

■ **CONTRACT AND COPY INFORMATION**

The newspaper reserves the right to accept, classify, cancel, edit or reject any advertising copy submitted, and to place the word "Advertisement" on any ad.

The newspaper shall have no liability whatsoever in the event any act of God, the public enemy of governmental authority, labor dispute, war (whether or not declared), civil disobedience, riot, or other occurrences beyond its control shall in any way restrict or prevent the distribution of its newspapers.

The newspaper shall have no liability whatsoever, by reason of any error in connection with any advertisement (including, without limitation) failures to publish advertising on desired dates, omissions, or additions to advertisements. The newspaper will not be responsible for and shall incur no liability for errors or misprints beyond cancellation of the charges or publishing a correction in a space equal to that occupied by the error. The newspaper cannot be held liable for errors that occur when copy is received by telephone. Written requests for adjustments must be made within five days of publication of the erroneous advertisement.

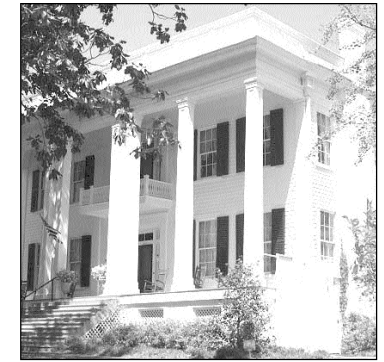
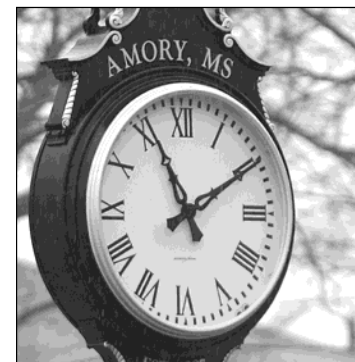
Charges for advertising space are payable with the order unless the advertiser or his agency has established credit with the newspaper. If a customer fails to pay within 30 days any amount due under this agreement, the newspaper reserves the right to cancel this agreement, and to recover from the customer, in addition to the amount due, reasonable costs of collection including attorney's fees and costs of litigation. A 1- 1/2 percent monthly service charge will be applied to accounts past due. The person placing the advertisement assumes full and complete responsibility for advertising content that is published.

The person placing the advertisement shall indemnify and save the newspaper harmless against any demands, claims or liability arising from the publication of said advertising copy. The person placing the advertisement shall reimburse the newspaper in settlement of claims or in satisfaction of judgments obtained by reason of the publication of such advertising copy together with all expense incurred in a connection therewith, including, but not limited to, attorney's fees and cost of litigation.

# MONROE COUNTY Journal

## RETAIL ADVERTISING RATES

2008



Serving  
Monroe  
County  
since 2008

■ **ADVERTISING PERSONNEL**

Charlie Langford, Interim General Manager  
Jeannie Murphree, Sales Consultant  
Glenda Humphrey, Sales Consultant  
Betty Hubbard, Office Manager/Classifieds

■ **REPRESENTATIVE**

Mississippi Press Services

■ **TERMS OF PAYMENT**

All accounts are due and payable by the 10th day of the month following publication. A service charge of 1-1/2 percent will be added to the unpaid balance after 30 days (annual percentage rate 18 percent). All business will be cash with order unless credit has been established.

■ **GENERAL RATE POLICY**

The rates here are guaranteed effective as of the date of publication of this card. The Monroe County Journal reserves the right to adjust rate notification to advertisers.

■ **ROP/PREPRINT RATES**

National Rate \$6.55 per inch

**RETAIL DISPLAY RATES**

Open Rate.....\$5.70 per inch  
13 Insertions.....\$5.42 per inch  
26 Insertions.....\$5.13 per inch  
52 Insertions.....\$4.80 per inch

**SPECIAL SECTION RATE**

Open Rate.....\$6.00 per inch

**THE FOLLOWING DISCOUNTS ARE AVAILABLE FOR ADVERTISERS WHO WISH TO RUN ON A CONTRACT BASIS:**

- Minimum of 13 insertions over 26 weeks = 3%
- 13 consecutive weeks = 5%
- 26 consecutive weeks or a minimum of 26 insertions over 52 weeks = 10%
- 52 consecutive weeks = 15%

- 2" minimum for weekly insertions and 4" minimum for alternating contracts
- 13-time contract holders can earn the 10% discount for any ad half page or larger
- 13- and 26-time contract holders can earn the 15% discount for any full page ad
- 52-week contract holders can earn a 20% discount on all full page ads
- Page and half page discounts do not apply to any negotiated rates

**CLASSIFIED RATES  
CLASSIFIED LINE ADS**

1 Week  
Up to 5 lines .....\$5.00  
\$1 per each additional line  
13 Week Contract.....90¢ per line  
6 Month Contract .....80¢ per line  
12 Month Contract .....75¢ per line

**CLASSIFIED DISPLAY**

9 column format – column width 1.21"  
Open Rate .....\$6.00 per inch

**PREPRINTED INSERTS**

Up to 8 page tab .....\$60/1,000  
12-16 page tab.....\$70/1,000  
20-24 page tab.....\$80/1,000  
Over 24 page tab.....\$90/1,000

Prices will be quoted on request for preprinted inserts that are not of standard dimensions or thickness (i.e. coupon books, catalogues) or those which will require special handling.

Send inserts to 1242 S. Green Street, Tupelo, Mississippi, 38804, by noon Monday the week they are to be distributed.

■ **COLOR RATES**

Each color in addition to black is \$75.00. Process color is \$200.

■ **PROOFS**

Proofs provided on request if copy has been received by deadlines. All other ads may be proofed at The Monroe County Journal office.

■ **TEARSHEETS**

Tearsheets are delivered to those accounts requesting them.

■ **ROP DEPTH REQUIREMENTS**

A 1 col. x 2" ad is the smallest The Monroe County Journal will accept.

■ **CLOSING TIMES**

Classified ad and classified display deadline is 5 p.m. Friday. Display ad deadline is noon Monday.

■ **MECHANICAL MEASUREMENTS**

Printing is offset. Halftones or line art should be furnished up to 85 line screen. Width of column, 11 picas Depth of column, 21 1/2". Six columns to a page. 129 column inches per page.

■ **E-MAILING ADS**

Ads can be submitted as PDF files by e-mail to: ads@monroe360.com

■ **LEGAL RATE**

12¢ a word for the first insertion.  
10¢ a word for each additional insertion.  
Legal deadline is Noon Friday.

■ **POLITICAL ADVERTISING**

Same as retail. Must be **prepaid** and carry name of person, organization responsible for payment.

■ **CIRCULATION**

Total circulation is 7,315  
Coverage area includes:  
38821, 38825, 38844, 38848, 38821,  
38858, 38870, 38848, 39730, 39746

■ **SUBSCRIPTION RATES**

52-weeks if home delivery:  
In-County .....\$25  
In-County (Senior) .....\$23  
Out of County .....\$32  
Out of State .....\$37  
Senior citizen discount...\$2

■ **COLUMN WIDTHS**

**(6 COLUMN RETAIL)**

1 Column .....1.791"  
2 Columns .....3.756"  
3 Columns .....5.722"  
4 Columns .....7.687"  
5 Columns .....9.650"  
6 Columns .....11.625"

**(9 COLUMN CLASSIFIED)**

1 Column .....1.21"  
2 Columns .....2.51"  
3 Columns .....3.81"  
4 Columns .....5.11"  
5 Columns .....6.42"  
6 Columns .....7.72"  
7 Columns .....9.02"  
8 Columns .....10.32"  
9 Columns .....11.625"



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