

■ **CIRCULATION**

Times – Circulation is 5,325. Principle method of distribution is mail by second class postage to subscribers, paper stand sales and through the Newspapers in Education delivered to county schools.

Times and Times Plus – Circulation is 10,400. Times circulated as stated above and the Times Plus circulated by mail - third class postage. Advertising in both the Times and Times Plus ensures your advertising will reach all Itawamba County households - subscribers and non-subscribers.

■ **SUBSCRIPTION RATES**

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

■ **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.

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 Itawamba County Times reserves the right to adjust rate notification to advertisers.

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.

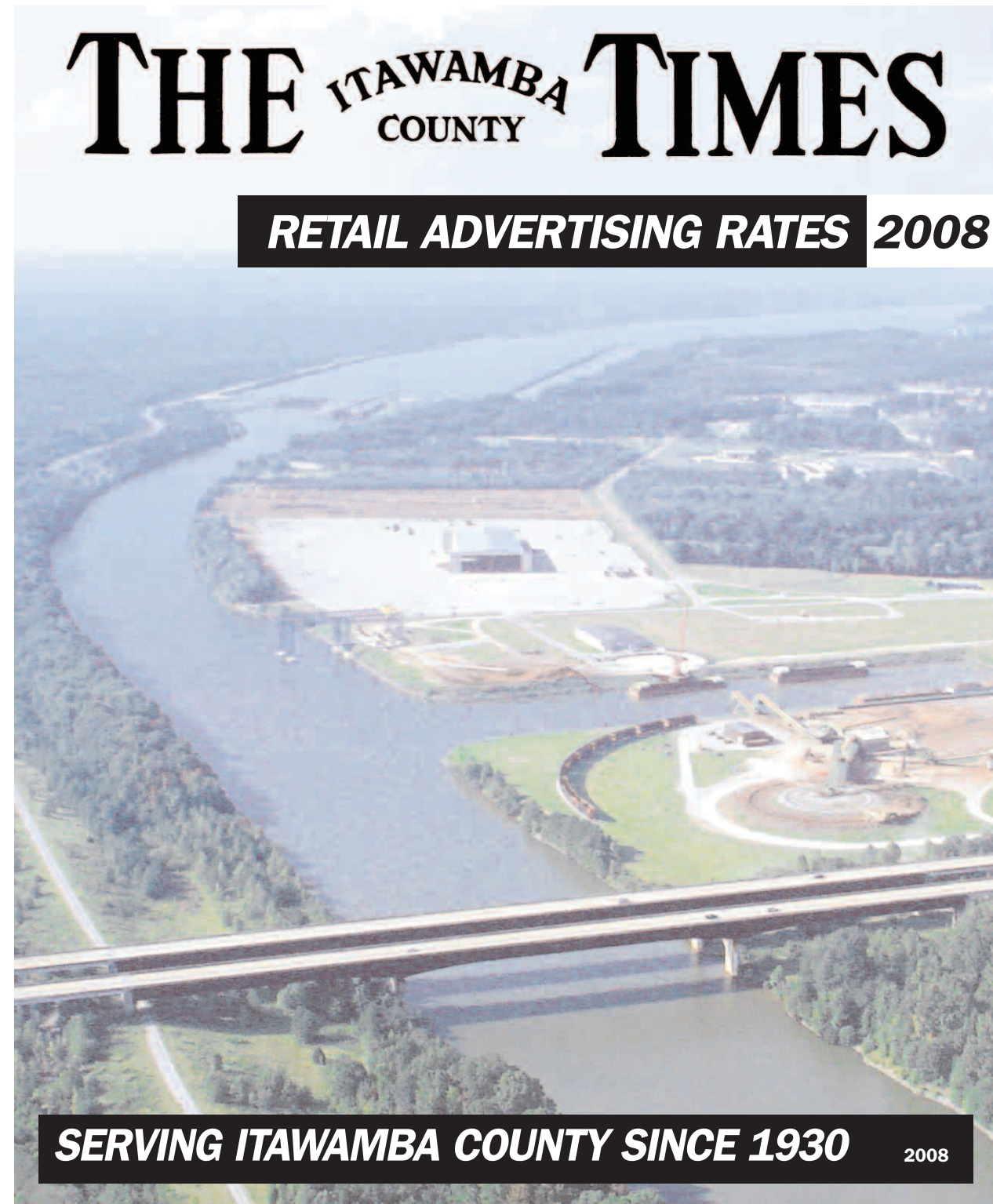
Charges for advertising space are payable with the order unless the advertiser or his agency has established credit with the newspaper. If a customer fails to pay within 30 days any amount due under this agreement, the newspaper reserves the right to cancel this agreement, and to recover from the customer, 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.

Effective Feb. 1, 2008 through Oct. 1, 2008.

