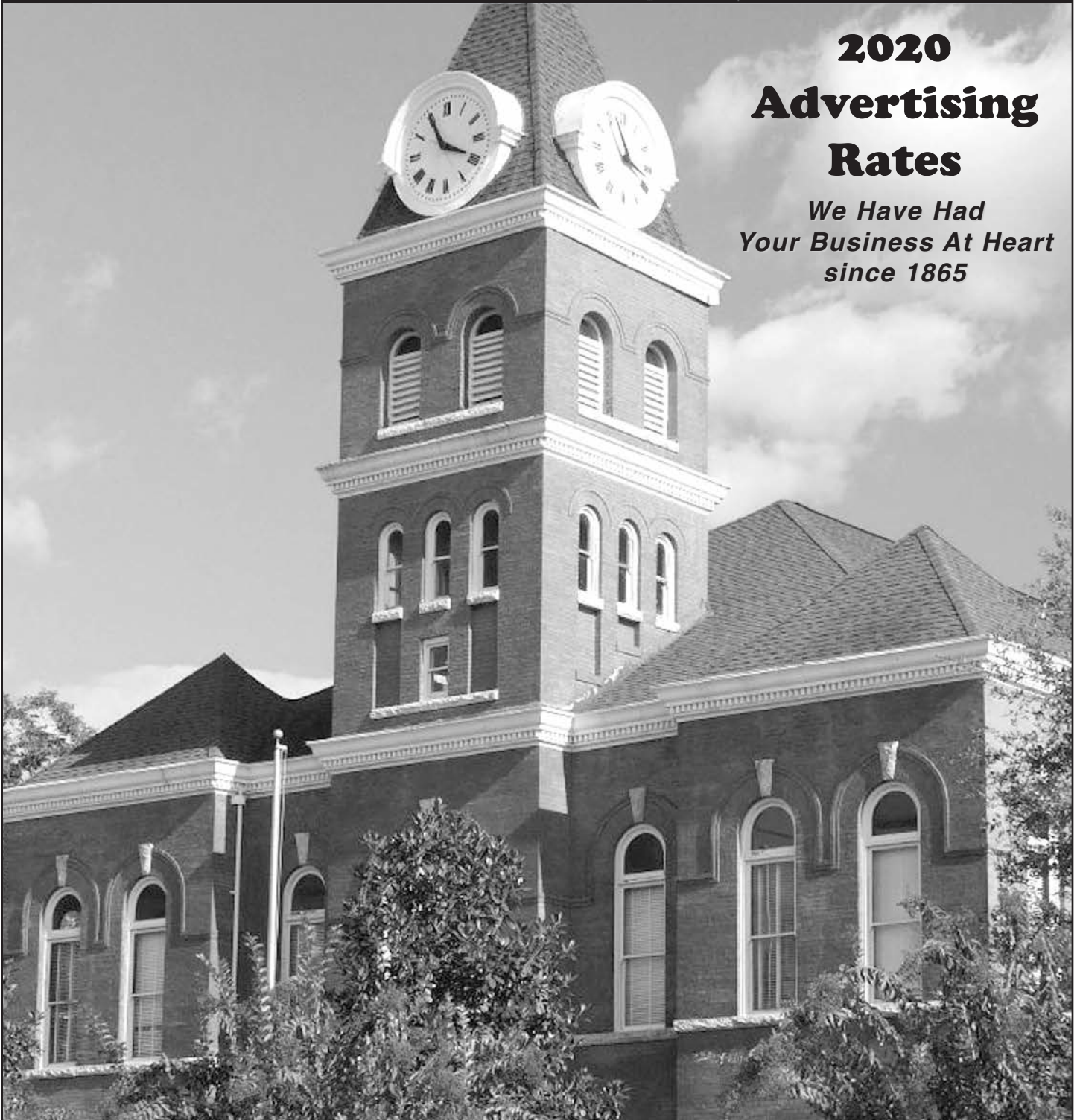


# The Press-Sentinel

**2020**  
**Advertising**  
**Rates**

*We Have Had  
Your Business At Heart  
since 1865*



**[www.thepress-sentinel.com](http://www.thepress-sentinel.com)**

252 W. Walnut Street, Jesup, GA 31545 • (912) 427-3757 • Fax: 427-4092  
e-mail us at [thepress@bellsouth.net](mailto:thepress@bellsouth.net) or [presssentinelstaff@gmail.com](mailto:presssentinelstaff@gmail.com)  
or [advertising@thepress-sentinel.com](mailto:advertising@thepress-sentinel.com)

# The Press-Sentinel

E-mail us at [advertising@thepress-sentinel.com](mailto:advertising@thepress-sentinel.com)

[thepsadvertising@bellsouth.net](mailto:thepsadvertising@bellsouth.net) or [presssentinelstaff@gmail.com](mailto:presssentinelstaff@gmail.com)

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 Jan. 1, 2020

### 1. PERSONNEL

Chairman . . . . . William H. "Dink" NeSmith, Jr.  
Publisher/President . . . . . Eric 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 & Legals (Wednesday) . . . . . Monday, Noon  
Classifieds & Legals (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 \$20.
- 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. . . . \$8.96 per column inch.
- F.** Obituaries. . . . \$8.96 per column inch.
- 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.

