

ADVERTISING

RETAIL / CLASSIFIED / INSERT

RATES

POLICY / REGULATIONS / SPECIFICATIONS

EFFECTIVE: January 1, 2013

Rome News-Tribune

PUBLISHED BY NEWS PUBLISHING COMPANY
P.O. BOX 1633 ROME, GEORGIA 30162-1633

Rome News-Tribune

305 East Sixth Avenue • Rome, GA 30161
706/290-5220 FAX 706/290-5219

ADVERTISING RATES

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The Rome News-Tribune is published mornings,
365 days a year.

by

NEWS PUBLISHING COMPANY

P.O. Box 1633 • Rome, Georgia 30162-1633

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1. PERSONNEL

B.H. MOONEY, III*President*
OTIS RAYBON.....*Publisher*
MIKE SCHUTTINGA.....*Advertising Director*
DOUG CROWE.....*Vice President Production*
TIM HALE.....*PrePrint Coordinator*

2. REPRESENTATIVES

3. CREDIT & TERMS OF PAYMENT

- [A] All advertising is payable in advance unless advertiser has established credit with the newspaper's Business Office. To establish credit, a specific Credit Application/Information form must be filled out and signed by proper authority of firm making application. All credit checks must be confirmed in writing by firms given as references. To avoid delay in establishing credit, be sure credit reference information is accurate and complete. After credit is established, all space will be billed on the last day of the month, and will be due on receipt. All credit accounts are billed at the gross rate, determined by volume (except Church Rate). Any credit account paid in full by the 15th of the month following billing will be entitled to take a "prompt payment discount" provided there is no unpaid balance. Any credit account not paid by the next billing period will be considered past due and subject to termination of service.
- [B] All rates in this card are noncommissionable.
- [C] All political, transient, "Going Out Of Business," "Closing Up," "Liquidation" or advertisements of a similar nature, are payable in advance.

4. RATE POLICIES

- [A] The Rome News-Tribune (and affiliate publications) reserves the right to revise advertising rates at any time. Every prudent effort will be made, but is not guaranteed, to give 30 days notice of any rate revision.
- [B] Advertising accounts with the Rome News-Tribune are opened under the condition that advertising space is to be used exclusively for a specific advertiser operating under business' specific trade name. The space cannot be given, sold, or transferred in whole or part to any other firm, corporation, or individual. In the event of one common owner operating several like businesses under different names, an account may be opened in a common name and all space used may be applied to that one account in order to earn a more favorable rate. However in such a case, the several accounts will be treated as one for billing purposes, and invoice will not identify individual trade name transactions.
- [C] Multiple Listing Provision
Advertising of a merchandising nature containing names of more than one firm, to be billed to one of the listed firms, will be charged at the current open rate. As an alternative, provided all firms listed within the ad have open accounts in good standing, the space may be pro-rated and billed to the individual firms at their respective earned rate.

In the event of a legitimate organization placing ad, listing names of individual firms associated with the organization is permissible and space will be charged at the organization's earned rate, provided such advertising is not of an individual merchandising nature or containing multiple logos.

- [D] See item 13 for other essential regulations regarding copy, acceptability, position, error adjustments, etc.

5. R.O.P. AND PREPRINT ADVERTISING RATES

Retail Open Rate.....\$26.25 per column inch
Volume Discounts (Calendar Month) for firms with established credit:

* Prompt Payment Discount of 35¢ per column inch is

Space In Column Inches	Earned Rate	Prompt Payment Discount Rate*
Open.....	\$26.26	\$25.10
19 to 38 3/4.....	\$23.45	\$23.10
39 to 75 3/4.....	\$22.62	\$22.27
76 to 150 3/4.....	\$21.80	\$21.55
151 to 315 3/4.....	\$21.44	\$21.09
316 to 473 3/4.....	\$21.21	\$20.86
474 to 630 3/4.....	\$20.84	\$20.49
631 to 938 3/4.....	\$20.69	\$20.34
939 or more.....	\$20.54	\$20.19

allowed only when bill is paid by the 15th of the month following billing, and provided there is no unpaid balance for any News Publishing Company affiliate account.

