

# Walker County Messenger

120 East Patton Street • LaFayette, Georgia 30728  
706/638-1859 • FAX 706/638-7045

## ADVERTISING RATES

Effective January 1, 2009

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

### 01. PERSONNEL

OTIS RAYBON . . . . . VP/ Operations  
DON STILWELL . . . . . Publisher  
WILLIAM STEELE . . . . . Regional Advertising Manager  
ANGIE CLARK . . . . . Advertising Manager

### 02. REPRESENTATIVE

American Newspaper Representatives

### 03. 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 earned 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.

### 04. RATE POLICIES

- [A] The Walker County Messenger (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 Walker County Messenger 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.

### 05. R.O.P. AND PREPRINT ADVERTISING RATES

- [A] General Rate . . . . . \$12.03 per column inch  
Commissionable at 15% to approved agencies provided full agency services are performed; no cash discount.
- [B] Retail Open Rate . . . . . \$11.06 per column inch

Volume Discounts (Calendar Month) for firms with established credit:

Space In Column Inches	Earned Rate	Prompt Payment Discount Rate*
Open . . . . .	\$11.06	\$10.81
19 to 75 3/4 . . . . .	\$7.55	\$7.30
76 to 150 3/4 . . . . .	\$7.37	\$7.12
151 to 225 3/4 . . . . .	\$7.26	\$7.01
226 to 300 3/4 . . . . .	\$7.14	\$6.89
301 to 450 3/4 . . . . .	\$7.09	\$6.84
451 to 600 . . . . .	\$6.99	\$6.74
Over 600 . . . . .	\$6.91	\$6.66

\*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) . . . . . \$12.03 per column inch
- [D] Preprints (up to 8 broadsheet pages or 16 tabloid pages)

Walker County Messenger (full run) . . . . . \$250.00  
For each additional tabloid page . . . . . add \$4.00  
For each additional broadsheet page . . . . . add \$8.00

Walker County Messenger 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.)

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.

Deadlines for material for Walker County Messenger:

5:00 p.m. Friday for Wednesday insertion

5:00 p.m. Monday for Friday insertion

Deadline for material for Walker County Messenger PLUS:

Noon Friday for Tuesday insertion

Delivery/Shipping

Material must be shipped (freight prepaid), on disposable skids, or boxed, to 5 E. 4th 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 quarterfolded.

### 06. GROUP COMBINATION RATES

See "Combination" rate card for details.

Other publications of News Publishing Company:

- **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 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 PLUS** (purchased in combination with the Walker County Messenger; a free distribution TM broadsheet publication with news and advertising content, published each Tuesday)

## 07. 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. Add \$25.00 per set when the Walker County Messenger 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] 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.

## 08. 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.

## 09. SPLIT RUN

Details available on request.

## 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 Walker County Messenger. Art/layout service for outside use is \$30.00 per hour with a 1 hour minimum.

- [B] Clip Art
  - The Walker County Messenger 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 Walker County Messenger 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

Wednesday Best Food Day

## 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 Walker County Messenger (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 Walker County Messenger (and affiliate publications)



**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  
Summerville, 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**

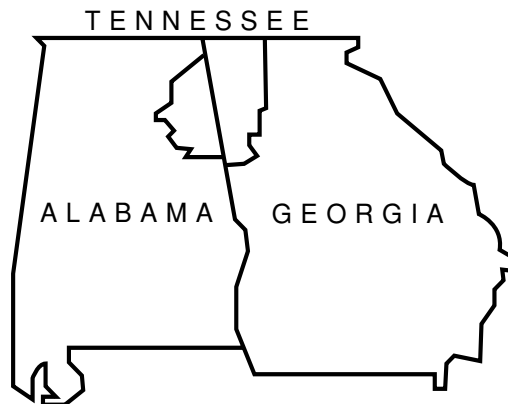
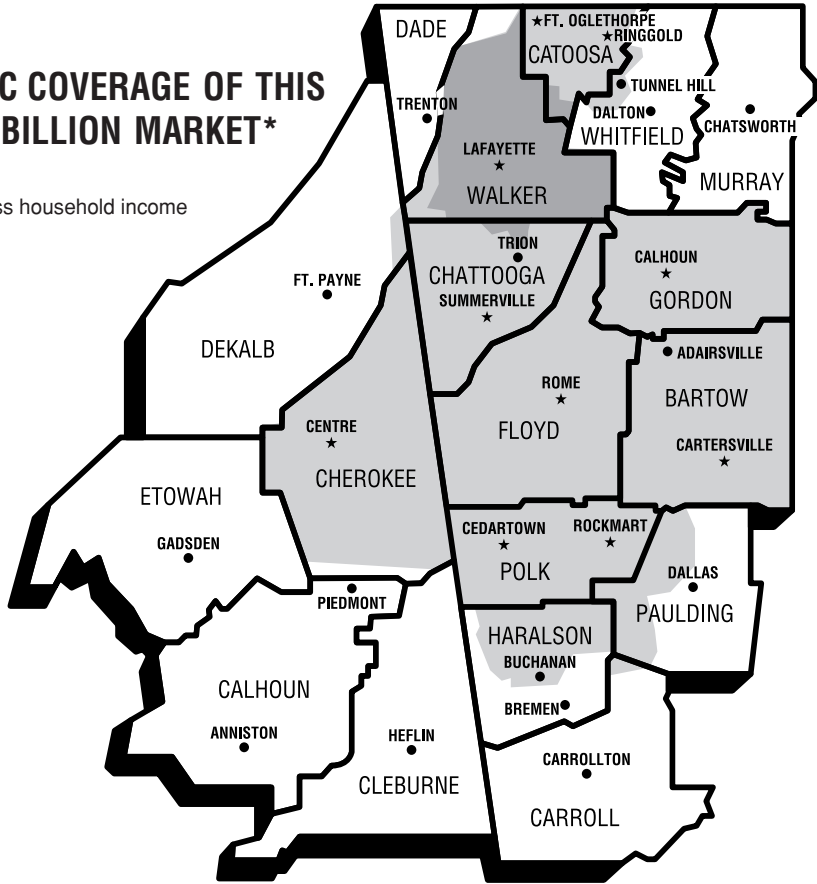
P.O. Box 2357  
Fort Oglethorpe, GA 30742  
706/866-0027  
FAX 706/965-5934  
FortOglethorpePress@CatoosaNews.com

**THE ROCKMART JOURNAL**

238 South Piedmont Avenue  
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 Walker County Messenger and Walker County Messenger PLUS.
- 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