### 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](http://www.thepress-sentinel.com)

# ADVERTISING RATE SCHEDULE

ALL RATES ARE NET  
EFFECTIVE JAN. 1, 2020

# The Press-Sentinel

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

**Local Open Rate . . . . . \$10.54 per column inch**

<b>FREQUENCY DISCOUNTS with signed sales agreements</b>					<b>Ad Builder</b>	
Frequency Min. Space	4 WEEKS	13 WEEKS	26 WEEKS	52 WEEKS	Ad runs 8 consecutive issues, same size. No other discounts apply.	
2"	\$9.75	\$9.58	\$9.13	\$8.99	1"- 3"	\$70.00 pci
8"	\$9.63	\$9.51	\$8.99	\$8.72	4"- 6"	\$66.15 pci
15"	\$9.47	\$9.25	\$8.64	\$8.42	7"- 9"	\$62.58 pci
24"	\$9.36	\$9.01	\$8.42	\$8.22	10"+	\$60.00 pci
30"	\$9.27	\$9.17	\$8.21	\$7.99	<b>COLOR RATES*</b>	
60"	\$9.15	\$8.82	\$8.08	\$7.88	Color (Any Available) . . . . . \$50	
90"	\$8.96	\$8.45	\$7.95	\$7.70	One Color (Specified) . . . . . \$75	
129"	\$8.77	\$7.99	\$7.69	\$7.52	Two Colors . . . . . \$95	
					Full Color . . . . . \$125	

<b>ANNUAL VOLUME DISCOUNTS with signed sales agreement</b>											
Total Inches	75"	150"	300"	400"	500"	750"	1000"	1500"	2000"	2500"	3000"
Rate Per Column Inch	\$9.79	\$9.64	\$9.44	\$9.19	\$8.91	\$8.86	\$8.72	\$8.54	\$8.34	\$8.19	\$7.91

**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

<b>PREPRINT INSERTION RATES</b>				
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**

# ***Get the Most for Your Money, Advertise Online***

## **Weather Package**

\*\*\*Weather Ad on The Press-Sentinel Website

\*\*\*Mobile Ad Included in upper ad

\*\*\*Business Card Color if possible monthly

\*\*\*Total Retail Value \$340.00 Per Month

**\$150.00 per month**

\$190.00 savings or 56% discount

## **Weather Package Plus**

\*\*\*Weather Ad on The Press-Sentinel Website

\*\*\*Mobile Ad Included in upper ad

\*\*\*Business Card Color if possible monthly

\*\*\*Google or Extended Reach Campaign

\*\*\*Total Retail Value \$690.00 Per Month

**\$275.00 per month**

\$415.00 savings or 61% discount

## **Rectangle Package**

\*\*\*Rectangle Ad on The Press-Sentinel Website

\*\*\*Mobile Ad Included in upper ad

\*\*\*Business Card Color if possible monthly

\*\*\*Total Retail Value \$390.00 Per Month

**\$225.00 per month**

\$165.00 savings or 43%

## **Rectangle Package Plus**

\*\*\*Rectangle Ad on The Press-Sentinel Website

\*\*\*Mobile Ad Included in upper ad

\*\*\*Business Card Color if possible monthly

\*\*\*Google or Extended Reach Campaign

\*\*\*Total Retail Value \$740.00 Per Month

**350.00 per month**

\$390.00 savings or 53%

## **Leaderboard Package**

\*\*\*Leaderboard Ad on The Press-Sentinel Website

\*\*\*Mobile Ad Included in upper ad

\*\*\*Business Card Color if possible monthly

\*\*\*Total Retail Value \$440.00 Per Month

**\$250.00 per month**

\$190.00 savings or 43%

## **Leaderboard Package Plus**

\*\*\*Leaderboard Ad on The Press-Sentinel Website

\*\*\*Mobile Ad Included in upper ad

\*\*\*Business Card Color if possible monthly

\*\*\*Google or Extended Reach Campaign

\*\*\*Total Retail Value \$790.00 Per Month

**375.00 per month**

\$415.00 savings or 53%

# **The Press-Sentinel**

# It's a Banner Occasion!

## Get Your Ad out in **Front**

**Make a Difference VOTE!**  
Ask For Help At The Polls  
To Write-IN

**Write-in Kevin McCrary**

Honesty, Transparency, Integrity. *Writing to fight for our County.*

*I can do all things through Christ who strengthens me.*

November 3, 2018  
Volume 154  
Number 89

**OBITUARIES/2A**

- Patricia Hightower
- Kathy Mumford
- John McBride
- Melissa Trumble

Remember to fall back Saturday night!