- [B] Church Rate (Locally Chartered): \$19.59 per column inch FLAT RATE.
- [C] Transient Amusement Rate (Cash): \$26.25 per column inch FLAT RATE.
- [D] Political Advertising (Cash): GENERAL RATE APPLIES at \$28.68 per column inch.
- [E] Preprints
Full run rate: Weekdays \$1,364.00, Sunday \$1,500.00
Subsequent full run insertions, same issue: \$500.00
To run in PLUS only \$74M net. Full run in paid and PLUS paper; PLUS cost is \$44M net. Max weight 2.5oz. Preprints over 2.5oz. call for a quote.
Frequency Discounts Available

Preprints can be any number of pages up to 16-Page Standard or 32-Page Tabloid. (Quotes available on greater page count.) It is advertiser's responsibility to provide adequate quantity to fulfill order specified. Preprinted single sheets - full run \$44M/ net; zoned run-min 5,000 and sufficient quantities required for carrier routes zoned-\$50M net. Applies to 8 1/2 X 11" only.

ZONED RUNS*: 5,000 min., \$74 net per thousand

*Zoned runs in Rome News-Tribune limited to weekdays. No Sunday zoned runs. Also, due to mechanical and logistical limitations, the right is reserved to limit the number of different products accepted on less than full run orders.

PLUS zoned runs-Min. of 5,000 and sufficient quantities required for carrier routes zoned-\$100.00 zoning fee.

PREPRINT RESERVATIONS/DEADLINES

Full run orders for Rome News-Tribune may be scheduled for any day. Deadline for reservations is one week prior to date of publication.

Deadline for materials is Wednesday for Saturday or Sunday publication; two days prior to date of publication for weekdays. Deadline for Rome News-Tribune PLUS (a Total Market Coverage product) is Wednesday preceding Monday publication date.

DELIVERY/SHIPPING

Material must be shipped (freight prepaid), on disposable skids, or boxed, to Rome News-Tribune, 5 East 4th Street, Rome, Georgia 30161. Hours for delivery are 9:00 a.m. to 5:00 p.m. EST, Monday through Friday.

SPECIFICATIONS AND CONFIGURATIONS

■ STANDARD SIZE*

Any page greater than 11 1/4" x 13 3/4" (but not exceeding 13 3/4" x 22 3/4") shall be considered a Standard Size.

■ TABLOID SIZE*

Any page 11 1/4" x 13 3/4" or smaller shall be considered a Tabloid Size.

■ FLAP OR GATE FOLD

Flap on either Standard or Tabloid page will be counted as two additional pages.

*Inserts should NOT be quarterfolded.

6. GROUP COMBINATION RATES

See "Combination" rate card for details.

Other publications of News Publishing Company:

- **Calhoun Times** (a twice weekly newspaper published each Wednesday and Saturday)
- **Calhoun Times PLUS** (purchased in combination with Calhoun Times; a free distribution TM broadsheet publication with news and advertising content, published each Tuesday)
- **The Catoosa County News** (a weekly newspaper published each Wednesday)
- **The Catoosa County News PLUS** (purchased in combination with The Catoosa County News; a free distribution TM broadsheet publication with news and advertising content, published each Wednesday)
- **The Cedartown Standard** (a twice weekly newspaper published each Tuesday and Thursday)
- **The Cedartown Standard PLUS** (purchased in combination with The Cedartown Standard; a free distribution TM broadsheet publication with news and advertising content, published each Tuesday)
- **The Chattooga Press** (a free distribution TM broadsheet publication with news and advertising content, published each Wednesday)
- **Cherokee County Herald** (a weekly newspaper published each Wednesday)
- **Cherokee County Herald PLUS** (purchased in combination with the Cherokee County Herald; a free distribution TM broadsheet publication with news and advertising content, published each Wednesday)

- **Fort Oglethorpe Press** (a free distribution TM broadsheet publication with news and advertising content, published each Wednesday)
- **The Rockmart Journal** (a weekly newspaper published each Wednesday)
- **The Rockmart Journal PLUS** (purchased in combination with The Rockmart Journal; a free distribution TM broadsheet publication with news and advertising content, published each Wednesday)
- **Rome News-Tribune PLUS** (purchased in combination with Rome News-Tribune; a free distribution TM broadsheet publication with news and advertising content, published each Monday)
- **Walker County Messenger** (a twice weekly newspaper published each Wednesday and Friday)
- **Walker County Messenger PLUS** (purchased in combination with the Walker County Messenger; a free distribution TM broadsheet publication with news and advertising content, published each Tuesday)

7. COLOR RATES AND DATA

- [A] Full color is available any day, limited only by color capacity of presses. Publisher reserves the right to set priorities of acceptance.
- [B] No minimum space requirement.
- [D] Double Trucks are charged as two pages.
- [E] Regular closing time prevails when using standard AD-LITHO Process Red (or Bright Red), Process Blue and Process Yellow. For other colors, reservations must be made 7 days prior to date of publication. \$15.00 surcharge for late orders.

