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**Times-News**  
 Your paper, your community, your life



# MARKET INFORMATION

Located in the heart of Alamance County, this vibrant market is a thriving mixture of modern industry and a growing population. The market's resources come together to create a community that offers quality of life and endless opportunities. The *Times-News* proudly serves the business leaders of Burlington. Together, we're working toward the future.

## demographics

Gender	
Male.....	51%
Female .....	53%
Age	
18-34 .....	31%
35-49 .....	54%
50-64 .....	72%
65 or over.....	65%
Education	
College Graduate + .....	57%
Some College .....	51%
High School or less .....	49%
Household Income	
\$75k or more .....	65%
\$50k or more .....	59%
\$30k - \$49k .....	44%
Less than \$30k .....	48%
Home Ownership	
Own.....	57%
Rent.....	35%

*Readers as percentage of total population*

## readership

Past Week	<b>72%</b>	
Sunday	<b>62%</b>	Sunday Circulation 27,237
Daily	<b>52%</b>	Daily Circulation 25,350

**Times-News reaches 72% of market adults during a 5-day period.**

Total Average Paid Circulation for 6 Months Ended 9/30/05 (ABC FAS-FAX)

## image within market

Contains Advertising that is Useful	<b>58%</b>	of Market Agrees
Best Media Source for Local News	<b>68%</b>	of Market Agrees
Regular Daily Newspaper	<b>75%</b>	of Market

Source: 2005 Freedom/MORI Media Monitor

## additional information

More than 300 diversified industries call Alamance County home. The 25 largest employers manufacture a wide variety of products ranging from textiles and electronics to automotive components and furniture.

Alamance County is strategically located midway between the Piedmont Triangle of Raleigh-Durham-Chapel Hill and the Piedmont Triad of Greensboro – High Point – Winston Salem. With two eight-lane Interstates and two international airports, this market offers quick access.

Total population is 139,119 and retail sales are \$1.8 billion. 2005 estimated median household income is \$43,061.

Source: Claritas 2005 Pop-Facts Site Reports, Sales and Marketing Management 2005 Survey of Buying Power, Alamance County Chamber of Commerce



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## PERSONNEL & POLICIES

### PERSONNEL

**Publisher - J. Stephen Buckley**  
 (336) 506-3002 • stephen\_buckley@link.freedom.com  
**General Manager - Michael A. Little**  
 (336) 506-3060 • mike\_little@link.freedom.com  
**Advertising Director -**

**Retail Sales Manager - Eddie Shatterly**  
 (336) 506-3063 • eddie\_shatterly@link.freedom.com  
**New Media Director - Roger Creasy**  
 (336) 506-3089 • roger\_creasy@link.freedom.com  
**Preprint Coordinator - Debbie Frazier**  
 (336) 506-3062 • debbie\_frazier@link.freedom.com  
**Creative Manager - Charlton Wiggins**  
 (336) 506-3017 • charlton\_wiggins@link.freedom.com

### REPRESENTATIVES

**The Newspaper Network**  
 Atlanta, GA 30339 • (404) 988-1750  
**Nancy Treat**  
 Fort Riley, KS • (785) 717-2995  
**North Carolina Press Services**  
 Raleigh, NC • (919) 821-3348

**A. Publisher reserves the right** to edit, reclassify or refuse any advertisement.

**B. Rate Revision Notice** - Publisher reserves the right to revise advertising rates upon thirty days notice and all contracts are accepted subject to this reservation.

**C.** All claims for billing adjustment must be made within **90 days of error.** No adjustments will be made after 90 days.

**D. Position Policy** - The Times-News will make every attempt to grant the advertiser position requests. **However, no position requests can be, or are guaranteed. Position requests for a specific page, if fulfilled, carry a 25% premium cost.** If two requests for the same position are received for any given edition, the larger ad will receive priority.

**E. Proofs Policy** - The Times-News will not be liable for failure to publish an ad as requested for more than one incorrect insertion of an advertisement. Proofs may be requested on all ads. Proof to advertiser removes all responsibility of the Times-News, except in cases when there is a failure of the newspaper to correct properly marked errors or omissions on the proof. **In any case, the publisher's liability shall be limited to the correction of, or the cancellation of charge, for that portion of the ad rendered valueless by such errors or omissions.** Proofs will not be shown on ads accepted after deadline and the Times-News is not responsible for errors or omissions in such ads.

**F. Letters of Correction Policy** - In the case of a Times-News printing error, a letter of correction will be delivered to the store if requested by the advertiser. The Times-News will not assume any liability for any difference if goods are sold at the incorrect price.