**VOTE TUESDAY, NOVEMBER 6 HE'S ONE OF US.**

**3 WEEKS**  
STATE HOUSE

# The Press-Sentinel

Drop us a message online at [presssentinel@psn.com](mailto:presssentinel@psn.com) or visit our Web site at [www.press-sentinel.com](http://www.press-sentinel.com)

Jesup, Georgia 31545 Saturday, November 3, 2018 \$1<sup>00</sup>



Day for Wayne host Billie Clanton, left, helps his guests serve up the ample plates of barbecues and sides for the event.

### Day for Wayne draws crowd for outdoor fun

By John Eden  
STAFF WRITER

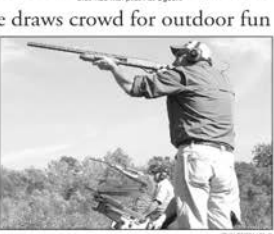
Day for Wayne, the Wayne County Tourism Board's annual promotional event, was proclaimed a big success by all involved Thursday.

A large group of elected officials, business leaders and citizens assembled at Billie Clanton's River Ranch to say "thank you" to the county's legislative delegation and showcase the attractions the area has to offer for both recreation and business.

Although Vice President Mike Pence's surprise visit to Savannah upstaged the event



Absorb rides onto a big draw of Day for Wayne. Above, Gen. and County Administrator Ed Jeffcoat seem to enjoy their ride with pilot Pat Ogden.



Department of Natural Resources Commissioner Mark Williams, foreground, shows his skills at shooting skeet as DNR Ranger Damon Wilkins cues up speed for novice shooter Erin Francis.

### Turnout high headed into Election Day

By Drew Davis  
STAFF WRITER

The General Election Tuesday will follow an unprecedented level of early voting in Wayne County.

As of noon Friday, 5,026 local residents had already cast ballots here.

"It's great to see the voter turnout," Chief Voter Registrar Susan Nash said. "And I hope it's not a one-time thing, but it's also overwhelming — because they've never had numbers like this."

Nash added, "We've already had a third of the [registered] voters."

Nor does that total include "hundreds" of absentee ballots, she said.

Nash called her workers "phenomenal" and said that voters were tolerating the lines, with "very few people disgruntled."

Voter turnout is reportedly high throughout the state as Republican Brian Kemp and Democrat Stacey Abrams face off in a close gubernatorial race.

The ballot includes nine other statewide races, as well as five proposed constitutional amendments and two statewide referendums.

Locally, voters will also be deciding three special-election questions. Voters throughout the county will be deciding whether to continue the E-SPLIT (special purpose local option sales tax for education), and drop voters will decide whether to allow Sunday alcohol sales by the drink and/or by the package.

Though only one county commissioner will face an opponent on the ballot, official write-in candidates are running against three of the other four.

Other races on the ballot include U.S. representative and, for those voters in House District 17A, state representative.

### Wayne wins Golden Radish

STAFF REPORT

The very proud of Wayne County schools for being awarded a gold-level Golden Radish Award at the Georgia Freight Depot last week.

Golden Radish Awards publicly recognize Georgia school districts for best practices in farm-to-school programs, such as local food procurement, exposing students to new foods through taste tests, and incorporating gardening and cooking activities in the curriculum.

Wayne was one of 84 school districts recognized with Golden Radish Awards, which included Outstanding, Platinum, Gold, Silver, Bronze and Honorary

### Halloween parade

JOHN EDEN/STAFF

Maya Houston (center) at Martha Flavin Smith Elementary student, asks McGriff the Crime Dog when he's coming back to her school.

Maya and her mother, Curtiss Johnson, and brother, Denair Houston, were all decked out in costumes of their own for the Halloween parade Wednesday. For more photos of the parade, see page 10A.



**BREATHE EASIER WITH HELP FROM**

**Jones Medical Equipment** Just Uniforms

Jones Medical Equipment in Jesup and Brunswick has been in business for 25 years. We pride ourselves in the best customer service around.

We serve all of southeast Georgia. We will bill Medicaid, Medicare, and most insurances.

477 South First Street, Jesup, Georgia 31545  
912.427.6600  
Monday - Friday 9AM - 5PM

Wayne County Press Established 1960 • Jesup Sentinel Established 1866 • Combined February 1977 © 2018 Press-Sentinel Newspapers, Inc.

