

Rome News-Tribune

305 East Sixth Avenue • Rome, GA 30161
706/290-5220 FAX 706/290-5219

GENERAL ADVERTISING RATES

POLICY | REGULATIONS | SPECIFICATIONS

EFFECTIVE JULY 1, 2009

The Rome News-Tribune is published mornings,
365 days a year.

by



NEWS PUBLISHING COMPANY

P.O. Box 1633 • Rome, Georgia 30162-1633

1. PERSONNEL

B.H. MOONEY, III..... *President*
OTIS RAYBON..... *Publisher*
MIKE SCHUTTINGA..... *Advertising Director*
ROB BROADWAY..... *Production Director*
TIM HALE..... *Preprint Coordinator*

2. REPRESENTATIVES

American Newspaper Representatives
1700 West Big Beaver Road, Suite 340
Troy, MI 48084-3543
810/643-7766 • FAX 810/643-0606

3. COMMISSIONS & TERMS OF PAYMENT

- [A] 15% to approved agencies (provided full agency services are performed); no cash discount.
- [B] Charges are billed on the last day of each month and are due when invoice is rendered.
- [C] Any account in arrears by next billing period will be subject to termination of service.

4. GENERAL RATE POLICIES

- [A] The Rome News-Tribune (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 60 days notice of any general rate revision. Any such rate revision will be submitted to S.R.D.S. for publication.
- [B] See item 13 for other essential regulations regarding copy, acceptability, position, error adjustments, etc.

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

- [A] R.O.P. Rate..... \$30.09 per column inch
Commissionable at 15% to approved agencies; no cash discount.
- [B] Preprints (noncommissionable)
Full run rate, no contract:
Weekdays \$1,240.00, Sunday \$1,365.00
Pre-pay discount is \$88.00 for cash payment 7 days prior to insertion.

Preprints can be any number of pages up to 16-Page Standard or 32-Page Tabloid. (Quotes available on

greater page count.) It is advertiser's responsibility to provide adequate quantity to fulfill order specified.

Preprinted single sheets - full run or 5,000 minimum. \$40 M/ net. Applies to 8 1/2" x 11" only

ZONED RUNS*: 5,000 min., \$67.00 net per thousand
*Zoned runs in Rome News-Tribune limited to weekdays. No Sunday zoned runs. Also, due to mechanical and logistical limitations, the right is reserved to limit the number of different products accepted on less than full run orders.

PREPRINT RESERVATIONS/DEADLINES

Full run orders for Rome News-Tribune may be scheduled for any publishing day. Deadline for reservations is one week prior to date of publication.

Deadline for materials is Wednesday for Saturday or Sunday publication; two days prior to date of publication for weekdays. Deadline for Rome News-Tribune PLUS is Wednesday preceding Monday publication date. Deadline for all other affiliate publications is Friday preceding week of insertion date.

DELIVERY/SHIPPING

Material must be shipped (freight prepaid), on disposable skids, or boxed, to Rome News-Tribune, 5 East 4th Street, Rome, Georgia 30161. Hours for delivery are 9:00 a.m. to 5:00 p.m. EST, Monday through Friday.

SPECIFICATIONS AND CONFIGURATIONS

■ STANDARD SIZE*

Any page greater than 11 1/4" x 13 3/4" (but not exceeding 13 3/4" x 22 3/4") shall be considered a Standard Size.

■ TABLOID SIZE*

Any page 11 1/4" x 13 3/4" or smaller shall be considered a Tabloid Size.

*Inserts should NOT be quarterfolded.