8. SPECIAL R.O.P. UNITS

Flex Form units are available for any day but limited to one per edition. Details available on request.

Roll-fed Hi-Fi will be accepted for any issue with prior approval. Material must be at newspaper one week prior to publication date. Dinky web width is 13 3/4", maximum roll diameter is 40", disposable cores. Allow 5% over press run for spoilage. Quantity needed will be determined at time of approval.

9. SPLIT RUN

Details available on request.

10. SPECIAL SERVICES

- [A] Art Department
The Rome News-Tribune has a staff of full-time commercial artists/designers to assist advertisers. There is no charge for layout service when advertising is to be used in the Rome News-Tribune. Art/layout service for outside use is \$30.00 per hour with a 1 hour minimum.

- [B] Clip Art
The Rome News-Tribune subscribes to several leading clip art services. They are available for advertiser's use at no extra charge. The charge for custom illustration is \$20.00 per hour with a 1 hour minimum.
- [C] Advertising Photography
Arrangements for photographic service should be made well in advance of advertising deadline. The following charges apply only when photography is to be used for advertising purposes in the Rome News-Tribune, or affiliate publications.
Portrait B/W (in studio)each \$8.00
Portrait B/W (on location)First Shot \$12.00
each additional same location \$8.00
Photo Copy Work B/Weach \$10.00
Color Photography (includes Process Color Separations)1 Set \$25.00
- [D] Commercial Photography
Any photography that is not to be used for advertising production will be charged at the following:
First Shot \$25.00
each additional shot at same location \$12.50
(plus mileage where applicable)
- [E] Tearsheets
Tearsheets are provided for co-op purposes and for proof of insertions only, and will be provided for each ad published when requested, up to a limit of ten. Replacement or each additional tearsheet will be charged at 15¢ each.
- [F] Miscellaneous Production Service
Benday Screens/Color Mask up to full page.....\$8.00
- [G] Print and Negative service for outside commercial use:
UP TO HALF PAGE \$14.00
HALF TO FULL PAGE \$26.00

11. SPECIAL DAYS/PAGES/FEATURES

- Sunday "Rome Life"- a lifestyle section, including weddings and engagements
- Monday "Roman Record" - a business and statistical data section, in tabloid format. See item 16 for rates and deadlines.
- Tuesday "Young Romans" - editorially oriented towards today's youth, this tabloid format also includes local education and related activities. See item 16 for rates and deadlines.
- Wednesday Best Food Day
- Saturday Church News, "Trib Viewers-Guide" - local TV and Cable schedules printed in a magazine format. See item 19 for rates and deadlines.

12. R.O.P. DEPTH REQUIREMENTS

Minimum ad size: 1 column inch.

DOUBLE TRUCKS

Subject to availability on a first come, first served basis and available in the following sizes only:

- 13 col. x FD (21 1/4") 13 col. x 10 1/2"
- 13 col. x 18" 11 col. x FD (21 1/4")
- 13 col. x 14" 9 col. x FD (21 1/4")

All advertising over 19 inches deep will be charged as full depth (21 1/4").

All "step-down" advertisements must total 75 column inches or more.

