

# the 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 10,200 households every Wednesday.

## Personnel

Publisher: Hal Tanner, Jr.  
Office: 310 N. Berkeley Blvd, Goldsboro, NC 27534  
Telephone: 919-778-2000

## National Representative

N.C. Press Services, 410 Lake Boone Trail, Suite 202,  
Raleigh, NC 27607. 919-787-7443.

## Commissions and Terms of Payment

- All local rates are non-commissionable
- National rates are commissionable at 15% to recognized advertising agencies
- All unpaid balances are subject to a delinquency rate of 1 1/2% per month
- All advertising is prepaid unless credit has been established in advance
- Rates are for run of paper.

## Policy

The publisher reserves the right to edit, reject, cancel or refuse any advertisements for any reason. This publication and its contents are copyrighted and require written permission of publisher before any use or reproduction.

## Advertising Rates

Telephone: 919-739-7798 Fax: 919-778-9891  
All advertising rates are per column inch unless otherwise noted.

Open Rate.....	\$9.25
Church/Charity Rate.....	\$7.75
National Rate.....	\$10.25
Legal Rate (display).....	\$8.45

## DEADLINES:

### Display Ads

Deadline for ads requiring proofs	Thursday 4pm
Deadline for no-proof ads	Friday 3pm

### Classified

Space and copy due	Wednesday 3pm
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## Weekly Contracts

Min. Inches per wk	52 wks	26 wks	13 wks	6 wks
2"	\$7.35	\$7.65	\$7.85	\$8.10
4	\$6.80	\$7.10	\$7.25	\$7.50
8	\$6.55	\$6.85	\$7.05	\$7.25
16	\$6.35	\$6.60	\$6.80	\$7.05
32	\$6.00	\$6.25	\$6.45	\$6.70
64	\$5.80	\$5.90	\$6.10	\$6.35
129	\$5.10	\$5.40	\$5.55	\$5.80

## Monthly Contracts

Min. Inches per month	12 Mos	6 Mos	3 Mos
20"	\$8.10	\$8.40	\$8.60
40	\$7.60	\$7.90	\$8.10
60"	\$7.25	\$7.55	\$7.75
100"	\$6.80	\$7.10	\$7.25
300"	\$6.25	\$6.55	\$6.75
500"	\$5.65	\$5.90	\$6.10

## Preprinted Inserts

Format	1-5x yr	6-12x/yr	13-25x/yr	26-52x/yr
Single Sheet	\$45.00	\$40.00	\$35.00	\$30.00
4-12 tab	\$55.00	\$50.00	\$45.00	\$40.00
16-20 tab	\$60.00	\$55.00	\$50.00	\$45.00
24-28 tab	\$65.00	\$60.00	\$55.00	\$50.00

Prices based on full run

## Color Charges

1 Color	\$100.00	2 Color	\$145.00	3 Color	\$185.00
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## Pick Up Discounts

Repeat ad from the News-Argus within 7 days at a 10% discount.  
No other discounts apply.

## Classified Rates

Classified Line Ads:	\$1.75 per line
Classified Display Ads:	\$5.75 inch
Employment Line Ads:	\$2.25 per line
Employment Display Ads:	\$6.50 inch
Agency Employment Display:	\$7.65 inch
Agency Classified	\$6.77 inch
Agency Employment Line:	\$2.45 per line
Agency Classified Line	\$2.09 per line