

**Grant County Press**  
*New* & Weekender  
**RATE CARD**  
**Effective August 1, 2016**

**1. PERSONNEL**

Camille Howard, Manager  
 Tara Pratt, Advertising Manager  
 Erin Camp, News Editor  
 Peggy Hughes, Bookkeeping/Accounting

**2. REPRESENTATIVES**

West Virginia Press Association  
 American Newspaper Representatives

**3. TERMS and CONDITIONS**

All rates subject to change with 30 days notice  
 All local rates non-commissionable

**4. POLICY INFORMATION**

**\*RETAIL RATES** — Apply only to those firms doing business from a regular retail outlet and apply only to that firm's business.

**ERRORS** — In the event of a typographical error, the *Grant County Press* at the request of the advertiser, will furnish a letter stating the correct information which is to be posted by the advertiser. The *Grant County Press* assumes no liability for goods sold at the incorrect price. Corrections will be published upon request of the incorrect copy only, not the entire ad.

**OBJECTIONABLE COPY** — The *Grant County Press* reserves the right to revise or reject any advertisement which it considers to be objectionable or offensive in subject matter, phraseology or set up.

**GOING OUT OF BUSINESS** — Cash in advance. Any outstanding balance must be paid prior to publication. WV State Law requires license number and date of expiration to be published within any advertisement.

**CONTRACT RATES** — Not interchangeable with legal advertising.

**PAYMENT FOR & USE OF ADV. SPACE** — Contract rates stipulated in this rate card apply only when advertiser has no past due balance. Otherwise open rates apply.

**5. GRANT COUNTY PRESS COMMISSIONABLE/OPEN RATE**

\$10.00 per column inch

**6. EARNED RATE DISCOUNTS**

Earned rate discounts shown below apply only when advertiser has no past due balance.

**PRESS MONTHLY SPACE RATES\***

Based on Calendar Month • Prices are Net  
 Cost Per Inch Based On:

Inches Per Month	Per Col Inch Rate
1 - 10 inches.....	\$6.50
11 - 50 col. inches.....	\$6.40
51 - 126 col. inches.....	\$6.30
Over 126 col. inches.....	\$6.00
<b>Banner Ads</b>	
Top of Section B ... 6 col. x 2 in.....	\$160
Top of Any B&W or Color Page ... 6 col. x 2 in.....	\$145
(No ads on Front Page or Page 4)	

**7. COLOR RATES**

Process Color.....\$75  
 Spot Color (your choice).....\$50  
 Spot Color (our choice).....\$20

**8. SPECIAL SERVICES**

- A. Outproofs:** 30 inch minimum
- B. Tearsheets:** Maximum 10 tearsheets
- C. Art Services:** Includes special layouts, all newspaper art services.
- D. Co-op:** Complete dept. including separate co-op bills & tearsheets with regular statement if notified when scheduling ad.

**9. SPECIAL DAYS**

**TMC Day:** Saturday  
**Best Food Days:** Tuesday and Saturday  
**Religious News:** Saturday - Weekender

**10. CONTRACT COPY & REGULATIONS**

- A. All copy subject to publisher's approval
- B. Advertisers cannot lend rate to anyone else
- C. Contract automatically renewed unless canceled on expiration.
- D. Contract rates do not apply if there is an outstanding balance.

## 11. SPECIAL AD CLASSIFICATIONS

**LEGAL NOTICES:** 12 cents per word x WV State formula

**HAPPY ADS:** 1x4 with color photo \$25.00 (CASH IN ADVANCE)

**POLITICAL:** (Net cash in advance) Earned retail rates prevail. State laws require that all political advertising must be identified by source, be designated as "paid" advertising, state who authorized the publication, and state the candidate on whose behalf the advertisement was placed.

Federal law requires that all political advertising must state who or what organization paid for the advertisement and whether or not it was authorized by the candidate, this fact must be stated in the ad.

**TRANSIENT:** (Net Cash in Advance) Circuses, carnivals, stage and tent shows, etc.

**NOTICE:** West Virginia State Law forbids lottery, other than state owned and bingo advertisements.

## 12. PRESS/WEEKENDER

### MECHANICAL MEASUREMENTS

A. Page Width.....11<sup>5</sup>/<sub>8</sub> inches

Page Depth.....21<sup>1</sup>/<sub>2</sub> inches

B. Column Widths.....

**Column.....Inches**

1 Col.....1<sup>3</sup>/<sub>4</sub>

2 Col.....3<sup>3</sup>/<sub>4</sub>

3 Col.....5<sup>3</sup>/<sub>4</sub>

4 Col.....7<sup>5</sup>/<sub>8</sub>

5 Col.....9<sup>5</sup>/<sub>8</sub>

6 Col.....11<sup>5</sup>/<sub>8</sub>

## 13. PRESS DISPLAY CLASSIFIEDS ADVERTISING RATES

\$5.00 per column inch

\$6.00 commissionable

## 14. PRESS CLASSIFIED PAGE MEASUREMENTS

9 Columns

**Column.....Inches**

1 Col.....1<sup>3</sup>/<sub>16</sub>

2 Col.....2<sup>1</sup>/<sub>2</sub>

3 Col.....3<sup>3</sup>/<sub>4</sub>

4 Col.....5<sup>1</sup>/<sub>8</sub>

5 Col.....6<sup>3</sup>/<sub>8</sub>

6 Col.....7<sup>3</sup>/<sub>4</sub>

7 Col.....9

8 Col.....10<sup>1</sup>/<sub>4</sub>

9 Col.....11<sup>5</sup>/<sub>8</sub>

## 15. CLASSIFIED LINE RATES

\$7.00 per 25 words or less

15¢ each additional word

\$11.00 minimum with credit card

Blind Ads: \$14.00 per 25 words,

30¢ each additional word. \$14.00 minimum.

## 16. PRE-PRINT RATES

Total Market or Zoned Coverage available up to 25,000 households in Hampshire, Grant, Hardy and Pendleton counties in West Virginia.

Single Sheet (8<sup>1</sup>/<sub>2</sub> x 11 / 9 x 12).....\$60/M

4-8 page tab.....\$63/M

10-12 page tab.....\$66/M

14-16 page tab.....\$75/M

18-20 page tab.....\$78/M

22-24 page tab.....\$83/M

Over 24 pages.....Call for rate

## 17. WEEKENDER DISPLAY AD RATES

Weekender front (full) color (5x9)....\$360.00

5 col. x 7 in. (front) color.....\$285.00

2 1/2 x 3 in. block (front) color..\$40.00 each

\$7.40 per column inch in

Grant/Pendleton edition

All Weekender display ad rates are NET.

Press/Grant Weekender Display

Combo Rate.....\$12.00 per Col. Inch

## 18. GUARANTEED POSITIONING

No advertising on front page or editorial page - elsewhere guaranteed page positioning available at \$25 per ad.

## 19. PAYMENT

All payment for advertising, commercial printing or other services rendered is due by the 15th of the month following billing. Payment up front for non-account holders.

## NEED HELP!

Free assistance/instruction available for layout, copywriting and photography for your advertising needs.

**Call 304-257-1844 and ask for Tara**

**Fax: 304-257-1691**

**E-mail: ads@grantcountypress.com**

**47 S. Main St., Petersburg, WV 26847**