13. CONTRACT AND COPY REGULATIONS

- [A] The placing of any advertising matter for publication in the Rome News-Tribune will be construed as acceptance of all provisions, rates and conditions of this brochure.
- [B] The Rome News-Tribune (and affiliate publications) reserves the right to edit, alter, classify or reject any advertisements. The subject matter, form, size, wording and typography of all advertising is subject to approval of the publisher. Further, advertiser and/or agent assumes liability for all content (including text and illustrations) of advertising printed, and also assumes responsibility for any claims arising therefrom made against publisher for inadvertent transgressions.
- [C] The Rome News-Tribune assumes no financial responsibility for typographical errors, scheduling errors, errors of omission, or any other error, the liability of the publisher shall be confined to a cancellation of the charges of the portion of the ad that is in error, or a rerun of the portion of the ad that is in error. Claims for such errors must be made within 30 days.
- [D] Alcoholic beverage advertising accepted for any publishing day except Sunday. The advertiser and/or agent assumes full responsibility for any claims arising against the publisher for inadvertent transgressions of the laws of the State of Georgia pertaining to alcoholic beverage advertising.
- [E] Positioning requests will be honored as far as practical in conformity with the newspaper's format. Specifications on orders for the use, or barring the use of any page, or relating to the kind of news or advertising on the page are treated as requests only. However, when full position or specified page is demanded by advertiser and providing such is possible, an additional charge of 50% will be added to the cost of the advertisement.
- [F] No "upside down" advertisements accepted.
- [G] Advertising matter that, in the publisher's judgment resembles news matter, will be plainly indicated by the word "Advertisement" within the advertising space. In the absence of such indication, the right is reserved to insert such information at the publisher's discretion.
- [H] All material furnished by the advertiser for the production of advertisements will be considered property of this newspaper for two months following date of publication. It will remain on file for two months for re-use by advertiser and will be destroyed at the end of that period unless return is requested.
- [I] No information relating to any advertisement will be released to representatives of other advertising media prior to publication.
- [J] The Rome News-Tribune is not responsible for errors when advertising orders, cancellations, or corrections are given over the telephone.
- [K] All political advertising will be required to comply with state and federal regulations regarding identification of person(s) and/or organization placing advertisement. "Paid Political Advertisement" must appear within ad space, and payment in advance is required.
- [L] Outside proofing service is not provided. Advertisers desiring to proofread ads will be notified when ad is ready for proofing at the Rome News-Tribune office. If advertiser has not proofread ad within a reasonable

time period, it will be proofread by our in-house proofreaders. Proofing by advertiser is for correction only, and a production charge of \$1.00 per line will be made for alterations of original copy. Advertiser-proofed ads are the responsibility of advertiser, in-house proofed ads are the responsibility of the Rome News-Tribune in accordance with provisions of item 13-C.

- [M] All "mail order" advertising is subject to approval of the publisher.

14. CLOSING TIMES (Retail)

- [A] Advertising to run in Rome News-Tribune:
 Monday closes 3pm Friday
 Tuesday closes 12 noon Monday
 Wednesday closes 3pm Monday
 Thursday closes 3pm Tuesday
 Friday closes 3pm Wednesday
 Saturday closes 3pm Thursday
 Sunday closes 3pm Thursday
 Sunday Society closes 3pm Thursday
- [B] Advertising to run in Rome News-Tribune PLUS:
 Monday closes 12 noon Wednesday
- [C] Deadlines are advanced 24 hours for double truck (or multiple ads) that require layout by our advertising staff.
- [D] Special order (ink) color ads close 7 days prior to date of publication. See item 7-E.
- [E] Closing times will be adjusted for certain holidays and special sections. Specifics on request.
- [F] Deadlines for Preprints: see item 5-E under Reservations/Deadlines.

15. MECHANICAL MEASUREMENTS

- [A] Offset printing process
- [B] Printing material required, in order of preference:
 (1) Reproduction proof, (2) Velox, (3) Film negative (right reading, emulsion side down) with halftones at 85 line screen.
- [C] 6 Column Page, Display Advertising: 10.625" wide, 21.25" deep, 1/8" between columns.
 1 column - 1.6667" 4 column - 7.0417"
 2 column - 3.4583" 5 column - 8.8333"
 3 column - 5.25" 6 column - 10.625"
 Double Truck - 22.125"
- [D] 8 Column Page, Classified Advertising: 10.319" wide, 21.25" deep, 6 pts. between columns.
 1 column - 1.6667" 4 column - 7.0417"
 2 column - 3.4583" 5 column - 8.8333"
 3 column - 5.25" 6 column - 10.625"
 Double Truck - 22.125"
- [E] 5 Column Tabloid: 8.8333" wide, 10.5" deep, 1/8" in between columns.
 1 column - 1.6667" 4 columns - 7.0417"
 2 columns - 3.4583" 5 columns - 8.8333"
 3 columns - 5.25"

