

The News

"Making a difference one week at a time"



Williamsburg County Court House

Display and Classified Rates Preprint Rates Effective January 1, 2018

Williamsburg County's Leading Newspaper



The News

"Making a difference one week at a time"

Kingstree, South Carolina

DISPLAY ADVERTISING RATES

1. PERSONNEL

Tami K. Rodgers, Publisher

Wednesday Publication

2. The News

511 N. Longstreet Street • P.O. Box 574

Kingstree, S.C. 29556

(843) 355-NEWS (6397) • Fax: (843) 355-6530

News Department E-mail: news@kingstreenews.com

Ad Department E-mail: advertising@kingstreenews.com

Classified Department: classifieds@kingstreenews.com

3. COMMISSIONS & DISCOUNTS

Local display rates are non-commissionable. National rate only is commissionable to recognized agencies. Earned rate discounts allowed only when bill is paid in full by the 25th of the month following service and no past due or unpaid balance of any kind remains.

4. ADVERTISING RATE POLICIES

Publisher reserves right to adjust rates at any time. Rates on this card are effective with advertising appearing after Jan. 1, 2018.

5. ADVERTISING RATES

(a) LOCAL OPEN RATE

\$8.00 per column inch (non commissionable)

(b) CONTRACT RATES

Annual Volume Discounts - Open Rate \$8.00

Inch Volume Per Year	Avg. Inches Per Week	Pages Per Year	Rate
252	5	2	\$7.30
378	7	3	\$7.10
567	11	4.5	\$6.90
756	15	6	\$6.80
945	18	7.5	\$6.70
1134	22	9	\$6.60
1638	32	13	\$6.30
2520	49	20	\$6.00
3276	63	26	\$5.90
4914	95	39	\$5.40
6552	126	52	\$5.00

Discounts Apply Only When Conditions In Section 3 Are Met.

(c) NATIONAL ADVERTISING RATE

\$10.00 per column inch.

(d) POLITICAL RATE

\$8.00 per column inch (net). Cash in advance.

(e) CHURCH OR NON-PROFIT RATE

\$6.75 per column inch.

6. COLOR RATES

Full color: 1/2 page up to full page \$200.00; Any ad smaller than 1/2 page color charge will be 1/2 price of the ad. Deadline for color is 46-hrs. in advance of regular deadlines.

7. SPECIAL SERVICES

(a) PROOFS will be delivered for all ads of 35 col. inches or more provided it has been submitted 24 hours in advance of regular deadlines only if requested. All other ads will be available for proofing at The News office.

(b) TEARSHEETS will be provided when ordered in advance of publication. More than 6 will be charged at wholesale rate.

8. SPECIAL SECTIONS - *scheduling subject to change*

March.....	Agricultural Tab
June.....	Local Buyers Guide
August.....	Back To School Tab
October.....	Pig Pickin' Festival Tab
November.....	Mass Mailing
December.....	Christmas Greetings

9. ADVERTISEMENTS

Deeper than 19 inches charged as full column.

10. CLOSING TIMES

Deadline for ROP display ads: 5 PM Friday.

11. MECHANICAL MEASUREMENTS

(a) Standard Page Size: 6 col. x 21 inches deep. Page width 10.625 inches and 0.125" gutter width. Double truck 22.125 x 21
 (b) Printing method: off set

12. CIRCULATION

Current circulation figures are available on request. Mail circulation verified by USPS.

13. ERRORS

The News will not be liable for any error in advertisements to a greater extent than the cost of space occupied by the item in the advertisement and only for the first insertion.

Mechanical Sizes Retail Column Widths

Columns	Inches Decimal
1	1.667
2	3.458
3	5.250
4	7.042
5	8.833
6	10.625



The News

"Making a difference one week at a time"

Kingstree, South Carolina

CLASSIFIED ADVERTISING RATES

1. CLASSIFIED DISPLAY FLAT RATE
\$6.15 per column inch (non-commissionable)
2. CLASSIFIED DISPLAY NATIONAL RATE
\$7.10 per column inch. Based on 9 col. Format
3. CLASSIFIED READER AD RATES
50¢ per word - \$7.25 (cash) minimum. Add a one time charge of \$1.00 for billing.
4. LEGAL RATES
\$8.50 per column inch.
5. CLASSIFIED AD DEADLINES
For Wednesday; 5 P.M Fridays
6. CASH IN ADVANCE
Ads in the following categories must be paid for in advance:
Political
Card of Thanks
Yard Sales
Want ads
Firewood
Lost
Child Care
Debt Disclaimers
Services
(Unless Credit is Established)
7. MECHANICAL MEASUREMENTS
Standard Page Size: 9 col. x 21 inches: page width is 10.625 inches and a 0.125" gutter width.
8. BLIND ADS - \$10.00 ADDITIONAL CHARGE
The News reserves the right to refuse or cancel ads at any time.

PREPRINT RATES

- Preprint Provisions
1. Supplements must be delivered freight prepaid to the Post and Courier, Attention: Tami Rodgers, 134 Columbus St, Charleston, SC 29403 no later than one week prior to insertion.
 2. Supplements should be on skids and bulk strapped. The hours for receiving are Monday through Friday, 8:00 a.m. to 4:00 p.m.
 3. Minimum charge for any partial run is \$200.
 4. Do not quarter fold.
 5. \$15 per thousand additional charge if inserts have to be hand slipped.

Preprint Rates

SIZE	COST PER 1000
Single Sheet	\$46
4-Pg. Tab (2-Std)	\$48
8-Pg. Tab (4-Std)	\$53
12-Pg. Tab (6-Std)	\$57
16-Pg. Tab (8-Std)	\$60
20-Pg. Tab (10-Std)	\$62
24-Pg. Tab (12-Std)	\$69
28-Pg. Tab (14-Std)	\$71
32-Pg. Tab (16-Std)	\$75
36-Pg Tab (18-Std)	\$80

Contract Rates For Inserts

Number of Inserts Per Year	Discount
6	5%
12	10%
24	15%
36	18%
48	20%

Mechanical Sizes

Classified Column Widths

Columns	Inches Decimal
1	1.069
2	2.264
3	3.458
4	4.653
5	5.847
6	7.042
7	8.236
8	9.431
9	10.625



"Making a difference one week at a time"

Kingstree, South Carolina

ANNUAL SPACE CONTRACT

The following contractual agreement is entered into between _____ and *The News* and renders null and void any previous contractual agreement between these two parties.

_____ of _____ hereby agrees to purchase _____ inches of ROP advertising space in *The News* during the next twelve (12) months at a net contract rate of \$ _____ per column inch. This contract will commence on _____, 2018 and terminate on _____, 2018.

It is mutually agreed that should the advertiser fail to run the contracted number of ROP advertising inches in the designated period of time, said advertiser will be billed for the difference in his contract rate and the actual earned rate per this rate card.

It is further agreed that should the advertiser, during the course of this contract, earn a lower rate than the one contracted for, said advertiser will be billed at the lower rate and credited for the difference in the earned rate and the contract rate.

In the event the contract advertiser's account falls 60 or more days in arrears, this contract is automatically nullified and future advertising will be paid in advance at the open rate.

This contract can be terminated by either party upon 30 days written notice. Should termination occur before contractual agreements are met, the advertiser will be billed or credited for the difference in contract and earned rates.

All contracts must be in writing, duly signed and dated by an authorized representative of both the advertiser and the publication, in order for the advertiser to receive contract rate discounts.

ADVERTISER

THE NEWS

NEWSPAPER

(BY)

(BY)

DATE:

DATE: