

Wilkes Journal-Patriot

"Your Community Newspaper Since 1906"

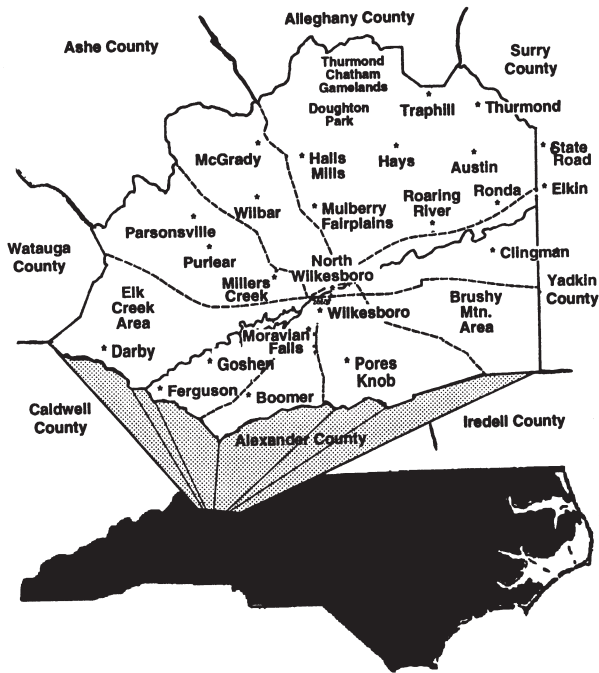
Published Every Monday, Wednesday and Friday Afternoon

ADVERTISING RATE CARD

Effective March 1, 2009
Thru February 28, 2010

DEADLINES

2 Days Prior To Publication
(Deadline One Day Earlier For Color)



Paid Circulation Over 15,200

SIX COLUMN FORMAT

Effective March 1, 2009
Thru February 28, 2010

DISPLAY ADVERTISING

Open Column Inch Rate\$6.45
200 or more column inches used during calendar month earns 10¢ per inch discount with payment of account by 15th of following month. Position not sold or guaranteed.

Pickup Rate Second consecutive run 20% off, third consecutive run 30% off. Does not apply to classified display advertising.

AGENCY/NATIONAL ADVERTISING

\$7.59 (R.O.P.)per col. inch
\$7.71 (Classified Display)per col. inch
15% Agency Commission
If Paid By The 15th Of Following Month

POLITICAL ADVERTISING

Same rates as Retail Display Advertisements.
PAYMENT IN ADVANCE required.

LEGAL ADVERTISING

Financial, Tabulated Statement and Legals6.45 per col. inch
Administrator's Notice\$50.00

CLASSIFIED ADVERTISING

\$3.80 minimum charge for 25 words or less - 10¢ for each additional word over 25. Classifieds must run consecutive dates.

CLASSIFIED DISPLAY ADVERTISING

\$6.55 per column inch (No Volume Discount)

PREPRINTED INSERTS

Cost Per Thousand (Net Rate)

Pages	Wilkes J-P
Single Page	\$40
4 Tab - 2 Std.	\$43
8 Tab - 4 Std.	\$45
12 Tab - 6 Std.	\$48
16 Tab - 8 Std.	\$50
20 Tab - 10 Std.	\$53
24 Tab - 12 Std.	\$55
28 Tab - 14 Std.	\$57
32 Tab - 16 Std.	\$59
36 Tab - 18 Std.	\$61
40 Tab - 20 Std.	\$63
44 Tab - 22 Std.	\$65
48 Tab - 24 Std.	\$67
52 Tab - 26 Std.	\$69

Over 52 Tab - Rates on request

Deadline For Inserts: 10 days prior to insertion date

PREPRINT QUANTITIES REQUIRED FOR FULL CIRCULATION

Wilkes Journal-Patriot15,200

Ship Preprints To:

Wilkes Journal-Patriot
711 Main Street

North Wilkesboro, N.C. 28659

Deadline: 5 working days prior to publication.

Preprint Guidelines:

Tab page equals 115.00 sq. in. Rates based on paper weight equivalent to or less than standard 30 lb. newsprint.

A page measuring up to 66 column inches will be considered a tab page. All pages measuring more than 57.5 inches and up to 129.5 standard inches will be considered a standard page.

COLOR CHARGE (full page or less)

1 Color (per page)\$100.00
2 Colors (per page)\$150.00
3 Colors (per page)\$200.00
Deadline one day earlier for color ads

Color charges not subject to discount

SIX COLUMN FORMAT MECHANICAL REQUIREMENTS

- Width of column: 1.833" with .125" between columns
- Depth of column: 21-1/2" or 300 lines
- Full page: 11.625" by 21-1/2". Total of 129 col. inches or 1800 lines
- Half-tone screen used on negatives: 65 line or 85 line screen
- Extra charge for photographs made by newspaper for advertisements

WILKES JOURNAL-PATRIOT reserves the right to edit or reject any copy submitted. In the event money is paid for an advertisement which is later disapproved by management, the right is reserved to return the payment without penalty.

WILKES JOURNAL-PATRIOT REAL ESTATE

Monthly Real Estate Book
Glossy - Full Color

Full Page	5" x 7¹/₂"	\$200.00
1/2 Page	5" x 3⁵/₈"	\$125.00
1/4 Page	2³/₈" x 3⁵/₈"	\$90.00

Combined Circulation



20,200

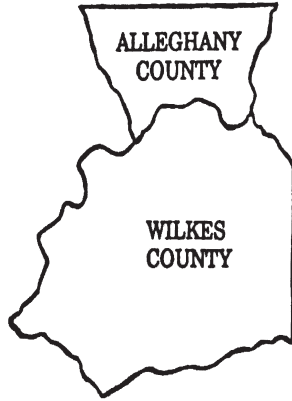
WILKES JOURNAL-PATRIOT

Paid Circulation: 15,200

And

THE ALLEGHANY NEWS

Paid Circulation: 5,000



Combination Advertising Rate

\$10.85 Per Column Inch



Monday Deadline: For Publication in Thursday
The Alleghany News /Wednesday Wilkes Journal-Patriot

Friday Deadline: For Publication in Monday Wilkes
Journal-Patriot / Thursday The Alleghany News

**Combination Rate will not apply if advertiser has store
locations in both Wilkes and Alleghany counties.**

WILKES JOURNAL-PATRIOT
P.O. Box 70
711 Main Street
North Wilkesboro, N.C. 28659

ADVERTISING RATES & INFORMATION

Effective March 1, 2009 To February 28, 2010

WILKES JOURNAL-PATRIOT

Wilkes Journal-Patriot Has Blazed The Trail Of Progress In The State Of Wilkes For Over 100 Years
OVER 15,200 PAID CIRCULATION

P.O. Box 70
711 Main Street
North Wilkesboro, N.C. 28659
Telephone (336) 838-4117
FAX: (336) 838-9864
Email: wj pads@charter.net

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