16. SPECIAL CLASSIFICATIONS/RATES

- [A] Multiple insertion Discounts (R.O.P.)
 Minimum size is 2 column inches. Discounts available only on Mondays, Tuesdays and Saturdays. Must be a "pickup" from Rome News-Tribune as is (no copy changes) from any previous six publishing days. "Pickup" ads may be scheduled for:
 Rome News-Tribune Monday, Tuesday or Saturday
 Roman Record for Monday
 Young Romans for Tuesday
 Formula for Discounts:
 Original ad charged at regular earned rate. First "pickup" ad charged at 65% of spaces (35% off).
 Other "pickups" charged at 55% of space (45% off).
 Color will be charged at regular rate for first insertion, with 70% off for each subsequent insertion. See item 7-C.
- [B] Multiple Insertion Discounts (Classified)
 Minimum size is 50 column inches. Ads may run any three or four days, Monday through Sunday. First ad charged at regular earned rate, second, third and fourth insertion pickups charged at 50% of space for each. Minimal update changes allowed. Discount contingent on a minimum three-day buy.
 Color will be charged at regular rate for first insertion, with 70% off for each subsequent insertion. See item 7-C.
- [C] Roman Record (published Mondays, in tabloid format)
 Deadline Noon Friday.
 If purchased alone* \$26.25 column inch
- [D] Young Romans (published Tuesdays, in tabloid format)
 Deadline Noon Friday
 If purchased alone* earned rate applies
 *See "Multiple Insertion Discounts" above.
- [E] Combination Rome News-Tribune and Rome News-Tribune PLUS
 ROP ads scheduled for Rome News-Tribune will be charged at the earned rate. Ads scheduled for Rome News-Tribune PLUS will be charged at \$3.61 per column inch when scheduled 6 days prior or picked up 6 days after Rome News-Tribune publication.*
 Deadline for Rome News-Tribune PLUS is noon Wednesday for Monday insertion.
 Color will be charged at the regular rate for Rome News-Tribune with 70% off regular color rate for Rome News-Tribune PLUS. See item 7-C
 *Must be "pickup as is." No copy changes.
- [F] Combination Rome News-Tribune and Rome News-Tribune PLUS Preprints
 Preprints run in combination with Rome News-Tribune will be inserted at the regular rate in Rome News-Tribune and inserted in the Rome News-Tribune PLUS at \$40 per thousand. No zoned runs in Rome News-Tribune PLUS at this rate.
- [G] Pre-pay Discount for Rome News-Tribune PLUS is \$44.00 for cash payment per insert 7 days prior to publication.

17. CLASSIFIED RATES

LOCAL COMMERCIAL (Non-Employment Classification)
 Classified Section is a 9 column format and is billed in agate lines (14 lines = 1 inch). See item 15-D for mechanical measurements.

DAILY (A) Agate Lines	IN-COLUMN FREQUENCY			
	Rate Per Line Based On Number of Days			
	1-2	3-5	6-9	10+
3	\$1.43	\$1.23	\$1.10	\$1.08
4-15	\$1.31	\$1.20	\$1.08	\$1.03
16-36	\$1.30	\$1.18	\$1.03	\$1.01
37-60	\$1.29	\$1.10	\$1.01	.99¢
61-90	\$1.28	\$1.08	.99¢	.95¢
91-125	\$1.23	\$1.03	.94¢	.90¢
over 125	\$1.21	.95¢	.88¢	.79¢

- [A] IN-COLUMN FREQUENCY (Non-Employment Classification)
 Rates for ads in this category are per line based on number of days and runs. Ads must run consecutively and no copy changes are permitted. There is a \$6.53 minimum charge.

MONTHLY (B) Agate Lines	IN-COLUMN BULK	
	Rate Per Line	Discount Rate*
Up To 349	\$1.54 Open Rate	\$1.51
350-1050	\$1.09	\$1.06
1051-1750	\$1.02	.99¢
1751-2450	.98¢	.95¢
2451-3150	.95¢	.92¢
3151-3850	.94¢	.91¢
3851-4550	.93¢	.90¢
4551-5600	.91¢	.88¢
5601-7000	.89¢	.86¢
Over 7000	.83¢	.80¢

- [B] IN-COLUMN BULK (Non-Employment Classification)
 The rate for ads in this category is determined by total number of lines used within the calendar month.
 Ads are not required to be run consecutively and copy changes may be made at any time.
 Tearsheets, provided as proof of insertion, are furnished MONTHLY ONLY.