**G. Political Advertising Policy** - Any ad involving a political figure, party or government issue, regardless of election time, is considered political. All political advertising is payable in advance, and insertion orders must be signed by the candidate or agent. All political ads must include all information required by local, state and federal law. All ads must carry a paid for line that is 5% of the size of the ad and no less than 12 point type. The name and address of the representative placing the ad must be included in the ad. Political advertising will be published only when full payment has been made prior to the deadline of publication date and insertion order has been signed by the candidate or agent.

**H. Going out of business**, temporary or transient business ads must be prepaid. All outstanding balances to be paid prior to running.

**I. Advertising simulating news** must carry the words "Paid Advertisement" prominently above the ad.

**J. Advertisements are measured** from cutoff rule and rounded to the next half inch. Ads over 19 1/2 inches in length will be centered in and billed at 21 1/2 inches. Minimum ad is 1 inch.

**K. The Times-News assumes no responsibility** for materials provided by advertisers, although every effort will be made to return them in good condition.

**L. Advertiser and advertising agency** will indemnify and hold harmless the Times-News Publishing Co., its officers, agents, employees, and contractors, for all contents supplied to publisher, including text, representations and illustrations of advertisements printed, and for any claims arising from contents including, but not limited to, defamation, invasion of privacy, copyright infringement, plagiarism, and in the case of a preprinted insert, deficient postage.

**M. Cancellation of space.** Space ordered and not cancelled by reservation & pub set deadline will be charged, even if no copy is provided and no advertising appears. This policy also applies to preprints.

**N. Multi-Business or Sponsor Advertising.** Advertising with more than one sponsor or business in the ad will be billed at open rate to each of the business or sponsors for their portion or pro-rated share of the advertising. This advertising will not count toward any account's monthly earned rate or annual bulk contract inches. Multi-sponsor preprint rates available upon request.

**O. All advertising is payable in advance** unless credit has been established with the Times-News.

**P. Rates** are non-commissionable.

**Q.** Accounts not paid in full each month are subject to a **finance charge** applied to the balance remaining after deducting current payments and/or credits and any unpaid finance charges from the previous balance shown on the current statement, computed at a periodic rate of 1.5% per month. (Annual percentage rate 18%)



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# RETAIL DISPLAY

Retail display advertising rates are available on a monthly earned, three-month, 12-month and annual bulk basis. All advertising will be billed on a monthly basis at the appropriate rate earned. Contracts will be in effect for 3 months or 12 months, respectively, from the time of the contract signing. **If an advertiser does not fulfill the contract inches required in the**

**contract, they will be billed the difference between the contract rate and the open rate for all advertising run during the contract period.** If the advertiser lineage qualifies for a lower rate, the Times-News will refund the difference in credit to the advertiser's account up to two levels.

## A. RETAIL DISPLAY MONTHLY EARNED

Total Column Inches Per Calendar Month	Daily Per Column Inch Rate	Sunday Per Column Inch Rate
OPEN RATE	24.37	24.73
10-29"	20.72	21.02
30"+	19.74	20.03

## B. RETAIL DISPLAY ANNUAL BULK CONTRACT RATES

Total Column Inches Per 12 mo. Period	Daily Per Column Inch Rate	Sunday Per Column Inch Rate
OPEN RATE	24.37	24.73
150"	18.77	18.98
250"	18.12	18.35
350"	17.50	17.77
500"	16.13	16.34
800"	15.77	16.00
1,250"	15.69	15.90
1,800"	15.58	15.80
2,500"	15.48	15.73
4,000"	15.28	15.50
5,500"	15.08	15.31
8,000"	14.64	14.85
10,000"	14.52	14.73
15,000"	14.35	14.56
20,000"	14.02	14.19
25,000"	13.60	13.80
30,000" +	13.16	13.35

## C. 3-MONTH MINIMUM CONTRACT

Total Column Inches Per Calendar Month	Daily Per Column Inch Rate	Sunday Per Column Inch Rate
24" Minimum	17.36	17.60
25" - 60"	17.03	17.26
61"+	16.57	16.80

## D. 12-MONTH MINIMUM CONTRACT

Total Column Inches Per Calendar Month	Daily Per Column Inch Rate	Sunday Per Column Inch Rate
24" Minimum	16.49	16.72
25" - 60"	16.18	16.40
61"+	15.72	15.96

## E. SPECIAL CATEGORY RATES

Rates/Column Inch	Daily	Sunday
Non-Profit	16.26	16.52
National Rate (commissionable)	35.73	38.04
Political Rate	18.46	18.67
Transient Rate	20.30	20.64

**Non-Profit rates** are reserved for bonafide non-profit organizations. We require proof of IRS 501(c)3 form. Publisher makes final determination of qualification for this rate.

