

The Alleghany News



20 South Main St.
P.O. Box 8
Sparta, NC 28675
336 372-8999
Fax 336 372-5707

email: ads@alleghanynews.com
classifieds@alleghanynews.com

Published Weekly
Every Wednesday

Office Hours:
Mon-Fri 8 AM - 5 PM
Except Wed. 8 AM - 1:30 PM

*Locally Owned and Operated
By The Alleghany News Publishing Co., Inc.*

ADVERTISING RATES - Effective January 1, 2010

Display Advertising

Regular Display Rate.....\$5.50 per column inch
Agency/National Rate.....\$6.47 per column inch
(15% Agency Commission)
Political.....\$5.50 per column inch
(payment in advance)

Contract Rates Available on Approval

Classified Advertising

\$4.75 for the first 25 words, plus .10 per word for each additional word

DEADLINES

Classifieds and Legals.....4:30 p.m. Monday

Display Advertising -

Real Estate.....4 p.m. Friday
Space Deadline.....1 p.m. Monday
Proofs.....1 p.m. Monday
Changes in copy.....1 p.m. Monday
Camera Ready.....5 p.m. Monday
Cancellations.....5 p.m. Monday
Inserts.....Delivered five
working days prior
to insertion

PRE-PRINT INSERTION RATE 4,600 Full Insertion

1-4 page Tab/2pg standard.....\$47cpm.....\$216.20
8 page Tab/4pg standard.....\$49cpm.....\$225.40
12 page Tab/6pg standard.....\$51cpm.....\$234.60
16 page Tab/8pg standard.....\$53cpm.....\$243.80
20 page Tab/10pg standard.....\$55cpm.....\$253.00
24 page Tab/12pg standard.....\$57cpm.....\$262.20
(Other rates on request)

**Partial and zoned runs of inserts available with applicable surcharge.*

Legal Advertising

Financial, Tabulated Statements and Legals

\$5.25 per col. inch

Administrator's Notice.....\$60.00

Color Charges

1 Color.....\$100.00
2 Colors.....\$150.00
3 Colors.....\$200.00

Deadline one day earlier for color ads

Mechanical Requirements

Electronic format such as PDF files for pagination
offset printing

SAU standard 6 columns x 21 inches
Column width 11 picas (1.833 inches)
9 point gutters (0.125 inches)
Page width 69.9 picas (11.625 inches)
Pictures half toned with 60 line screen

POLICY

• Local rates are non-commissionable. • Accounts outstanding over 30 days are subject to 1-1/2% monthly service charge • Accounts are billed monthly • Alcoholic beverage advertising accepted • The Alleghany News' liability for errors in publication or for untimely publication shall be limited to the cost of the advertising space actually occupied by the error and in no event shall The Alleghany News be liable for failure to publish, regardless of the cause • The customer assumes complete and full responsibility for advertising content that is printed or published and shall indemnify and save the publisher harmless against any demands, claims, or liability arising from the printing or publication of such advertising copy. • We cannot guarantee position, but will make every effort to honor reasonable requests within the limits of standard composition practice • The publisher reserves the right to edit or reject any copy submitted.

PERSONNEL:

Ron Brown - General Manager/ Advertising Director

Coby LaRue - Editor

Nancy Greene - Office/Circulation Mgr.

Candice Groce - Graphic Designer

Debbie Galyen - Composition