

The

Serving Alleghany County
Since 1889

Published Weekly
Every Wednesday

Alleghany News

OFFICE HOURS:
Mon-Fri 8 AM - 5 PM
Except Wed. 8 AM - 1:30 PM

20 South Main Street • P.O. Box 8 • Sparta, NC 28675

336-372-8999 • Fax 336-372-5707 • email: ads@alleghanynews.com • classifieds@alleghanynews.com

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

ADVERTISING RATES - EFFECTIVE JANUARY 1, 2012

DISPLAY ADVERTISING

Regular Display Rate.....\$5.80 per column inch
Agency/National Rate.....\$6.82 per column inch
(15% Agency Commission)
Political.....\$5.80 per column inch
(payment in advance)
Business Cards.....\$10.00 per week
(1 month minimum prepaid)
Web Site Sponsor.....\$50.00 per month

Contract Rates Available on Approval
(Excluding Business Cards) *All Rates Net*

DEADLINES

Classifieds and Legals.....2:00 p.m. Monday
DISPLAY ADVERTISING
Real Estate.....5 p.m. Friday
Space Deadline
(Other than Real Estate).....1 p.m. Monday
Proofs.....Noon Monday
Changes in Copy.....2 p.m. Monday
Camera Ready.....5 p.m. Monday
Cancellations.....Noon Monday

PRE-PRINT INSERTION RATE

4,300 Full Insertion

Single Sheet.....\$47cpm.....\$202.10
4 page Tab/2pg standard.....\$50cpm.....\$215.00
8 page Tab/4pg standard.....\$52cpm.....\$223.60
12 page Tab/6pg standard.....\$54cpm.....\$232.20
16 page Tab/8pg standard.....\$56cpm.....\$240.80
20 page Tab/10pg standard....\$58cpm.....\$249.40
24 page Tab/12pg standard....\$60cpm.....\$258.00
(Other rates on request)

*Subtract 3% for 10+ insertion runs
*Partial and zoned runs of inserts available
with applicable surcharge.*

CLASSIFIED ADVERTISING

\$5.00 for the first 25 words, plus .10 per word
for each additional word

LEGAL ADVERTISING

Financial, Tabulated Statements and Legals
\$5.50 per column inch
Administrators Notice\$65.00

COLOR CHARGES

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

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)

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.