**Transient rates** apply to any single or short-term event i.e. seminars, shows, exhibits, and/or advertisers with no permanent local address. Sales and shows that are held in hotels, meeting rooms and convention centers pay these rates.

## F. COLOR RATES

- All color ads (1,2,or 3 color) are subject to mechanical capabilities of the press, in regards to page selection, section selection, and press capability. Every attempt will be made to fulfill advertiser requests.
- Any size color ad will be accepted.
- ROP Color Charges - with standard process ink:
  - Black + 1 Color . . . 273.00**
  - Black + 2 Color . . . 347.00**
  - Black + 3 Color . . . 460.00**
- Double-truck color charged as two separate pages.
- Four color process separation costs included in the three color rate.
- Special mix ink orders, not included in NAA Process Color Book, add \$30 per color to the above rates.

## COLOR FREQUENCY DISCOUNT

Three or more color ads per calendar month discount \$40 per color per ad. NAA process color only.

## G. PICK-UP DISCOUNTS

A 50% discount is given for any size ad that is run on a Monday or Tuesday when picked up within five days prior to or five days after the Monday or Tuesday the ad is to run. Color, when run on any ad regardless of size, is also half price.

## H. RETAIL DISPLAY DEADLINES

Run Day	Space Reservations & Pub Set Copy	Proof Return & Camera Ready
Mon.	Thurs. 4:00 pm	Fri. Noon
Tues.	Fri. Noon	Mon. Noon
Wed.	Fri. 4:00pm	Mon. 4:00pm
Wed. Food	Thurs. 4:00pm	Mon. Noon
Thur.	Mon. 4:00pm	Tues. 4:00pm
Fri.	Tues. 4:00pm	Wed. 4:00pm
Sat.	Wed. 4:00pm	Thurs. 4:00pm
Sun.	Wed. 5:00pm	Fri. 11:00am



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# CLASSIFIED DISPLAY

Classified display advertising rates are available on a monthly earned and annual bulk basis. All advertising will be billed on a monthly basis at the appropriate rate earned. Contracts will be in effect, from the time of the contract signing. **If an advertiser does not fulfill the contract inches required in the contract, they will be billed the difference between the**

**contract rate and the open rate for all advertising run during the contract period.** If the advertiser lineage qualifies for a lower rate, the Times-News will refund the difference in credit to the advertiser's account up to two levels.

## A. CLASSIFIED DISPLAY MONTHLY EARNED

	<u>DAILY</u>	<u>SUNDAY</u>
Open rate	20.74	21.06
32"	13.00	13.19
50"	12.59	12.77
100"	12.32	12.47
300"	12.22	12.39
500"	11.99	12.20
1000"+	11.77	11.94

## B. CLASSIFIED DISPLAY ANNUAL BULK CONTRACT

	<u>DAILY</u>	<u>SUNDAY</u>
Open rate	20.74	21.06
300"	12.72	12.86
600"	12.32	12.47
1,200"	12.09	12.27
2,400"	12.03	12.21
3,600"	11.95	12.13
5,000"	11.76	11.93
6,500"	11.63	11.83
8,000"	11.54	11.70
10,000"	11.49	11.63
12,000"	11.45	11.60
16,000"	11.12	11.30
20,000"+	10.92	11.09

## C. CLASSIFIED SPECIAL RATES

	<u>DAILY</u>	<u>SUNDAY</u>
National Rates (commissionable)	27.60	27.99
Legal Rates	20.33	20.62

## D. COLOR RATES

- All color ads (1,2,or 3 color) are subject to mechanical capabilities of the press, in regards to page selection, section selection, and press capability. Every attempt will be made to fulfill advertiser requests.
- Any size color ad will be accepted.
- ROP Color Charges - with standard process ink:
  - Black + 1 Color . . . 273.00**
  - Black + 2 Color . . . 347.00**
  - Black + 3 Color . . . 460.00**
- Double-truck color charged as two separate pages.
- Four color process separation costs included in the three color rate.
- Special mix ink orders, not included in NAA Process Color Book, add \$30 per color to the above rates.

## COLOR FREQUENCY DISCOUNT

Three or more color ads per calendar month discount \$40 per color per ad. NAA process color only.