6. GROUP COMBINATION RATES

[A] 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** (a weekly newspaper 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 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)

For rates and other information contact:

Jamie Bennett

Rome News-Tribune • 305 East Sixth Avenue

Rome, Georgia 30161 • 706/290-5218

- [B] Member of the Four-Color Newspaper Network. To schedule advertising, or for more information, contact: GANNETT National Newspaper Sales
535 Madison Avenue • New York, NY 10022
Phone 212/715-5300

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] Rates:
- | | |
|---|----------|
| Black plus one color (up to full page) | \$175.00 |
| Black plus two colors (up to full page) | \$250.00 |
| Black plus three colors (up to full page) | \$325.00 |
- These charges are in addition to regular space charges and apply when proper color separation materials are furnished by the advertiser. Add \$25.00 per set when Rome News-Tribune is required to produce Process Color Separations. Add \$8.00 per color for spot color separations.
- [D] Double Trucks are charged as two pages.
- [E] Color and space charges are commissionable; separation charges are not.
- [F] 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 will be accepted for any issue 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

- [A] A-B split available with leeway insertion date. \$75.00 extra charge. Minimum 31 1/2 column inches.
- [B] 50-50 split available any issue. \$75.00 extra charge. Minimum size 31 1/2 column inches.

10. SPECIAL SERVICES

Not applicable.

11. SPECIAL DAYS/PAGES/FEATURES

Sunday	lifestyle section
Monday	business and statistical data tabloid
Tuesday	youth tabloid
Wednesday	best food day
Saturday	Church Page, TV/Cable program magazine

12. R.O.P. DEPTH REQUIREMENTS

Minimum ad size: 1 column inch.

1 column – 1" min. depth	4 column – 5 1/4" min. depth
2 column – 2" min. depth	5 column – 7" min. depth
3 column – 5 1/4" min. depth	6 column – 7" min. depth

DOUBLE TRUCKS

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

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

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

13. CONTRACT AND COPY REGULATIONS

- [A] The placing of any advertising matter for publication in the Rome News-Tribune 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 only as a clerical error, and publication will be made and charged for upon the rates and terms of this rate card, without further notice.
- [B] The Rome News-Tribune (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] 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 of 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 for any publishing day except Sunday. The advertiser and/or agent assumes full responsibility for any claims arising against the publisher for inadvertent transgressions of the laws of the State of 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, or barring 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 Rome News-Tribune 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 (Retail)

- [A] Advertising to run in Rome News-Tribune:
Monday closes 3pm Friday
Tuesday closes 12 noon Monday
Wednesday closes 3pm Monday
Thursday closes 3pm Tuesday
Friday closes 3pm Wednesday
Saturday closes 3pm Thursday
Sunday closes 3pm Thursday
- [B] Special order (ink) color ads close 7 days prior to date of publication. See item 7-F.
- [C] Closing times will be adjusted for certain holidays and special sections. Specifics on request.

[D] Deadlines for Preprints: see item 5-B under Reservations/Deadlines.

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 CLASSIFICATIONS/RATES

Co-op rate (Local Open Rate) is \$23.40 per column inch. Commissionable at 15% to approved agencies, when proper qualifying document is provided.

17. CLASSIFIED RATES

Classified Section is a 9 column format and is billed in agate lines (14 lines = 1 inch). See item 15-D for mechanical measurements.

BORDERED DISPLAY RATE \$2.13 per line

SET SOLID (AGATE TYPE) \$2.13 per line

19. MAGAZINES (Trib Viewers-Guide)

[A] Rate B/W \$26.78 per column inch

Locally published TV/Cable schedules in magazine format. Published each Saturday and delivered with Rome News-Tribune. Deadline for advertising is Friday preceding week of issue.

[B] Mechanical Specifications: Offset printing process; Page Size is 3 columns x 10" deep. Column width is 1 3/4" with 1/8" between columns. Full color capability, prices on request.

20. CIRCULATION

[A] Established 1843

[B] Published Sunday through Saturday mornings.

Single copy price:

Daily 50¢

Sunday \$1.50

[C] ABC Audit Report 09/30/06

Daily 17,419 Sunday 18,153

Quantities needed for distribution

Daily 18,290 Saturday 18,838 Sunday 19,060

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NEWS PUBLISHING COMPANY

P.O. Box 1633 • Rome, Georgia 30162-1633

AFFILIATE PUBLICATIONS

Calhoun Times

The Catoosa County News

The Cedartown Standard

THE CHATTOOGA Press

CHEROKEE COUNTY HERALD

Fort Oglethorpe Press

The Rockmart Journal

Walker County Messenger