

The Daily Tribune News

and Total Market Coverage Publications of Cartersville Newspapers

EFFECTIVE February 1, 2016

THE DAILY TRIBUNE NEWS

Legal Organ of Bartow County

Published Tuesday - Sunday Mornings

The Herald-Tribune Published Weekly/Wednesdays

The North Bartow News Published Weekly/Tuesdays

www.daily-tribune.com

251 S. Tennessee Street - Cartersville, Georgia 30120

Phone 770/382-4545 - FAX: 770/382-2711

email:jennifer.moates@daily-tribune.com (insertion orders)

classifieds@daily-tribune.com

email: graphics@daily-tribune.com (graphics: pdf, eps, tif or jpeg)

adsend code: gacat

A Member of the Georgia Press Association
AP, INAME, SNPA SCAMA

Audit Bureau
of Circulations 

1. Personnel:

Editor & Publisher.....Alan Davis

Retail Advertising Director.....Jennifer Moates

2. Commission and Cash Discounts

a. All balances not paid in 30 days are subject to a DELINQUENT CHARGE of 1 1/2% per month (annual percentage rate of 18%). Minimum charge of \$.50 per month.

b. None of the terms and conditions of this rate schedule may be altered except in writing, signed by an authorized representative.

c. All local rates are non-commissionable.

d. For billing inquiries call 770/382-4545, Ext. 107.

3. General Rate Policy

a. Publisher reserves the right to change advertising rates upon 30 days notice and all contracts are accepted subject to this reservation.

4. Black & White Rates - Retail

a. Pick-up discount

The first insertion will be billed at open rate, second at 25% off, third at 50% off. Any ad four inches or larger running three times in a six-day week (Sunday-Friday) qualifies. No copy changes from the original insertion.

b. Non-profit

Available to non-profit, non-revenue generating organizations with proof of non-profit status. Retail \$8.80 pci Classified \$8.80 pci

c. Mid Week Extra (tmc) 43,582 circulation

Total market circulation (tmc) covering all of zip codes 30120, 30121, 30107, 30171, 30178, 30,184, 30103 and 30145 paid and free distribution. \$17.70 pci

d. National Rate

All advertisers using agencies, who deduct normal agency commissions. \$12.08 pci

e. Legal rate

Deadline 5 p.m. Thursday, one week prior to publication. \$10 per hundred words for the first four insertions and \$9.00 per 100 words for subsequent insertions.

f. Standby Ads

The advertisement will be published at the discretion of The Daily Tribune News. Advertiser can limit the number of times run per month but cannot choose the date the ad runs. Copy changes limited to 1 time per 30-day period. Retail \$5.92 pci classified \$5.92 pci Agency Rate \$6.81 pci

g. Political Rates

Volume and prompt pay discounts apply to non-agency advertising. All ads placed by agencies where commission is involved will use National commissionable rates. Cash in advance is required for all political ads. All must comply with all state and federal requirements.

h. Preferred Positions

Preferred positions are guaranteed for a 25% premium for tabloid ads or standard page ads 33 inches or greater on availability basis only.

5. Contract & Copy Regulations

a. Advertisements measured from cut-off rule to cut-off rule.

b. All advertising is accepted subject to the approval of the publisher. Publisher shall have the right to revise or reject, in whole or in part, any advertisement without notice.

c. Dates and times for cancellation of advertisements are the same as the deadlines for placing advertisements. If time permits, emergency cancellation of advertisements past deadline will be accommodated.

d. Liability for errors in advertisements shall not exceed the cost of space occupied by the error. THE DAILY TRIBUNE NEWS & TMC publications will provide a letter of correction if it has failed to correct errors clearly marked by the advertiser on returned proofs. The Daily Tribune News will not be liable for non-insertion of any advertisement beyond the amount prepaid for such advertisement.

e. Every effort will be made to meet reasonable position requests. Failure to meet position requests will not constitute cause of adjustment, refund or rerun.

f. Advertising simulating news can be set in body type, but must carry the word "advertisement."

6. Closing Schedules-ROP Advertising

THE DAILY TRIBUNE NEWS

Day of Insertion	Space & Copy Reservation
Tuesday	Friday 12 noon
Wednesday	Monday 12 noon
Thursday	Tuesday 12 noon
Friday	Wednesday 12 noon
Saturday	Wednesday 12 noon
Sunday	Wednesday 12 noon

LEGALS

Thursday	Thursday, one week prior 5 p.m.
THE DAILY TRIBUNE NEWS/TMC publications	
Tuesday	Thursday 12 noon

7. Mechanical Measurements

Page Size: 6 columns by 21 1/2" deep.

Mechanical Specifications:

1 COL. - 1.833"	Width of page: 11.625 inches
2 COL. - 3.792"	Width of double truck: (13 columns) 24 inches
3 COL. - 5.75"	Tabloid column widths are the same as above...
4 COL. - 7.708"	Tab size is 5 col. x 11.187"
5 COL. - 9.667"	
6 COL. - 11.625"	

8. Classified Word Ad Rates

Effective February 1, 2016

Deadline noon day before publication and 3pm for Saturday, Sunday, The Herald-Tribune and The North Bartow News.