## E. CLASSIFIED DISPLAY DEADLINES

<u>Run Day</u>	<u>Space Reservations &amp; Pub Set Copy</u>	<u>Proof Return &amp; Camera Ready</u>
Mon.	Thurs. 4:00 pm	Fri. Noon
Tues.	Fri. Noon	Mon. Noon
Wed.	Fri. 4:00pm	Mon. 4:00pm
Thur.	Mon. 4:00pm	Tues. 4:00pm
Fri.	Tues. 4:00pm	Wed. 4:00pm
Sat.	Wed. 4:00pm	Thurs. 4:00pm
Sat. Real Estate	Wed. Noon	Thurs. Noon
Sun.	Wed. 10:00am	Thurs. Noon



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# NATIONAL

**1. PERSONNEL**

Publisher: J. Stephen Buckley  
 General Manager: Michael A. Little  
 Ad Director:  
 Sales Manager: Eddie Shatterly  
 Nationals, Majors, Preprint Coordinator: Debbie Frazier

**2. REPRESENTATIVES**

**Nancy Treat**  
 Fort Riley, KS  
 (785) 717-2995

**The Newspaper Network**  
 Atlanta, GA (404) 988-1750

**3. COMMISSION**

15% Agency Discount to Recognized Advertising Agencies.

**4. GENERAL RATE POLICY**

- A. Publisher reserves the right to review advertising rates upon 30 days notice and all contracts are accepted subject to this reservation.
- B. Advertising simulating news/editorial can be set in body type and must carry the word "paid advertisement" above the ad.
- C. Advertisements measured from cut-off rule to cut-off rule.
- D. Prepayment with all copy, unless credit has been established.
- E. Publisher reserves the right to refuse any advertisement for any reason.
- F. Position Policy - The Times-News will make every attempt to grant the advertiser position requests. However, no position will be guaranteed. Position requests for a specific page can carry a 25% premium cost. If two requests for the same position are received for any given edition, the larger ad will receive priority. Ads not granted first choice will be granted second choice or third choice as the case may be.
- G. All claims for billing adjustments must be made within 90 days of publication.

**5. NATIONAL ADVERTISING RATES**

	<u>Daily</u>	<u>Sunday</u>
Rate per column inch	35.73	38.04

**6. NATIONAL CONTRACT RATES**

	<u>Daily</u>	<u>Sunday</u>
300"	30.90	31.34
600"	30.27	30.67
1200"	29.60	30.03

**7. CLASSIFIED RATES \* Rates per inch**

Classified Display    Daily: 27.05    Sunday: 27.99  
 See deadlines and specs sheet.

**8. COLOR RATES & DATA**

**Black + 1 Color . . . 314.00**  
**Black + 2 Color . . . 401.00**  
**Black + 3 Color . . . 529.00**

**9. CONTRACT AND COPY REGULATIONS**

See SRDS contents page for location of regulation items:  
 1, 2, 3, 6, 7, 9, 13, 14, 15, 16, 18, 19, 20, 22 23, 26, 27, 28 & 29.

**10. DEADLINES**

All ROP is due 3 1/2 days prior to publication date.  
 Seven days lead-time for delivery and reservations for preprints.

**11. PREPRINT RATES**

Cost per thousand rates- Frequency discounts

Size up to <u>and including</u>	<u>OPEN</u>	<u>3-7</u>	<u>8-13</u>
Card Insert	50	48	47
4 tab or 2 std	55	51	49
8 tab or 4 std	77	72	71
12 tab or 6 std	80	77	76
16 tab or 8 std	85	82	81
20 tab or 10 std	90	87	86
24 tab or 12 std	95	92	91
28 page tab and above add \$5.00 per thousand for each four pages added			

All rates commissionable at 15%. A zoning fee of \$3 per thousand is added to quantities less than 25,000. Rates on larger sizes or greater frequency upon request. Frequency rates require contract. Preprint insert sizes are not to exceed 11"x12". Minimum insert size is 5 1/2" x 8 1/2". Material must be shipped PRE-PAID and should arrive at the Times-News no later than 7 days prior to publication. Dock receiving hours: Mon.-Fri. 7:30a.m. to 4:30p.m. Dock closed Saturday, Sunday and holidays. Delivery to the Times-News: 707 S. Worth St., Burlington, NC 27215

Attn: Mail Room Supervisor

Packing Instructions: All preprints should be in bundles of manageable size, turns of 50, strapped on non-returnable skids or pallets. Each skid should display the following information on an identification label:

1. Insert Advertiser Name
2. Number of Pages in Preprint
3. Number of Skids in Entire Order
4. Total Number of Inserts
5. Insertion Date

For additional information about delivery, contact Preprint Coordinator, (336) 506-3062  
 Late insert deliveries after 4:30p.m., Monday - Friday may be subject to unloading fees.