THE ITAWAMBA COUNTY TIMES

RETAIL ADVERTISING RATES 2008



SERVING ITAWAMBA COUNTY SINCE 1930

2008

AD PERSONNEL

Alisha H. Wilson, General Manager
Shelley Ozbirn, Ad Sales Consultant
Sandra Newton, Classifieds/Inside Sales

RETAIL DISPLAY RATES

Times only\$7.00 per col. inch
Times Plus (TMC)\$8.50 per col. inch

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

- 4 weeks = 3%
- 5-8 insertions over 12 weeks = 5%
- 13 consecutive weeks or a minimum of 13 insertions over 26 weeks = 10%
- 26 consecutive weeks or a minimum of 26 insertions over 52 weeks = 15%
- 52 consecutive weeks = 20%

13-time contract holders can earn the 15% discount for any ad half page or larger

13- and 26-time contract holders can earn the 20% discount for any full page ad

52-week contract holders can earn a 25% discount on all full page ads

2" minimum for weekly insertions and 4" minimum for alternating contracts

Page and half page discounts do not apply to any negotiated rates

CLASSIFIED RATES

Classifieds are circulated throughout the county through The Times and TimesPlus.

LINE ADS

Open rate \$1.25 per line
 13 Week Contract \$1.15 per line
 6 Month Contract \$1.05 per line
 12 Month Contract \$1.00 per line

DISPLAY

Open rate \$6.25 per col. inch
 13 Week Contract \$5.75 per col. inch
 6 Month Contract \$5.25 per col. inch
 12 Month Contract \$5.00 per col. inch

PREPRINTED INSERTS

Times:

Up to 2 broadsheet, 4 tab . . . \$60/1,000
 4 broadsheet, 8 tab \$65/1,000
 6 broadsheet, 12 tab \$70/1,000
 8 broadsheet, 16 tab \$75/1,000
 10 broadsheet, 20 tab \$80/1,000
 12 broadsheet, 24 tab \$85/1,000
 14 broadsheet, 28 tab \$90/1,000
 16 broadsheet, 32 tab \$95/1,000

Times & Times Plus (TMC):

Up to 2 broadsheet, 4 tab . . . \$80/1,000
 4 broadsheet, 8 tab \$85/1,000
 6 broadsheet, 12 tab \$90/1,000
 8 broadsheet, 16 tab \$95/1,000
 10 broadsheet, 20 tab \$100/1,000
 12 broadsheet, 24 tab \$105/1,000
 14 broadsheet, 28 tab \$110/1,000
 16 broadsheet, 32 tab \$115/1,000

Prices will be quoted on request for pre-printed inserts that are not of standard dimensions or thickness (i.e. coupon books, catalogues) or those which will require special handling. Prices will be quoted on request for inserts that are larger than 16 full or 32 tabloid pages. Prices will be based on weight.

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.

TEARSHEETS

Tearsheets are delivered to those accounts requesting them.

SPECIAL ADVERTISING OPPORTUNITIES:

Business Spotlight page: 2 col. x 2" ads running every other week. Ad cost is \$18 per run and features a free 3-column by 4-inch ad space that rotates among participating businesses. Businesses are required to advertise on this page at a minimum of six months.

Food page: Space for nine ads available – 2 col. x 3" ads, priced at \$35. Top portion of the page includes a food feature, recipes, and an article. Page runs the second Wednesday of the month.

Church page: Weekly page. 1.5 col. x 1.5" ads for \$12 each week. Businesses are required to advertise on this page at a minimum of three months. Page features a listing of all the churches in Itawamba County.

Restaurant Guide: Space for 9 ads available – 1 col. x 3" ads priced at \$23. Page includes a full menu each month of one of the participating businesses with a coupon. Runs the fourth Wednesday of the month. Businesses are required to advertise on this page at a minimum of six months.

NATIONAL RATE:

Times Only = \$8.20 (per col. inch)
Times Plus (TMC) = \$9.35 (per col. inch)

E-MAILING ADS

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

ROP DEPTH REQUIREMENTS

A 1 col. x 2" ad is the smallest The Times will accept. An advertiser placing an ad for 19 inches or more in height must pay for 21 inches which is the height of a page.

LEGAL RATE

12¢ a word for the first insertion.
10¢ a word for each additional insertion.

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"

DEADLINES:

- Classified deadline is 5 p.m. on Friday.
- Legals deadline is 5 p.m. on Friday.
- Advertisements containing color must be in our office by 10 a.m. on Monday.
- Retail display advertising deadline is 1 p.m. on Monday.
- Times Plus deadline is 5 p.m. Friday.
- The Times is printed Tuesday and delivered in-county to paper stands on Tuesday evenings and by second-class postage on Wednesday.