## BOTTOM BANNER AD

**ADVERTISING RATES** **5 col. x 3"** **\$250 Per Edition**

**TOP BANNER AD ADVERTISING RATES**

**6 col. x 1.50"** **6x or more** **12x or more**  
**\$250 Per Edition** **\$175 Per Edition** **\$150 Per Edition**

**TOP BOX BANNER ADVERTISING RATES**

**2.37" x 2.37"** **6x or more** **12x or more**  
**\$150 Per Edition** **\$125 Per Edition** **\$100 Per Edition**

Advertise your business in the most prominent location possible in *The Press-Sentinel* each week in full color. The most-read page of the local newspaper is offering advertisers the unique opportunity to take advantage of several front page options.

Contact Melisa Mallard or Christine Boyd at **427.3757** to discuss your advertising plans.

# The Press-Sentinel

252 Walnut St., Jesup, GA  
**912-427-3757**

**LIMITED SPOTS. CALL FOR AVAILABILITY.**

# Getting to Know Wayne County

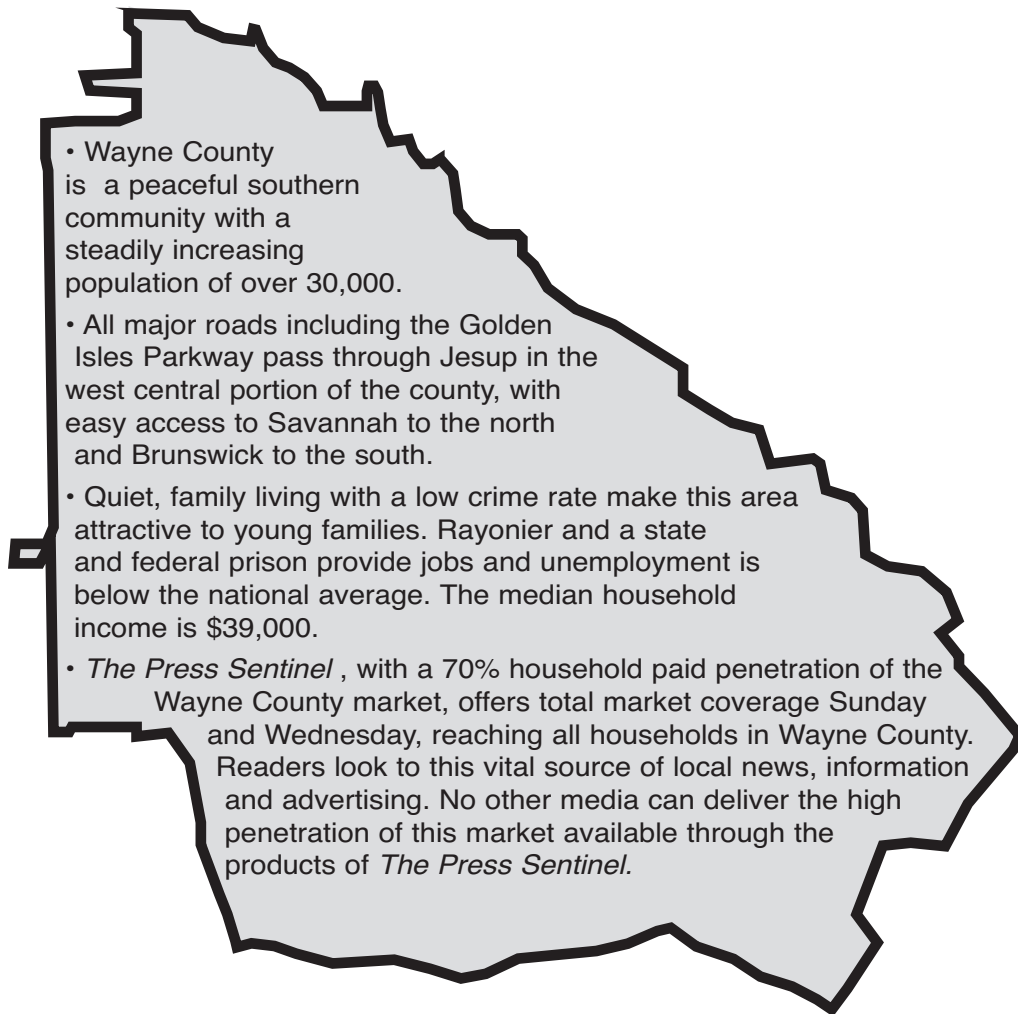
## National Online Newspaper Numbers

Household Income Averages 32% Higher

75% from a 0-50 mile radius

Other 25%-Snowbirds and Relocators

Local Newspaper sites have highest traffic.



# The Press-Sentinel