

The Press-Sentinel

www.thepress-sentinel.com

252 W. Walnut Street, Jesup, GA 31545 • (912) 427-3757 • Fax: 427-4092

e-mail us at thepress@bellsouth.net or staff@thepress-sentinel.com or
thepsadvertising@bellsouth.net



**2016-2017
Advertising
Rates**

*We Have Had
Your Business At Heart
since 1865*

The Press-Sentinel

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P.O. Box 607 • 252 West Walnut Street • Jesup, Georgia 31545 • (912) 427-3757 or 427-4246 • FAX (912) 427-4092

AD RATES AND POLICIES

ALL RATES ARE NET

EFFECTIVE APRIL 1, 2016

1. PERSONNEL

ChairmanWilliam H. "Dink" NeSmith, Jr.
Publisher/PresidentEric Denty

2. REPRESENTATIVES

Community Newspapers, Inc.
Georgia Newspaper Service
American Newspaper Representatives

3. COMMISSION AND TERMS OF PAYMENT

A. Prepayment required without approved credit. Cash in advance until credit application has been approved by the publisher. Cash in advance for advertisers with 60-day balances. Advertising not accepted for accounts with 90-day balances without written approval of the publisher. Credit restored only with written approval of the publisher and requires payment plan for past due balance approved by the publisher.

B. All advertising invoices are due by the 10th of the month following publication. A finance charge of 1-1/2% will be charged on balances over 30 days. Statements will be mailed at the end of each month. No credit is extended after an account has aged 60 days.

4. GENERAL RATE POLICY

A. The newspaper reserves the right to change the terms, conditions and rates upon 30 days notice. All advertisements are subject to approval.

B. Ads typeset and cancelled before publication are subject to a charge of 50% of original space cost.

5. ROP AND PREPRINT RATES

See Advertising Rate Schedule

6. ZONED EDITIONS

Zones available for preprints

7. SPLIT RUN

Preprints Only

8. SPECIAL SERVICES

The Press-Sentinel offers all special services including complete layout services to produce your advertisement to professional standards.

9. SPECIAL FEATURES AND PAGES

Socials, Church News, Sports, Business News, Classifieds

10. ROP DEPTH REQUIREMENTS

Advertisements over 19 inches billed at full depth of 21.5 inches.

11. CONTRACT AND COPY REGULATIONS

A. *The Press-Sentinel Newspapers, Inc.* reserves the right to edit or reject any copy submitted.

B. Liability for errors shall not exceed the cost of space occupied by the error. Correction letters will be provided if we have failed to correct errors marked on proofs.

Advertisements where proofs are provided are the responsibility of the advertiser. There is no liability for non-insertion.

C. Every effort will be made to meet condition requests. Failure to meet these requests will not constitute adjustment, refund or rerun.

D. All advertising not covered by a signed agreement will be charged at the local open rate. All agreements are based on the condition that the advertiser agrees to pay for the amount of space agreed to for that time.

12. POSITION

All display advertisements are accepted for run of paper only. Every effort will be made to comply with advertiser's request for position. Guaranteed position carries an additional 35 percent rate premium.

13. DEADLINES

The Press-Sentinel (Wednesday)Monday, 5 p.m.
The Press-Sentinel (Saturday)Thursday, 5 p.m.
Classifieds (Wednesday)Monday, Noon
Classifieds (Saturday)Thursday, Noon

14. MECHANICAL MEASUREMENTS

Columns	Picas	Inches
1	.9p10	.1.667
2	.20p6	.3.458
3	.31p	.5.250
4	.41p9	.7.042
5	.52p4	.8.833
6	.63p	.10.625

Column width multiplied times your depth gives you total number of column inches.

(Example): 3 col. x 10.75 inch. =32.25 inch ad.

15. SPECIAL CLASSIFICATION RATES

- A.** Political Advertising . . .Paid on regular advertising rates (Must be paid in advance).
- B.** Legal Advertising. . . Established by Law \$10.00 per 100 words per run. Affidavits \$10.
- C.** Classified Line Ads. . . \$15.00 for 10 words, 1 week. 25¢ for every word over 10. (Runs two issues)
- D.** Garage Sales. . . \$15.00 for 30 words .25¢ each additional word over 30. (Runs Wednesday, plus garage sale package).
- E.** Non-Profit Rate. . . \$8.70 per column inch.
- F.** Obituaries. . . \$40.00
- G.** Card of Thanks. . . \$20 First 50 words, \$5 ea. additional 50 words thereafter.
- H.** Memorials. . . \$20 First 50 words, \$5 ea. additional 50 words thereafter.
- I.** Engagements. . . \$25 with or without photo.
- J.** Weddings. . . \$35 with or without photo.