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# DEADLINES & SPECS

## RETAIL/CLASSIFIED DISPLAY DEADLINES

<u>Run Day</u>	<u>Space Reservations &amp; Pub Set Copy</u>	<u>Proof Return &amp; Camera Ready</u>
Monday	Thurs. 4:00 pm	Fri. Noon
Tuesday	Fri. Noon	Mon. Noon
Wednesday	Fri. 4:00pm	Mon. 4:00pm
Wednesday Food	Thurs. 4:00pm	Mon. Noon
Thursday	Mon. 4:00pm	Tues. 4:00pm
Friday	Tues. 4:00pm	Wed. 4:00pm
Saturday	Wed. 4:00pm	Thurs. 4:00pm
Sunday	Wed. 5:00pm	Fri. 11:00am
Sat. Real Estate	Wed. Noon	Thurs. Noon
Sun. Classified	Wed. 10:00am	Thurs. Noon

## COLOR DEADLINES

Pub-set spot color 24 hours earlier than normal.  
 Process Color – space and Pub-set requests 72 hours prior to print date.

Reproduction materials accepted in order of preference:

## ELECTRONIC FILES

Please contact the Times-News for a current E-Mail address and acceptable electronic file formats.

- Adsend
- PDF sent via FTP or E-mail

The Times-News is not responsible for thin, reverse, grey or smaller than 12 point type. Reverse lettering should be in the areas that offer maximum contrast between the reverse and the image. Reverse type smaller than 10 point or fine serifs should not be used. Halftones are shot on an **85-line screen**.

## QUESTIONS?

Call Creative Services Director at (336) 506-3017 for more information.

## MECHANICAL REQUIREMENTS - 46" WEB

### Standard Page (6 Columns)

Number of Columns	Width in inches
1	1.673"
2	3.464"
3	5.254"
4	7.025"
5	8.835"
6	10.626"

Page Depth - 21.5"  
 Full Double Truck Width - 22"

### Classified Page (9 columns)

Number of Columns	Width in inches
1	1.077"
2	2.27"
3	3.464"
4	4.658"
5	5.851"
6	7.045"
7	8.239"
8	9.432"
9	10.626"

### TV Times

Page Size	Dimensions
Full page	10.25" x 11.37"
1/2 page	10.25" x 5.6" or 5.06" x 11.37"
1/4 page	5.06" x 5.62"
1/8 page	5.06" x 2.75" or 2.53" x 5.62"

### Modular Tabloid Pages

Page Size	Dimensions
Full page	10.25" x 10.5"
1/2 page	10.25" x 5.218" or 5.075" x 10.5"
1/4 page	5.075" x 5.218"
1/8 page	5.075" x 2.58" or 2.488" x 5.218"



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# PRE-PRINTED INSERTS

	OPEN RATE	FULL RUN CONTRACTS						
		3 to 7	8 to 13	14 to 26	27 to 52	53 to 95	96 to 150	151 +
Single Sheet Insert	46	44	43	41	40	39	38	37
4 Tab, 2 Std, 8 Flexi	48	46	44	42	41	40	39	38
8 Tab, 4 Std, 16 Flexi	66	64	63	60	53	52	48	46
12 Tab, 6 Std, 24 Flexi	70	68	67	62	56	54	49	47
16 Tab, 8 Std, 24 Flexi	75	73	72	67	60	58	50	48
20 Tab, 10 Std, 40 Flexi	76	74	73	68	62	59	51	49
24 Tab, 12 Std, 48 Flexi	77	75	74	69	64	60	52	50
28 Tab, 14 Std, 56 Flexi	78	76	75	70	65	61	53	51
32 Tab, 16 Std, 64 Flexi	79	77	76	71	66	62	54	52
36 Tab, 18 Std, 72 Flexi	80	78	77	72	67	63	55	53
40 Tab, 20 Std, 80 Flexi	81	79	78	73	68	64	56	54
44 Tab, 22 Std, 88 Flexi	82	80	79	74	69	65	57	55
48 Tab, 24 Std, 96 Flexi	83	81	80	75	70	66	58	56
52 Tab, 26 Std, 104 Flexi	84	82	81	76	71	67	59	57
56 Tab, 28 Std, 112 Flexi	85	83	82	77	72	68	60	58
60 Tab, 30 Std, 120 Flexi	86	84	83	78	73	69	61	59
64 Tab, 32 Std, 128 Flexi	87	85	84	79	74	70	62	60
68 Tab, 34 Std, 136 Flexi	88	86	85	80	75	71	63	61
72 Tab, 36 Std, 144 Flexi	89	87	86	81	76	72	64	62
76 Tab, 38 Std, 152 Flexi	90	88	87	82	77	73	65	63
80 Tab, 40 Std, 160 Flexi	91	89	88	83	78	74	66	64
84 Tab, 42 Std, 168 Flexi	92	90	89	84	79	75	67	65
88 Tab, 44 Std, 176 Flexi	93	91	90	85	80	76	68	66
92 Tab, 46 Std, 184 Flexi	94	92	91	86	81	77	69	67
96 Tab, 48 Std, 192 Flexi	95	93	92	87	82	78	70	68
100 Tab, 50 Std, 200 Flexi	96	94	93	88	83	79	71	69