MONTHLY (C)	BORDERED DISPLAY	
	Earned Rate	Prompt Payment Discount Rate*
Open Rate	\$31.54	\$31.09
25-100*	\$29.14	\$28.69
100-175*	\$28.31	\$27.86
176-275*	\$27.55	\$27.10
276-375*	\$27.13	\$26.68
376-475*	\$26.70	\$26.25
476-575*	\$26.33	\$25.88
576-700*	\$25.85	\$25.40
701-857*	\$25.41	\$24.96
Over 857*	\$25.00	\$24.55

* Prompt Payment Discount of 45¢ per column inch is allowed only when bill is paid by the 15th of the month following billing, and provided there is no unpaid balance for any News Publishing Company affiliate account.

- [C] BORDERED DISPLAY MONTHLY (Non-Employment Classification)
 The rate for ads in this category is determined by the number of column inches used within a calendar month.
 The use of ART and BOLD FACE TYPE is permitted in ads in this category. However, due to the extensive time and manpower necessary in producing ads of this kind, deadlines are earlier than IN-COLUMN DISPLAY ads.

Ads in this category will be placed as close to the proper classification as possible. Ads wider than 1 column will be stacked from bottom of page.

The DISCOUNT RATE for "Monthly" use in [B] and [C] is for prompt payment and is allowed only when bill is paid by the 15th of the month following billing, provided there is no unpaid balance for prior billings.

[D] LOCAL EMPLOYMENT Separate card available.

[E] FAMILY CLASSIFIED

Non-commercial rate available to individuals only. Rates will be given at time of ad placement. Courtesy billing and bills are due when rendered.

[F] CLASSIFIED DEADLINES

IN-COLUMN DISPLAY*

Sunday IssueFriday Noon

Monday IssueFriday 5:00 p.m.

Tuesday IssueMonday 5:00 p.m.

Wednesday IssueTuesday 5:00 p.m.

Thursday IssueWednesday 5:00 p.m.

Friday IssueThursday 5:00 p.m.

Saturday IssueFriday 5:00 p.m.

*On certain occasions, production limitations may cause deadlines to be advanced to noon.

BORDERED DISPLAY

Sunday IssueThursday 3pm

Monday IssueFriday 3pm

Tuesday IssueMonday noon

Wednesday IssueMonday 3pm

Thursday IssueTuesday 3pm

Friday IssueWednesday 3pm

Saturday IssueThursday 3pm

19. MAGAZINES (Trib Viewers-Guide)

[A] Locally published TV/Cable schedules in magazine format. Published each Saturday and delivered with Rome News-Tribune.

[B] Deadline for advertising is Friday preceding week of issue.

[C] Regular Rome News-Tribune rates apply. Contract Rates Available:

Rates given upon request.

[D] Guaranteed Position Agreement Back Page: must be full page, run 3 months, 1 color required.

Other Positions: must be full page, run 3 months. Contact advertising representative for full details.

20. CIRCULATION

[A] Established 1843

[B] Published Sunday through Saturday mornings. Subscription is \$116.69 per year. Single Copy price Daily and Sunday - 75¢, Sunday \$2.00 Rome News PLUS is published each Monday.

[C] Daily 16,019 Sunday 16,332
Quantities needed for distribution
Daily 16,339 Sunday 16,660
Rome News PLUS 16,450

ROME NEWS-TRIBUNE

P.O. Box 1633
305 East Sixth Avenue
Rome, GA 30162-1633
706/290-5220
FAX 706/290-5219
RomeNewsTribune@RN-T.com