16. CIRCULATION

Available On Request

17. SUBSCRIPTION RATES

Wayne & Adjoining Counties	\$.42.00*
Elsewhere in Georgia	\$.46.00*
College Students	\$.43.00*
Senior Citizens (62 or older/Wayne Co.)	\$.35.00*
Outside GA	\$.49.00*

* GA SALES TAX INCLUDED

Ask About Advertising On Our Website www.thepress-sentinel.com

ADVERTISING RATE SCHEDULE

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EFFECTIVE APRIL 1, 2016

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Local Open Rate \$10.24 per column inch

FREQUENCY DISCOUNTS with signed sales agreements					Ad Builder	
Frequency Min. Space	4 WEEKS	13 WEEKS	26 WEEKS	52 WEEKS	Ad runs 8 consecutive issues, same size. No other discounts apply.	
2"	\$9.47	\$9.30	\$8.87	\$8.73	1"- 3"	\$67.60 pci
8"	\$9.35	\$9.24	\$8.73	\$8.47	4"- 6"	\$64.22 pci
15"	\$9.19	\$8.99	\$8.39	\$8.18	7"- 9"	\$60.76 pci
24"	\$9.09	\$8.75	\$8.18	\$7.98	10"+	\$57.36 pci
30"	\$9.00	\$8.90	\$7.98	\$7.76	COLOR RATES*	
60"	\$8.89	\$8.56	\$7.85	\$7.66	Color (Any Available) \$50	
90"	\$8.70	\$8.21	\$7.72	\$7.48	One Color (Specified) \$75	
129"	\$8.52	\$7.76	\$7.47	\$7.30	Two Colors \$95	
					Full Color \$125	

ANNUAL VOLUME DISCOUNTS with signed sales agreement											
Total Inches	75"	150"	300"	400"	500"	750"	1000"	1500"	2000"	2500"	3000"
Rate Per Column Inch	\$9.51	\$9.36	\$9.17	\$8.93	\$8.66	\$8.61	\$8.47	\$8.30	\$8.10	\$7.96	\$7.68

1-866-427-3757
(Toll Free)
252 W. Walnut St. Tel. (912) 427-3757
Jesup, GA 31545 FAX (912) 427-4092

REPEAT DISCOUNTS (within 10 days)

2nd Day 10% off OPEN RATE
3rd Day 15% off OPEN RATE

PREPRINT INSERTION RATES				
Price per thousand				
Frequency:	<12	13-25	26-49	50+
Single Pg.	\$42	\$37	\$36	\$35
2-8 Pg. Tab	\$47	\$45	\$44	\$40
10-24 Pg. Tab	\$53	\$51	\$50	\$41

ROP Discounts Available In Combination With Pre-Prints
Pre-print Discounts Available If Over Six Insertions Per Year

***70% PAID PENETRATION OF WAYNE COUNTY**

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Monthly Online Rates

RUN OF SITE	ROTATIONS	PRICE
Weather Sponsorship	3	\$200.00
Page Curl	2	\$300.00
Leaderboard	3	\$300.00
Bottom Banner	2	\$175.00
HOME		
Full Skyscraper	1	\$225.00
Half Skyscraper	1	\$175.00
NEWS*		
Full Skyscraper	1	\$200.00
Half Skyscraper	1	\$150.00
OBITS		
Full Skyscraper	1	\$200.00
Half Skyscraper	1	\$150.00

IN STORY AD

250 x 250 pixels • 1 Rotations – \$250.00

SPORTS & OTHERS

Leaderboard	1	\$275.00
Full Skyscraper	1	\$200.00
Half Skyscraper	1	\$150.00

CLASSIFIEDS

Leaderboard	1	\$275.00
Full Skyscraper	1	\$200.00
Half Skyscraper	1	\$150.00

- Wayne County is a peaceful southern community with a steadily increasing population of over 28,000.
- All major roads including the Golden Isles Parkway pass through Jesup in the west central portion of the county, with easy access to Savannah to the north and Brunswick to the south.
- Quiet, family living with a low crime rate make this area attractive to young families. Rayonier and a state and federal prison provide jobs and unemployment is below the national average. The median household income is \$35,000.
- *The Press Sentinel*, with a 70% household paid penetration of the Wayne County market, offers total market coverage Sunday and Wednesday, reaching all households in Wayne County. Readers look to this vital source of local news, information and advertising. No other media can deliver the high penetration of this market available through the products of *The Press Sentinel*.

National Online Newspaper Numbers

Household Income Averages 32% Higher

75% from a 0-50 mile radius

Other 25%-Snowbirds and Relocators

Local Newspaper sites have highest traffic.

**Getting
to Know
Wayne
County**