

ADVERTISING RATES & INFORMATION

WILKES JOURNAL-PATRIOT

Wilkes Journal-Patriot Has Blazed The Trail Of Progress In The State Of Wilkes For Over 100 Years

Published Every Tuesday and Friday

www.journalpatriot.com

P.O. Box 70
Telephone (336) 838-4117

711 Main Street
FAX: (336) 838-9864

North Wilkesboro, N.C. 28659
Email: wj pads@wilkes.net

ADVERTISING RATE CARD

**Effective March 1, 2019
Thru February 28, 2020**

DEADLINES

2 Days Prior To Publication

DISPLAY ADVERTISING

Open Column Inch Rate \$6.75

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

AGENCY/NATIONAL ADVERTISING

\$7.95 (R.O.P.) per col. inch

\$8.06 (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 Legals 6.75 per col. inch
Administrator's Notice \$75.00

CLASSIFIED ADVERTISING

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

CLASSIFIED DISPLAY ADVERTISING

\$6.85 per column inch (No Volume Discount)

SIX COLUMN FORMAT

MECHANICAL REQUIREMENTS

- a. Width of column: 1.56" with .125" between columns
- b. Full page: 10" by 21". Total of 126 col. inches or 1800 lines

ONLINE ADVERTISING

Banner Ad \$250.00/month

Banner Ad (1/2 Size) \$150.00/month

In Story Ad \$200.00/month

Linked to your Website

Ad PDF with print ad \$25.00/week

Ad PDF without print ad \$50/week

BUSINESS DIRECTORY

Business Card Ad \$15.00/week
with a 13 week commitment

PREPRINTED INSERTS

Cost Per Thousand (Net Rate)

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

Over 52 Tab - Rates on request

Deadline For Inserts: 7 days prior to insertion date

PREPRINT QUANTITIES REQUIRED FOR FULL CIRCULATION

Wilkes Journal-Patriot 11,200

Ship Preprints To:

Wilkes Journal-Patriot

WSJ Production Facility

2051 East Fifth Street

Winston-Salem, N.C. 27101


Deadline: 5 working days prior to publication.

COLOR CHARGE (full page or less)

Full Color \$100

Color charges not subject to pick up discount

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**

Front Cover \$350.00

Full Page 7.5" x 10.00" \$230.00

1/2 Page 7.5" x 5.00" \$150.00

1/4 Page 3.75" x 5.00" \$95.00