

# Classified Advertising Rates

Private Party, Open

## PRIVATE PARTY

	Daily	Sunday
1x	\$1.41/line	\$1.58/line
Prepayment required. Three-line minimum.		

## GARAGE SALES

6 lines/2 days	\$21.16
7 lines/2 days	\$24.86
Prepayment required.	

## OPEN RATE

Daily	Sunday
\$2.25/line	\$2.43/line

## CLASSIFIED DISPLAY

	Daily	Sunday
1-3x	\$16.46/inch	\$18.31/inch
4-6x	\$15.71	\$17.46

## CLASSIFIED CONTRACT Including (Real Estate Update)

	1-3x	4-5x	6+	Sunday
3 or more lines	\$0.88	\$0.85	\$0.83	\$1.00
<b>Display Inch</b>	\$10.56	\$10.20	\$9.96	\$11.49
6 or more lines	\$0.87	\$0.84	\$0.82	\$0.96
<b>Display Inch</b>	\$10.44	\$10.08	\$9.84	\$11.32
9 or more lines	\$0.84	\$0.81	\$0.79	\$0.94
<b>Display Inch</b>	\$10.08	\$9.72	\$9.48	\$10.96
12 or more lines	\$0.80	\$0.77	\$0.74	\$0.91
<b>Display inch</b>	\$9.60	\$9.24	\$8.88	\$10.82
24 or more lines	\$0.78	\$0.76	\$0.73	\$0.88
<b>Display Inch</b>	\$9.36	\$9.12	\$8.76	\$10.15
36 or more lines	\$0.77	\$0.75	\$0.72	\$0.85
<b>Display Inch</b>	\$9.24	\$9.00	\$8.64	\$10.01
48 or more lines	\$0.74	\$0.73	\$0.70	\$0.83
<b>Display Inch</b>	\$8.88	\$8.76	\$8.40	\$9.96

## Advertising Policies, Terms and Conditions

Publisher shall not be held liable for typographical errors except to the extent of the cost of the first insertion and then only for that portion of the ad that may have been rendered valueless by such error. Should an error occur, the advertiser should notify the News-Argus immediately. Cancellation of advertising after the deadline will result in a charge equal to 50% of the total space for the ad. The publisher may revise rates at any time with 30 days written notice. Publisher also reserves the right to edit, reclassify or refuse any advertising for any reason.

## Contract Compliance

All customers using monthly lineage contracts will be charged for the minimum monthly lineage each billing period if not used for actual advertising. Unfulfilled contracts will be re-rated to the earned rate level. Local display rates apply only to advertisers who sell directly to consumers solely through one of more retail stores with the News-Argus' distribution area. All advertising for businesses not having an established or permanent location (i.e. PO boxes, hotel rooms, trucks, etc.) within the News-Argus distribution area are considered a national account and must prepay or establish credit for monthly billing. All advertising that displays an "800" or "888" phone number \*(or any other toll free or toll charge number) must also carry a local phone number and a local permanent address (location) to qualify for local rates. If the advertiser utilizes an agency, the advertiser and the agency shall be jointly and severally liable for payment and for compliance with all the terms and conditions under this rate schedule. All materials submitted for advertising become the property of the News-Argus.

## Terms of Payment

Rates are non-commissionable except as indicated. All advertising is accepted on a prepaid basis unless prior credit has been established, then payment is due within 15 days from receipt of bill. Any federal, state or local taxes imposed on advertising shall be assumed by the advertiser.

Recruitment Transient, Display and Contract

## EMPLOYMENT TRANSIENT

	Daily	Sunday
1x	\$2.23/line	\$2.50/line
(Prepayment required. Three-line minimum)		

## EMPLOYMENT DISPLAY

	Daily	Sunday
1-3x	\$18.09/inch	\$19.94/inch
4-6x	\$17.31	\$19.38
(Two inch minimum)		

## EMPLOYMENT CONTRACT COMPARABLE

	1-3x	4-6x	Sunday
3 or more lines	\$1.80	\$1.71	\$2.11
<b>Display Inch</b>	\$11.52	\$10.79	\$13.30
6 or more lines	\$1.77	\$1.68	\$2.06
<b>Display Inch</b>	\$11.28	\$10.74	\$13.04
9 or more Lines	\$1.74	\$1.65	\$2.02
<b>Display inch</b>	\$11.06	\$10.52	\$12.78
12 or more lines	\$1.69	\$1.62	\$1.97
<b>Display Inch</b>	\$10.73	\$10.31	\$12.52

Online Rates

## Online Rates

Visit us at [www.NewsArgus.com](http://www.NewsArgus.com), Wayne County's most visited website with over 1.5 million page views per month. 1 time additional charge. Ad runs for 6 consecutive days.

Line ads:	\$2.74
Display ads:	\$15.40
Agency Line:	\$3.58
Agency Display:	\$18.15

Mount Olive Messenger

## Mount Olive Messenger

A weekly product of the Goldsboro News-Argus proudly serving the residents of Mt. Olive and the southern areas of Wayne County. Distributed to 10,300 households every Wednesday.

Classified:	\$1.86/line
Classified Display:	\$6.04
Employment:	\$2.39/line
Employment Display:	\$6.83