"	4 column - 7.0417"
2 column - 3.4583"	5 column - 8.8333"
3 column - 5.25"	6 column - 10.625"
Double Truck - 22.125"	
- [D] 8 Column Page, Classified Advertising: 10.319" wide, 21.25" deep, 6 pts. between columns.

1 column - 1.181"	5 columns - 6.403"
2 columns - 2.487"	6 columns - 7.708"
3 columns - 3.792"	7 columns - 9.014"
4 columns - 5.097"	8 columns - 10.319"

16. SPECIAL RATES

- [A] Continuous insertion rates (Retail ROP only) available in these combinations:
 - (1) Run in two consecutive issues: First advertisement charged at regular earned rate, second advertisement charged at 65% of space.*
 - (2) Combination of the Cherokee County Herald and the Cherokee County Herald PLUS: Ads scheduled for Cherokee County Herald will be charged at earned rate. Ads scheduled for Cherokee County Herald PLUS will be charged at \$2.74 per column inch when picked up from Wednesday Herald.*
- *Must be "pickup as is." No copy change. Color will be charged at regular rate for first insertion, with 70% off regular color rate for subsequent insertions, including PLUS. See item 7-D.
- [B] Church Rate (locally chartered) \$5.59 per inch
 - [C] Transient Amusement Rate (cash) \$8.43 per inch
 - [D] Political Advertising (cash) \$12.64 per inch

17. CLASSIFIED RATES

- [A] General Classified Display\$6.42 per column inch Commissionable at 15% to approved agencies. No cash discount.
- [B] Local Classified Display Rate \$5.33 per column inch Prompt payment discount of 25¢ per column inch is allowed when bill is paid by the 15th of the month following billing, provided there is no unpaid balance for any News Publishing Company affiliate. This rate is noncommissionable.
- [C] In-classification, 6 pt. (\$5.12 minimum/3 lines) Handling charge for replies in care of newspaper, per insertion \$7.76

18. COMICS

Not applicable.

19. MAGAZINES

Not applicable.

20. CIRCULATION

- [A] Established 1938
- [B] The Cherokee County Herald published each Wednesday. Single Copy price is 50 cents. Subscription rate in Cherokee County and immediate trading area is \$26.75 per year. Cherokee County Herald PLUS is published each Wednesday.
- [C] Publisher's Statement of Ownership 2,936
Quantity needed for distribution:
Cherokee County Herald 3,082
Cherokee County Herald PLUS 8,027

ROME NEWS-TRIBUNE

P.O. Box 1633
305 East Sixth Avenue
Rome, GA 30162-1633
706/290-5220
FAX 706/290-5219
RomeNewsTribune@RN-T.com

CALHOUN TIMES

215 West Line Street
Calhoun, GA 30701
706/629-2231
FAX 706/625-0899
CalhounTimes@CalhounTimes.com

THE CEDARTOWN STANDARD

213 Main Street
Cedartown, GA 30125
770/748-1520
FAX 770/748-1524
CedartownStandard@CedartownStd.com

WALKER COUNTY MESSENGER

120 East Patton Street
LaFayette, GA 30728
706/638-1859
FAX 706/638-7045
WalkerCountyMessenger@WalkerMessenger.com

BARTOW PRESS

P.O. Box 2140
Cartersville, GA 30120
770/382-3938
FAX 706/290-5219
BartowPress@NPCo.com

THE CATOOSA COUNTY NEWS

P.O. Box 40
7513 Nashville Street
Ringgold, GA 30736
706/935-2621
FAX 706/965-5934
CatoosaCountyNews@CatoosaNews.com