Zone rates apply to quantities below 25,000 per drop. For zoned inserts, add \$3.00 per thousand. Twenty-five percent of full-run insert inches may apply toward twenty-five percent ROP contract fulfillment. These inches may apply toward fulfillment only and may not be included for rebate purposes for surpassing next contract inch level.

**There is a 10,000 piece minimum or \$500.00 minimum insertion charge.**

Rates for larger sized pre-prints or special inserts (paper bags, die-cut, etc.) available on request. Frequency rates require contract. Zoning of inserts is available by zip code. Written insertion orders must be received 10

working days prior to insertion and **inserts must arrive five days in advance** unless special arrangements have been made with the preprint coordinator. Failure to arrange for a late delivery may jeopardize insertion on day ordered. Preprints must be printed or folded to a size not to exceed 11" x 12". Minimum acceptable insert size is 5 1/2" x 8 1/2". **Inserts must be shipped PRE-PAID.** Dock receiving hours: Monday through Friday 7:30 am to 4:30 pm. Dock is closed on Saturday, Sunday, and holidays.

**DELIVER TO:**  
**Times-News**  
**707 S. Worth St.**  
**Burlington, NC 27215**  
**Attn: Mailroom Supervisor.**

**PACKING INSTRUCTIONS:** All inserts should be in bundles of manageable size in turns of 50 and strapped securely and shrink wrapped on non returnable skids or pallets. Each skid should clearly display the following information on an identification label:

1. Insert Advertiser Name
2. Number of skids in entire order
3. Insertion date
4. Number of pages or size of insert
5. Total number of inserts supplied

LATE DELIVERIES AFTER 4:30 PM  
 MONDAY THRU FRIDAY MAY BE  
 SUBJECT TO UNLOADING FEES.



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# CLASSIFIED LINERS

## Classified Liner Rates

### A. THREE-MONTH CONTRACT RATES

**Rates per month start at \$108.** Run one four-line classified advertisement every day under a regular classified heading for a minimum of three months. After the third month, you may continue month to month or cancel at that time. You may run additional ads and receive contract rates based on lines and number of days.

### B. ANNUAL BULK CONTRACT RATES

Contract Levels	1,460	2,920	4,200	8,400	16,800	50,000	80,000	168,000
Per in column lines Daily	\$1.40	\$1.34	\$1.11	\$0.93	\$0.92	\$0.91	\$0.90	\$0.89
Per in column lines Sundays	\$1.54	\$1.46	\$1.22	\$1.06	\$1.05	\$1.02	\$1.01	\$1.00

### C. SPECIAL CATEGORY RATES

**National Rate** (Commissionable) \$4.51 per line per day

**Executor's Notice** \$45 per ad

**Employment blind box** is a confidential privilege provided for the customer.

The charge for the blind box is in addition to the cost of the advertisement itself. The cost for mail out or pickup replies is \$40.

**One affidavit** is available per ad. Additional affidavits for the same ad will be processed at a \$20 charge.

**A \$25 fee** will be charged for all auction and legal price quotes.

### D. CLASSIFIED IN COLUMN DEADLINES

<u>RUN DAY</u>	<u>DEADLINE</u>
Monday	Friday, 3:00 pm
Tuesday	Monday, 4:00 pm
Wednesday	Tuesday, 4:00 pm
Thursday	Wednesday, 4:00 pm
Friday	Thursday, 4:00 pm
Saturday	Friday, 9:30 am
Sunday	Friday, 1:00 pm

### CORRECTION POLICY

Advertisers should check their ad on the first day of its publication. Adjustments for errors are limited to the cost of the portion of the ad where the error occurred and for only the first day. Ads are not guaranteed position. All advertising subject to approval. Publisher reserves the right to edit, reject, cancel or classify the ad under the appropriate classification.