All Classified Ads set 7 point type.
(46 characters per line including spaces.)
3 Line Minimum

One day.....	\$2.68 Line
Two days.....	\$2.38 Line
Three days.....	\$2.23 Line
Four days.....	\$2.08 Line
Five days to nine days.....	\$1.85 Line
Ten days or more.....	\$1.55 Line

The Herald-Tribune and The North Bartow News \$3.50 flat pickup rate each from The Daily Tribune News or regular classified word rates apply.

BLIND BOX ADS ADDITIONAL CHARGES

Office Held \$10.00 • Mailed Responses \$20.00

ALL ADS PAID IN ADVANCE

Classified Display Ad Rates

Contract Rates Available

Money Matters

Invest in Smart Advertising.

Each year, saving money is one of the most popular resolutions people make. Ensure you're reaching more of these potential customers with targeted advertising. This guideline will help you understand what you'll be spending in order to invest back into your business, making the Daily Tribune News the perfect place to advertise your financial solutions and money-saving offers to the right audience at the right time. Learn more about this valuable advertising opportunity today when you contact your sales rep or call [770-382-4545](tel:770-382-4545).



testimonial:

Kurt & Olga Stiles **Stiles Jewelers**

"In a world where the average person is bombarded with media all day, every day, we've found The Daily Tribune News is a very effective method of reaching new customers and communicating with existing customers. The Daily Tribune works for us!"

The Daily Tribune News

251 South Tennessee Street | Cartersville, GA 30120 | 770-382-4545 | www.daily-tribune.com

The Daily Tribune News COLUMN INCH RATES

Open.....\$10.50 pci

Level One.....\$8.52 pci
(100-300 inches per year)

Level Two\$8.30 pci
(301-500 inches per year)

Level Three\$7.80 pci
(501 and above per year)

TOTAL MARKET COVERAGE

Extend your reach in Bartow County with an additional 36,500 circulation. Pickup your ad in The Herald Tribune and The North Bartow News.

\$7.75 pci pick up

**3 COL. X 5 INCHES
(1 DAY \$157.50)**

**2 COL. X 4 INCHES
(1 DAY \$84.00)**

**2 COL. X 3 INCHES
(1 DAY \$63.00)**

**2 COL. X 2 INCHES
(1 DAY \$42.00)**

30% OFF
5 Days In Same Week

20% OFF
3 Days In Same Week

FREQUENCY CAMPAIGN

Over 43,500 Households Reached Each Week

2x2	Per Ad	SAVINGS	Cost Per Month (12 Ads)
13 Week	\$16.16	34%	\$193.92
26 Week	\$14.40	41%	\$172.80
52 Week	\$13.57	44%	\$162.88

2x4	Per Ad	SAVINGS	Cost Per Month (12 Ads)
13 Week	\$32.32	34%	\$387.84
26 Week	\$27.73	41%	\$332.80
52 Week	\$27.24	44%	\$325.76

2x5	Per Ad	SAVINGS	Cost Per Month (12 Ads)
13 Week	\$40.42	34%	\$485.00
26 Week	\$36.00	41%	\$432.00
52 Week	\$33.93	44%	\$407.20

3x5	Per Ad	SAVINGS	Cost Per Month (12 Ads)
13 Week	\$60.60	34%	\$724.80
26 Week	\$54.00	41%	\$648.00
52 Week	\$50.90	44%	\$610.80

DID YOU KNOW?

86%

of adults read a community newspaper each week!

Contact Us For Additional Discounts Based On Dollars Spent and Annual Commitment!

COLOR RATES

Black plus one color\$75
Black plus two colors\$140
Full Process Color\$200

Reach Over 43,500 Households Each Week

The Daily Tribune News 7,000 | The Herald Tribune 30,071

The North Bartow News 6,485

PREPRINTED INSERT RATES

	OPEN	12X	52X
4 Page Tab	\$50	\$49	\$47
8 Page Tab	\$52	\$51	\$49
12 Page Tab	\$54	\$53	\$52
16 Page Tab	\$57	\$56	\$54
20 Page Tab	\$59	\$57	\$56
24 Page Tab	\$61	\$59	\$58
28 Page Tab	\$63	\$61	\$60
32 Page Tab	\$66	\$64	\$63
36 Page Tab	\$68	\$66	\$64
Single Sheet.....	\$42	\$42	\$42

SHIPPING TO:
 251 S. Tennessee Street
 Cartersville, GA 30120

Delivery Hours:
 Monday-Friday
 8am - 1pm EST

Requirement:
 Min. Size: 8.5" x 5"
 Max. Size" 23.5"

Materials to Dock:
 10 Days Prior
 Minimum Charge \$125

SPECIALIZED ADVERTISING PROGRAMS

Front Page Banner Ads	OPEN	\$500
Process Color 6x2 Banner	13X	\$330
<i>Ads Available on Front Page, Sports, Lifestyle and Business Sections.</i>	26X	\$295
	52X	\$220

Advertising printed on Newspaper Delivery Bags

Standard Bags Provided	\$52 cpm
Sample Pouches.....	\$72 cpm
Stuff Sample Bags	\$117 cpm
Front Page Sticky Note	\$108 cpm

REQUIREMENTS: 7000 Minimum, Bags Provided Need Tube In House 10 Days Prior. Daily 6.5" x 21"; Sunday 8" x 23"

Online Advertising

Top Banner	\$250 per month
Bottom Banner	\$200 per month
Margin Ads	\$150 per month
Banner 728x90 pixels	
Margin 300x250 pixels	
All Web Ads Include Link	