

# ADVERTISING RATE CARD

114 North Charles Street  
P.O. Box 966  
Charles Town, WV 25414

Business Office Open  
Mon.–Fri. 9:00 AM – 4:00 PM  
304-725-2046  
Fax: 304-728-6856

Email – Advertising:  
mary@spiritofjefferson.com

Email – News:  
news@spiritofjefferson.com  
editor@spiritofjefferson.com

Website:  
www.spiritofjefferson.com

**Jefferson Publishing Co., Inc.**

Publisher, Craig E. See

*Published every Wednesday  
in Charles Town, WV  
County Seat of Jefferson County*

*Circulation - 5,000*

**Spirit**  
of JEFFERSON  
AND FARMER'S ADVOCATE  
*Since 1844*

*Effective January 1, 2017*

## DEADLINES

All weekly advertising will be accepted until 3:00 p.m. on Monday prior to the date of publication.

## ADVERTISING RATES

Local display	\$6.95 per column inch
Classified display	\$6.95 per column inch
In State Public sales	\$7.80 per column inch
Out of State Public sales	\$9.00 per column inch
Political	\$9.00 per column inch

## CLASSIFIED LINE ADS

\$5.00 for 25 words - 15¢ a word after 25 - (\$5.00 minimum)

We accept cash, check, money order or credit card.

VISA, MASTERCARD, DISCOVER & AMERICAN EXPRESS

## COLOR RATES

1 color – run of press	\$40 extra
1 color – preferred spot	\$60 extra
Full color – process	\$140 extra

Prices prevail if black is eliminated.

## INTERNET PRICING

See Internet Rate Sheet

## INSERT PRICING

See Insert Pricing Sheet

## MISCELLANEOUS

The Spirit of Jefferson Advocate reserves the right to revise or reject at its discretion any advertisement.

Tear sheets will be provided upon request.

Additional typesetting charges may apply when copy is not usual and customary.

Political advertisements must carry the signature of the person or organization authorizing publication, and must be paid in advance.

All reading notices will be marked "Advertisement" in accordance with U.S. Postal Service regulations.

Preprinted inserts: Contact the Advertising Manager for complete details and rates.

*PUBLISHER'S LIABILITY FOR ERROR:*

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The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

#### INDEMNIFICATION:

The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights of privacy resulting from the publication of the advertiser's advertisement.

#### CANCELLATION POLICY:

The Spirit of Jefferson reserves the right to charge a 20% cancellation charge for any display advertisement that is cancelled with less than 48 hours notice.

## PAYMENT

We accept cash, check, money order or credit card.  
VISA, MASTERCARD, DISCOVER & AMERICAN EXPRESS



All new advertising is payable in advance. All other accounts are payable upon receipt of statements.

## MECHANICAL MEASUREMENTS

1 Column	1.8125"
2 Column	3.75"
3 Column	5.75"
4 Column	7.6875"
5 Column	9.625"
6 Column	11.625"

Page depth is 21"

**Guaranteed placement charge**  
**10% of the ad cost. \$7 Minimum**  
First come, first serve

Any ad measuring over 6 col. x 17-1/2 (105 inches) will be charged as a full page (126 in.) insertion.

Policy allows businesses to run  
Help Wanted and For Rent line ads only.

# Insert Pricing

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## Circulation – 5,000

**Published Every Wednesday, 52 Weeks A Year**

Inserts are priced on a per thousand basis.  
For current quantities needed, please contact your account executive.

## Inserts – Preprint Rate\*

	Per M
Single Sheet (one or two side)	\$52.00
4 - 8 Pages	\$55.00
10 - 12 Pages	\$62.00
14 - 16 Pages	\$66.00
18 - 20 Pages	\$72.00

*Call your Account Executive for additional page count pricing.*

*Maximum size for inserts are 11.5 x 11.5*

## Preprint Provisions\*

Supplement must be delivered freight prepaid to:

**Spirit of Jefferson**  
**c/o The Cumberland Times**  
**19 Baltimore Street**  
**Cumberland, MD 21502**

no later than Monday of the same insertion week. The hours for receiving are Monday through Friday, 9:00 a.m. to 4:00 p.m.

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