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# INTERNET ADVERTISING

## WHY ADVERTISE ONLINE?

We attract an influential audience that tend to be deeply engaged with the communities of Burlington.

TheTimesNews.com extends beyond the newspaper readership and allows you to reach an additional 60,000 web site visitors every month.

Nearly 70% of our audience goes online weekly to research a product or service before purchasing it.!

### Local Online Newspaper Numbers

Monthly Visits - 231,140

Monthly Unique Visitors - 103,479

Monthly Page Views - 1,219,182

**TheTimesNews.com**

Here's what advertising on **TheTimesNews.com** can offer you...

#### NEWS AND INFORMATION

Read the top 2 stories from each section of the newspaper daily, available for free to any visitor to the site

\*On-line edition available to subscribers; easy to read, newspaper format



#### HOMES

Search entire MLS listings for free, read the featured listings in *Alamance at Home* real estate magazine, take e-tours

#### AUTOS

Search cars from our local dealerships, search entire inventories on-line for free



#### VALUECENTER

Print out coupons from our weekly page of featured local advertisers on-line for free

#### TheTimesNews.com YELLOW PAGES

Locate thousands of businesses in the Burlington and Alamance County area



#### JOBS

Search job opportunities on-line; new postings daily. NCPiedmontJobs.com now works in conjunction with Monster.com.

Choose the Page You  
 Want Your Ad to Appear On  
**\$20/1,000 Views**

Under 10,000 views, \$25/1,000 views

- OR -

Your Ad Will Appear Randomly  
 Throughout Our Site  
**\$15/1,000 Views**

Under 10,000 views, \$20/1,000 views

**E-Mail Blasts** - 4 Ads: \$100

**Web Development** - \$55/Hr.

**Web Site Hosting** - \$40/Mo.

**CONTACT ROGER CREASY AT 336-506-3089 OR ANGELA ROBERTS AT 336-675-9779**



www.thetimesnews.com  
**Times-News**  
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# TOTAL MARKET COVERAGE

## Coupon Clipper - For Total Market Coverage

Expand the reach of your advertising message to an additional 36,000 plus households in the Alamance County Market with our direct-mailed product, The Coupon Clipper. This product targets non-subscriber household demographics, and offers total market coverage when combined with the Times-News.

Each coupon is 2 columns x 2 inches in size

- Non-Duplicated Coverage
- Over 36,000 Households
- Mailed to all non-subscriber Households each Tuesday

### Three agreement options:

- 52x . . . . . \$39.00 weekly
- 26x . . . . . \$43.00 weekly
- 13x . . . . . \$47.00 weekly

## TMC Preprint Rates

Size	Per M	Zoned (LESS THAN 35K)
Card Size	\$51.00	\$55.00
4 Tab	\$53.00	\$57.00
8 Tab	\$58.00	\$64.00
12 Tab	\$67.00	\$72.00
16 Tab	\$76.00	\$82.00
20 Tab	\$84.00	\$92.00
24 Tab	\$93.00	\$102.00
28 Tab	\$102.00	\$111.00
32 Tab	\$110.00	\$120.00
Over 32 Tab	\$110.00 + weight	\$120.00 + weight



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## SPECIAL SECTIONS

### FEBRUARY

#### FROM HOUSE TO HOME

#### BABIES OF 2007

*Brag book of local babies born in the past year.*

#### SUPER BOWL 2008

*Review of the season leading up to the national championship.*

#### BRIDAL GUIDE

*From jewelry to honeymoon packages, this section is a must-have for every bride and groom to-be.*

#### PROGRESS

*Taking a look at our technological and cultural progression.*

#### RACING

*From local racing at Ace Speedway to NASCAR.*

### MARCH

#### HBA HOME & GARDEN SHOW

#### ACC TOURNAMENT

*Your complete guide to the upcoming ACC Basketball season featuring schedules, player profiles, and more!*

#### WORSHIP GUIDE

#### SPRING HOME IMPROVEMENT

*Indoors and out, this section provides the perfect "home" to advertise your home improvement and gardening supplies.*

### APRIL

#### ACTIVE ADULT LIVING FAIR

*Supplement to the Senior Living fair, sponsored by the Chamber of Commerce.*

#### ALAMANCE ACADEMICS

*Your Opportunity to salute the area's outstanding high school scholars.*

#### GOLF

### MAY

#### FROM HOUSE TO HOME

#### READERS CHOICE BALLOT

*Do you have the best iced tea, best jewelry store? If so, our readers will put you here.*

