

Retail ROP Advertising Rates

Effective January 1, 2010

	Monday - Friday Rate Per Inch:	Sunday Rate Per Inch:	
No Frequency	<u>NO FREQUENCY REQUIRED</u>		
	Open Rate	\$22.10	\$24.50
	Church Charitable and Civic Organizations	\$14.45	\$16.10
	Memorials/Birthday	\$19.50	\$21.75
Weekly Frequency	<u>WEEKLY FREQUENCY</u>		
	<i>52 Week Contract</i>		
	2 inches per week	\$14.45	\$16.10
	4 inches per week	\$13.80	\$15.40
	8 inches per week	\$13.05	\$14.55
	16 inches per week	\$12.55	\$14.00
	32 inches per week	\$12.00	\$13.40
	64 inches per week	\$11.55	\$12.85
	129 inches per week	\$11.10	\$12.35
	<i>for 6 month contract add \$ 1.00 per column inch.</i>		
Monthly Frequency	<u>MONTHLY FREQUENCY</u>		
	<i>12 Month Contract</i>		
	15 inches per month	\$14.25	\$16.00
	50 inches per month	\$13.40	\$14.95
	100 inches per month	\$12.95	\$14.45
	250 inches per month	\$12.60	\$14.05
	500 inches per month	\$12.15	\$13.55
	<i>For 3 month contract add \$ 3.50 per column inch. For 6 month contract add \$ 2.00 per column inch.</i>		
	<i>If the amount of space used in any calendar month is equal to the requirements for a lower rate, the lower rate will apply for that month.</i>		
Annual Frequency	<u>YEARLY BULK SPACE</u>		
	250 inches per year	\$16.75	\$18.50
	500 inches per year	\$15.15	\$16.65
	1,000 inches per year	\$14.15	\$15.55
	2,500 inches per year	\$13.45	\$14.80
	5,000 inches per year	\$12.70	\$13.90
	10,000 inches per year	\$11.95	\$13.35
	15,000 inches per year	\$11.45	\$12.75
	20,000 inches per year	\$11.12	\$12.25

THANKSGIVING WILL BE CHARGED AT SUNDAY RATE

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COLOR RATES AND DATA

One, two or three color advertisements accepted daily and Sunday and may be subject to availability and mechanical limitations.

GOLDSBORO NEWS-ARGUS & THE EXTRA

	Daily	Sunday
Black plus one color	\$215.00	\$230.00
Black plus two colors	\$300.00	\$315.00
Black plus three - full color	\$375.00	\$395.00

WRIGHT TIMES

Black plus one color	\$120.00	Guarantee position
Black plus two colors	\$155.00	for 33 col inch ad or
Black plus three colors (full color)	\$195.00	larger: 25% premium

TV SHOWTIME

Inserted in the News-Argus every Friday.
Open Rate **\$22.10** per col. inch
Frequency agreements available for 26 and 52 weeks.

WRIGHT TIMES

Our Air Force newspaper covering personnel and activities at Seymour Johnson Air Force Base is published twice a month on the 2nd and 4th Fridays.

Open rate	\$8.50	\$8.25	\$8.00
	<u>6 issues</u>	<u>12 issues</u>	<u>24 issues</u>
6" contract	\$7.10	\$6.80	\$6.50
10" contract	\$7.00	\$6.60	\$6.35
30" contract	\$6.90	\$6.45	\$6.25
60" contract	\$6.75	\$6.25	\$6.15
129" contract	\$6.25	\$6.15	\$5.90

ROP ad deadline is 3 PM Friday. Circulation: 5,000
Expanded circulation, including News-Argus, for annual Open House issue at higher rate. Publication is broadsheet with page and column dimensions same as the News-Argus.

THE EXTRA

Our TMC Product is distributed each week to non-subscribers of the News-Argus. Publication is a broadsheet with page and column dimensions same as the News-Argus. Deadline: Wed. at 5p.m.
ROP Rate \$9.00 per col. in. **Pickup \$6.00** per col. in.

ROP REPEAT/PREVIEW DISCOUNT

Within any six publishing days, a full price ad may be repeated or previewed up to five times. The highest rated ad runs at full price, the second ad runs at a 25% discount and successive ads run at a 50% discount. All discounts are off earned rate, and no other discounts may be combined with this program. Color charges will be discounted at the same percentage as the ROP space in each ad. To receive discount, ads must be ordered at time of original insertion. Ad is to be published without any changes. A full page ad may be repeated within 5 publishing days at a 35% discount.

BUSINESS SPOTLIGHT

52 week - \$52.50 per week

26 week - \$65.00 per week

13 week - \$70.00 per week