THE CHATTOOGA PRESS

P.O. Box 485
Summersville, GA 30747
706/857-5433
ChattoogaPress@NPCo.com

CHEROKEE COUNTY HERALD

107 First Avenue W
Centre, AL 35960
256/927-5037
FAX 256/927-4853
CherokeeCountyHerald@CherokeeHerald.com

FORT OGLETHORPE PRESS

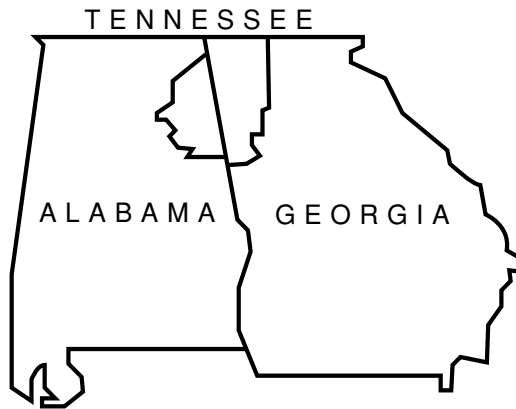
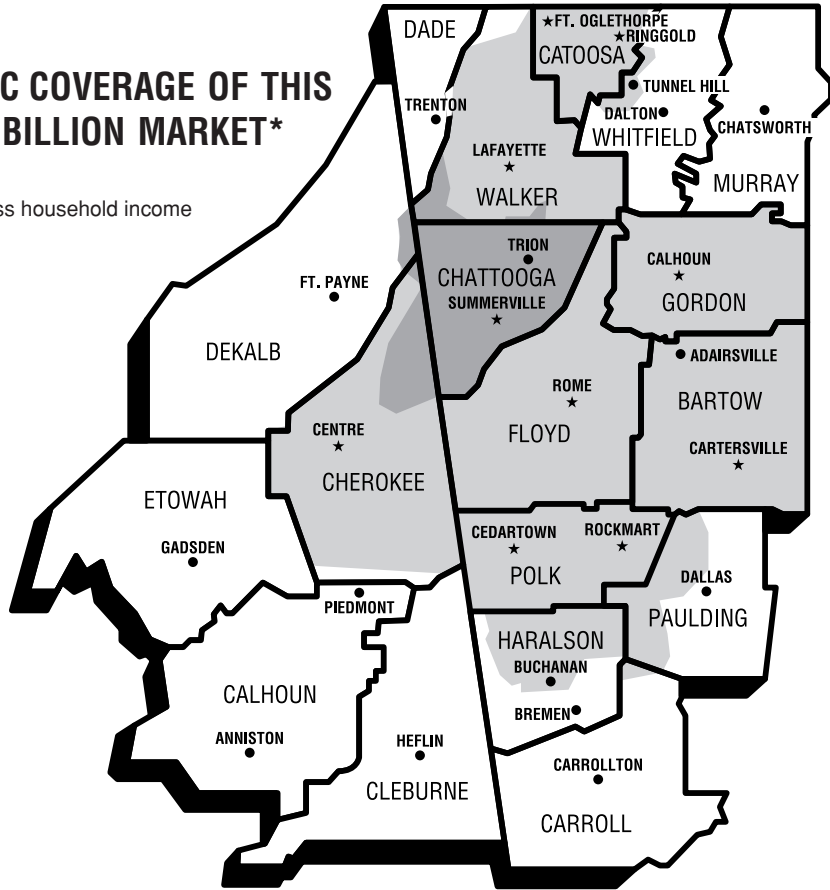
P.O. Box 2357
Fort Oglethorpe, GA 30742
706/866-0027
FAX 706/965-5934
FortOglethorpePress@CatoosaNews.com

THE ROCKMART JOURNAL

P.O. Box 609
Rockmart, GA 30153
770/684-7811
FAX 770/684-8468
RockmartJournal@RockmartJRL.com

NPC COVERAGE OF THIS \$9 BILLION MARKET*

*gross household income



YOU CAN REACH THIS ENTIRE MARKET

- Primary coverage area for The Chattooga Press.
- Extended coverage through the use of the other NPC publications. See NPC Combination Rate Card for specific areas and rates.
- NPC-TMC (Total Market Coverage) includes supplemental mail service available in combination with NPC publications. Also, solo direct-mail service available anywhere in this market.

Let us conduct a detailed analysis of your needs, and design a cost-effective program to achieve your communication goals. Contact your account representative today.

NEWS PUBLISHING COMPANY

P.O. Box 1633 • 305 East Sixth Avenue • Rome, Georgia 30162-1633

Phone 706/290-5220 • FAX 706/290-5219

www.npco.com