#### SUMMER SAVINGS

### JUNE

#### READERS CHOICE RESULTS

#### MEDICAL REFERENCE

*A reference guide to Alamance County's Physicians and medical services.*

#### WORSHIP GUIDE

### JULY

#### BACK TO SCHOOL

*Don't miss the bus, target your customers for back to school specials.*

### AUGUST

#### FROM HOUSE TO HOME

#### TAX HOLIDAY

*Don't miss out on marketing your business during one of the biggest shopping days of the season.*

#### FOOTBALL PREVIEW

*Kick off the season here! Includes team listings, stats, etc.*

#### LIVING HERE

*Your guide to life in Alamance County: This magazine is written specifically to help area newcomers feel "right at home." Features extra distribution to the Chamber of Commerce and area retailers.*

### SEPTEMBER

#### FALL HOME IMPROVEMENT

*Fall for this section to ready your home and your wardrobe for the season.*

#### WORSHIP GUIDE

### OCTOBER

#### PARADE OF HOMES

*This section profiles the area's newest and finest homes and provides an attractive home for your advertising.*

#### DESIGN AN AD

*Area students design an ad for your business.*

### NOVEMBER

#### FROM HOUSE TO HOME

#### ACC BASKETBALL

*Your complete guide to the upcoming ACC Basketball season featuring schedules, player profiles, and more!*

#### HUNTING SEASON

*The latest and greatest tips and toys for big boys who love a livelier game.*

#### HOLIDAY LIFESTYLES

*Holiday Shoppers will be out in full swing.. and there's no time like the present to let them know where they can find that special gift.*

#### WORSHIP GUIDE

### DECEMBER

#### GIFT GUIDE

*Everyone can use gift ideas.. why not offer a few of your own in this section.*

#### SONGBOOK/COLORING BOOK

*A collection of holiday music and fun coloring pages that the whole family can enjoy.*



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# TARGET PUBLICATIONS



### ALAMANCE AT HOME REAL ESTATE MAGAZINE

Our real estate magazine is published every other week or 26 times a year. It features the most up-to-date real estate listings in the area. Alamance at Home is distributed to more than 100 locations in Alamance County and in Hillsborough and Chapel Hill.



### FROM HOUSE TO HOME

A national home-oriented, high quality magazine that publishes four times a year in the Alamance County area. This lovely magazine is delivered directly to the most upscale neighborhoods that Burlington, Elon, Gibsonville, Whitsett, Mebane and Graham have to offer. With 45% male and 55% female readership, 95% of From House to Home readers are home owners with an annual income of \$50,000 to \$79,999.



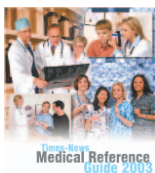
### LIVING HERE

A comprehensive guide to living in Alamance County, this unique, annual publication is produced in a user friendly magazine format. It offers full subscriber distribution in the Times-News, and will be distributed to area newcomers by the Chamber of Commerce, and be available at many locations throughout the county, including banks, real estate offices and apartment complexes.



### PARADE OF HOMES

Parade of Homes showcases the areas finest homes and latest trends in housing - from townhomes to single family dwellings. The Parade of Homes magazine is inserted in the Friday edition of the Times-News prior to the actual Parade. Copies of this publication will also be available at each home on the parade, local banks and real estate offices.



### MEDICAL REFERENCE

Alamance County's residents have a lot to choose from when it comes to the area's medical community. This unique, annual publication is produced in a user-friendly, glossy magazine format. It offers full subscriber distribution in the Times-News, and is distributed to area hospitals and medical offices. We also maintain the directory on-line for the entire year.



### TV TIMES

A handy tab inserted into every copy of the Times-News on Saturdays. Easy to read grid schedules, movie descriptions, soap updates and loyal readership. Deadline is Wednesday by 4pm, 10 days prior to publication. Special rates apply and contract rates are available.



### WORSHIP DIRECTORY

A guide to local churches, church suppliers & funeral homes. It publishes every (3) months and is distributed FREE of Charge! This booklet is distributed to various locations, including visitor centers, libraries, the Chamber of Commerce, colleges, motels, realty offices and other participating businesses. These locations are sure to reach newcomers, visitors and local residents in search of a new church home.

### COUPON CLIPPER

Expand the reach of your advertising message to an additional 36,000 plus households in the Alamance County market with our direct-mailed product, Coupon Clipper. Affordable pricing and pick-up rates from the Times-News are available.