A person wearing a light-colored shirt, dark pants, and a cap is standing on a wooden ladder in an orchard, reaching up to harvest red apples from a tree. The orchard is filled with green trees and many ripe red apples. The sky is blue with some white clouds.

Wilkes Journal-Patriot Rate Card and Media Kit

711 Main Street • P.O. Box 70 • North Wilkesboro, N.C. 28659-4211

Phone: (336) 838-4117 • Fax: (336) 838-9864

Website: www.journalpatriot.com

Adsend Address: ncnwc



Wilkes Journal-Patriot

Published every Monday, Wednesday and Friday For the county of Wilkes and its people

Wilkes Journal-Patriot is unique among news and advertising media in Wilkes County. It is located in the geographic, political and social center of the county, and has served its readers for more than 100 years.

With a paid circulation of 14,900, *Wilkes Journal-Patriot* reaches more homes in Wilkes County than any other newspaper. Its pages are filled with news of local people, school and community concerns, as well as agricultural, business, government and political issues that affects its readers.

Through the years, *Wilkes Journal-Patriot* has won a host of North Carolina press awards in both news and advertising.

Advertisers seeking to reach Wilkes County consumers, find *Wilkes Journal-Patriot* to be a medium that is both effective and cost efficient.

1. Advertising Personnel

Nellie Archibald,
Advertising Director
narchibald@wilkes.net

Madelene Johnson,
Sales Representative
madj@wilkes.net

Sue Bucsek,
Sales Representative
suetb@wilkes.net

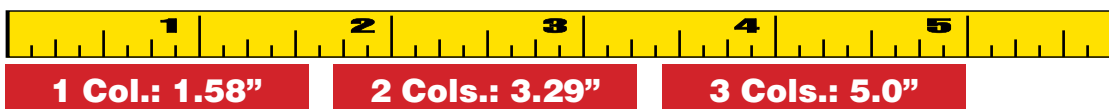
Betty Denny,
Classified Sales
336-838-4117 or submit On-Line at:
www.journalpatriot.com

- **Format:** Tri-Weekly Newspaper (Broadsheet)
- **Circulation Area:** Wilkes County
- **Publication Days:** Monday, Wednesday and Friday Afternoon
- **Zoning Capabilities:** By zip code cluster
- **Deadlines:** Two days prior by 5 p.m.
Color ads, 3 days prior
Inserts 10 days prior

711 Main Street
P.O. Box 70
North Wilkesboro, N.C. 28659-4211
Phone: (336) 838-4117
Fax: (336) 838-9864
E-mail: wj pads@wilkes.net
Website: www.journalpatriot.com
Adsend Address: ncnwc

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2. Commissions & Terms of Payment

- a. Retail rates are non-commissionable.
- b. Recognized advertising agencies receive a 15% discount when using the national rate.
- c. Advertising is payable at time of purchase unless the advertiser or the advertising agency has credit with Wilkes Journal-Patriot. Credit is available to qualified applicants.
- d. Political and 'Going out of Business' are accepted only with payment in advance.
- e. A 1 1/2% per month service charge will be made on accounts unpaid 30 days after billing.

3. General Rate Policy

Rate Revisions: Publishers reserve the right to revise rates at any time on at least 30 days' notice.

4. Advertising Rates

Wilkes Journal-Patriot Rates:

Effective March 1, 2015 Through February 29, 2016

Wilkes Journal-Patriot is published on Monday, Wednesday and Friday afternoons and is a paid circulation broadsheet newspaper. Rates are as follows:

1. Open Column Inch Rate..... \$6.60
200 or more column inches used during a 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:

\$7.77 (ROP)per column inch
\$7.95 (Classified Display).....per column 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 Legals\$6.60 per column inch
Administrator's Notices..... \$60.00

CLASSIFIED ADVERTISING:

\$3.80 minimum charge for 25 words or less
10¢ for each additional word over 25.

