

# 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](http://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](mailto:wj pads@wilkes.net)

### ADVERTISING RATE CARD

**Effective March 1, 2020  
Thru February 28, 2021**

#### 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 ..... 9,800

#### 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**

<b>Front Cover</b> .....	<b>\$350.00</b>
<b>Full Page</b> ..... 7.5" x 10.00" .....	<b>\$235.00</b>
<b>1/2 Page</b> ..... 7.5" x 5.00" .....	<b>\$155.00</b>
<b>1/4 Page</b> ..... 3.75" x 5.00" .....	<b>\$100.00</b>