CALHOUN TIMES

215 West Line Street
Calhoun, GA 30701
706/629-2231
FAX 706/625-0899
CalhounTimes@CalhounTimes.com

THE CEDARTOWN STANDARD

213 Main Street
Cedartown, GA 30125
770/748-1520
FAX 770/748-1524
CedartownStandard@CedartownStd.com

WALKER COUNTY MESSENGER

120 East Patton Street
LaFayette, GA 30728
706/638-1859
FAX 706/638-7045
WalkerCountyMessenger@WalkerMessenger.com

BARTOW PRESS

P.O. Box 2140
Cartersville, GA 30120
770/382-3938
FAX 706/290-5219
BartowPress@NPCo.com

THE CATOOSA COUNTY NEWS

P.O. Box 40
7513 Nashville Street
Ringgold, GA 30736
706/935-2621
FAX 706/965-5934
CatoosaCountyNews@CatoosaNews.com

CHEROKEE COUNTY HERALD

107 First Avenue W
Centre, AL 35960
256/927-5037
FAX 256/927-4853
CherokeeCountyHerald@CherokeeHerald.com

FORT OGLETHORPE PRESS

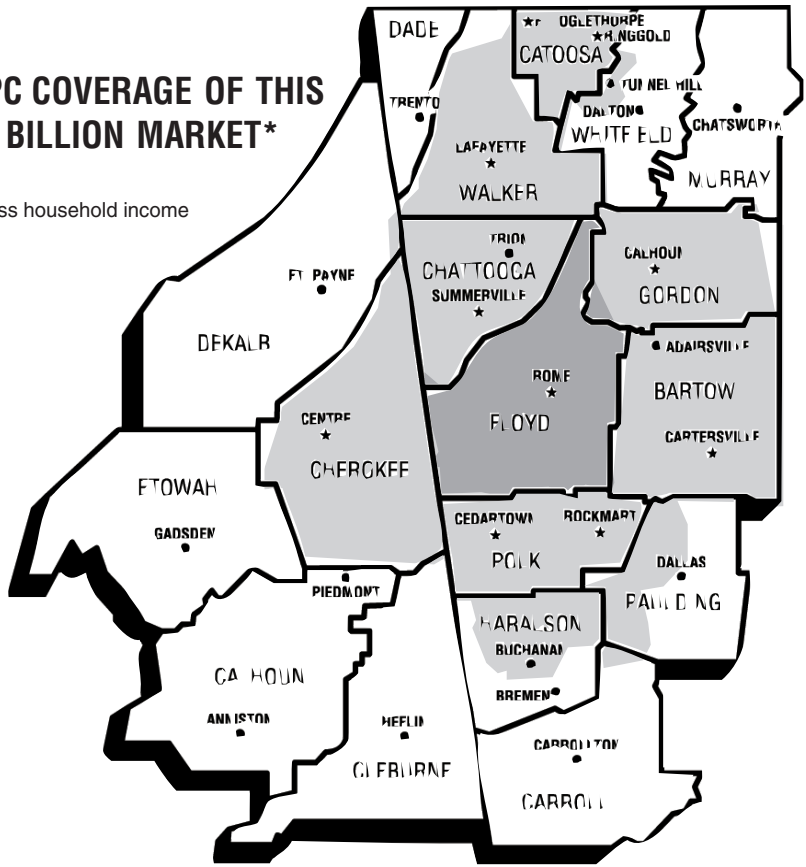
P.O. Box 2357
Fort Oglethorpe, GA 30742
706/866-0027
FAX 706/965-5934
FortOglethorpePress@CatoosaNews.com

THE ROCKMART JOURNAL

238 South Piedmont Avenue
Rockmart, GA 30153
770/684-7811
FAX 770/684-8468
RockmartJournal@RockmartJRL.com

NPC COVERAGE OF THIS \$9 BILLION MARKET*

*gross household income



YOU CAN REACH THIS ENTIRE MARKET

- Primary coverage area for the Calhoun Times and Calhoun Times PLUS.
- Extended coverage through the use of the other NPC publications. See NPC Combination Rate Card for specific areas and rates.
- NPC-TMC (Total Market Coverage) includes supplemental mail service available in combination with NPC publications. Also, solo direct-mail service available anywhere in this market.

Let us conduct a detailed analysis of your needs, and design a cost-effective program to achieve your communication goals. Contact your account representative today.

 **NEWS PUBLISHING COMPANY**

P.O. Box 1633 • 305 East Sixth Avenue • Rome, Georgia 30162-1633
Phone 706/290-5220 • FAX 706/290-5219
www.npc.com