CLASSIFIED DISPLAY ADVERTISING:

\$6.70 per column inch (No Volume Discount)

PREPRINTED INSERTS:

Cost Per Thousand (Net Rate)

Pages	Rate
Single Page	\$42
4 Tab - 2 Standard	\$45
8 Tab - 4 Standard	\$47
12 Tab - 6 Standard	\$50
16 Tab - 8 Standard	\$52
20 Tab - 10 Standard	\$55
24 Tab - 12 Standard	\$57
28 Tab - 14 Standard	\$59
32 Tab - 16 Standard	\$61
36 Tab - 18 Standard	\$63
40 Tab - 20 Standard	\$65
44 Tab - 22 Standard	\$67
48 Tab - 24 Standard	\$69
52 Tab - 26 Standard	\$71

*Over 52 Tab - Rates upon request

Deadline For Inserts: 10 days prior to insertion date.

PREPRINT QUANTITIES REQUIRED FOR FULL CIRCULATION:

Wilkes Journal-Patriot.....14,900

SHIP PREPRINTS TO:

Wilkes Journal-Patriot
711 Main Street
North Wilkesboro, N.C. 28659-4211

Deadline: 5 working days prior to publication.

PREPRINT GUIDELINES:

Tab page equals 108.00 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 54 inches and up to 129.5 standard inches will be considered a standard page.

5. Color Rates

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.



4 Col.: 6.70"

5 Cols.: 8.41"

6 Cols.: 10.125"



6. Standard Ad Units

SIX COLUMN FORMAT MECHANICAL REQUIREMENTS

- Width of column: 1.58 inches with .125 inches between columns.
- Depth of columns 21 1/2 inches or 300 lines.
- Full Page: 10.12 inches by 21.5 inches. Total of 129 column inches or 1800 lines.
- Halftone screen used on negatives 100 line.
- Extra charge for photographs made by Wilkes Journal-Patriot for advertisements.

7. Special Services

- Proofs are available on all ads, either by fax, e-mail or in our office.
- Tearsheets will be provided if requested.
- Advertising layout services provided to advertisers.
- Clip art services, including contemporary cuts and illustrations, are available for ads at no charge to the advertiser.

8. Special Pages/Features

- Best Food Day: Wednesday Edition
- Best News: Monday, Wednesday and Friday Editions
- Weddings & Engagements: Wednesday and Friday Editions
- Information on special sections available on request.

9. ROP Depth Requirements

Standard Page: Minimum display ad is 1 column inch X 1 inch. Advertisements over 19 inches deep will be billed full column depth of 21.5 inches.

10. Copy Regulations

- All advertising copy is subject to acceptance by the Publishers, who reserves the right to revise, edit or refuse any or all copy.
- We reserve the right to insert the word "advertisement" in all ads, especially "all copy," ads which may be mistaken for news articles.
- No unsigned or unidentified advertising will be accepted. (except bonafide teaser ads from regular advertisers or blind ads using a box number).
- We want your ad to be accurate and correct, and normally there will be no errors. However, should there be an error, and it is our fault, we will give you a correction letter and rerun (or give credit) for the actual space occupied plus proportionate space for signature.
- The newspaper will make every effort to honor requests for particular ad placement. However, we do not guarantee position.
- The advertiser agrees to indemnify and save harmless the publisher against any and all loss, damage, cost and expense which the publisher may incur or become liable for by reason of any and all claims or actions for libel, violation of right of privacy, plagiarism, copy-right infringement, and any and all other claims in connection with advertising matter published pursuant to the terms and provisions of this contract, including without limitation the expense and cost of defending any and all such claims and actions.

11. Closing Times (Deadlines)

Monday's edition: Thursday 5 p.m.
Wednesday's edition: Monday 5 p.m.
Friday's edition: Wednesday 5 p.m.

For multiple pages, double trucks, color ads or extensive layout work, above deadlines advance 24 hours.

12. Mechanical Measurements

- 22 inch Web Measurement
- Standard page size is 10.12 inches wide x 21.5 inches deep, (6 columns x 21.5 or 129 inches per page. Double Truck: 21 x 21.5 inches deep.
- Printing method: Goss offset press using photo composition, engraved aluminum plates, slick proof, black & white art and photographs or halftone screens from 60 to 85 lines are preferred for best reproduction.
- Width of column, 1.58 inches, 6 columns per page. Gutter measurement is 1/8 inch (.125 inch).

13. Digital Ad Delivery

You may deliver an ad digitally for placement in our publication.

- Files may be emailed to wj pads@wilkes.net
- Our Adsend address is ncnwc. For help with Adsend call 1-800-2ADSEND.
- Ad Transit
- CDs are accepted for large files and graphics

Acceptable File Format:

We are a Macintosh based production department. PC format files are only accepted in Acrobat PDF format. If you are sending native file format, please include all fonts and graphics needed to properly print the ad.

- Adobe Acrobat PDF (We prefer this format whenever possible.)
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Microsoft Word
- Quark Express

Contact Lonnie Huffman or Andy Moore at: 336-838-4117 with questions.

14. Classified Rates

Classified Display Rate: \$6.70 per column inch (No volume discount)

Classified Advertising: \$3.80 minimum charge for 25 words or less. 10¢ for each additional word over 25 words.

Legal Advertising:

Financial, Tabulated Statement and Legals \$6.70 per column inch

Administrator's Notices: \$60.00

15. Comics

Wilkes Journal-Patriot carries Baby Blues, Blondie, Dustin, Take It From The Tinkersons and Zits.

16. Real Estate Magazine

Wilkes County, NC
Real Estate

YOUR SOURCE FOR HOMES AND PROPERTIES IN WILKES COUNTY
Volume XXIV, Issue 2 February 2015

Find Your Valentine At New Home!

Wilkes
Journal-Patriot 336-838-4117 www.JournalPatriot.com

Wilkes Journal-Patriot produces a monthly glossy, full color Real Estate Magazine.

Full Page	7.5" X 10"	\$210.00
1/2 Page	7.5" X 4.95'	\$135.00
1/4 Page	3.687" X 4.95"	\$80.00

17. Circulation

Circulation breakdown is available upon request by calling 336-838-4117 or by e-mail at narchibald@wilkes.net

18. Subscription Prices

Home delivery (where available)	
1 year.....	\$53.50
6 months.....	\$26.75
3 months.....	\$13.38
By U.S. Mail Inside Wilkes County	
1 year.....	\$53.50
6 months.....	\$26.75
3 months.....	\$13.38
Other North Carolina Counties	
1 year.....	\$82.39
6 months.....	\$41.20
3 months.....	\$20.60
Outside North Carolina	
1 year.....	\$85.00
6 months.....	\$42.50
3 months.....	\$21.25
Those in Active Military Service	
1 year.....	\$50.00
6 months.....	\$25.00
3 months.....	\$12.50

Wilkes Journal-Patriot

Hours of Operation

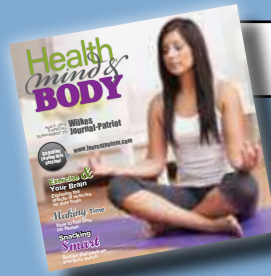
Monday-Friday

8 a.m.-5 p.m. Eastern Time

www.journalpatriot.com

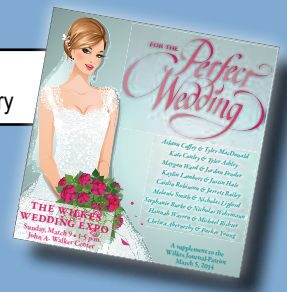
Wilkes

Journal-Patriot's Special Sections



Health, Mind & Body

Quarterly—Healthy Living Tips



Bridal Tab

Trends and Planning Tips—Late February



MerleFest



Graduation Section

Senior Honors, Junior Marshalls and Scholarships—May or June



Apple Festival



Chamber Tab

Updates & Happenings—Quarterly



Christmas Section

Letters to Santa—December

Wilkes Journal-Patriot

Circulation Area

