

CONTACTS

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Publisher - Charleston Daily Mail	Nanya Friend
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Vice President/Advertising Director	Larry Levak
Director of Internet Services	Joel Armstrong
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Cheryl Myers 304-348-1253 cherylm@cnpapers.com

Celebrations/Weddings/Birth Announcements

Megan Honaker 304-348-4856 ads@cnpapers.com

Legal Clerk

Sheryl Thomas 304-348-4844 legals@cnpapers.com
Legal Advertising Fax 304-348-5133

Obituaries	304-348-5182
TOLL FREE	800-982-6397
Retail Advertising	304-348-4860
Retail Advertising Fax	304-348-5118
Classified Advertising	304-348-4848
Classified Advertising Fax	304-348-5133
National Advertising	304-348-5105
National Advertising Fax	304-348-5118

Charleston Newspapers

1-800-WVA-NEWS
www.cnpapers.com

4

classified

advertising rates



the **Charleston Gazette**
wvgazette.com

Saturday-Sunday
Gazette-Mail
wvgazette.com

Charleston
Daily Mail
dailymail.com

To advertise call 304-348-4860 or 1-800-WVA-NEWS

CLASSIFIED ADVERTISING RATES

Classified Contract Rates

The following rates are for 3 line minimum daily agreements.

	1 time	2 times	3 times	4-5 times	6-9 times	10-29 times	30 times
3-14 lines	\$2.12	\$1.76	\$1.66	\$1.53	\$1.47	\$1.41	\$1.36
1"	\$29.71	\$24.66	\$23.22	\$21.49	\$20.62	\$19.76	\$19.03
15-70 lines	\$2.04	\$1.73	\$1.63	\$1.42	\$1.40	\$1.37	\$1.34
1.25"-5"	\$28.55	\$24.23	\$22.78	\$19.90	\$19.61	\$19.18	\$18.75
71-305 lines	\$1.90	\$1.67	\$1.60	\$1.41	\$1.37	\$1.33	\$1.30
5.25"-21.75"	\$26.53	\$23.36	\$22.35	\$19.76	\$19.18	\$18.60	\$18.17
306-1372 lines	\$1.86	\$1.60	\$1.57	\$1.36	\$1.33	\$1.30	\$1.25
22"-98"	\$26.10	\$22.35	\$21.92	\$19.03	\$18.60	\$18.17	\$17.45
1373-2058 lines	\$1.80	\$1.56	\$1.53	\$1.34	\$1.31	\$1.27	\$1.22
98.25"-147"	\$25.24	\$21.77	\$21.49	\$18.75	\$18.31	\$17.74	\$17.02
2059 + lines	\$1.75	\$1.49	\$1.46	\$1.30	\$1.25	\$1.21	\$1.16
147" +	\$24.51	\$20.91	\$20.48	\$18.17	\$17.45	\$16.87	\$16.29

The following rates are for space used in one year.

	1,050 lines	2,100 lines	5,250 lines	10,500 lines	21,000 lines	35,000 lines
	75 inches	150 inches	375 inches	750 inches	1,500 inches	3,000 inches
Per Line	\$2.23	\$2.14	\$2.08	\$2.03	\$1.99	\$1.97
Per Inch	\$31.22	\$29.96	\$29.12	\$28.42	\$27.86	\$27.58

Recruitment Agency and Out of State Rates

	1 time	2-3 times	4-6 times	7-30 times
Per Line	\$7.91	\$7.49	\$6.78	\$6.33
Per Inch	\$110.75	\$104.86	\$94.92	\$88.62

- 5 line minimum
- Approximately 4 words per line
- 15% agency commission

All classified ads appear on our three Web sites: wvgazette.com, dailymail.com & sundaygazette.com for a nominal additional charge based on ad size, not to exceed \$20. Reduced rates are for consecutive run ads with maximum copy changes of 25% over 7 days.

365 consecutive day rates available upon request.

Rate Exceptions

The multiple insertion rates apply only to consecutive day orders, including Sunday. Advertisements ordered to skip days will be charged at the lowest possible rate they earn, according to the number of times published consecutively.

Single newspaper rates

Six cents per line less than rates shown

- All customers are cash with order unless credit is established.

Effective December 31, 2009

Classified Open Rates

	1 time	2-3 times	4-6 times	7-30 times
Per Line	\$3.55	\$3.05	\$2.87	\$2.47
Per Inch	\$49.70	\$42.70	\$40.18	\$34.58

**3 easy ways
to place your ad 24 hours
per day, seven days per
week!**

- 1. By Phone Call 304-348-4848 or 1-800-WVA-NEWS**
- 2. By Fax 304-348-5133**
- 3. Online Visit us today at classifieds.cnpapers.com**



SPECIFICATIONS & GUIDELINES

Electronic Ad Delivery

We accept Adobe Acrobat PDF files delivered via CD, DVD, or web upload. PDF files must be press-ready.

Charleston Newspapers cannot edit PDF files. In the event of copy changes, advertiser should change the file and resubmit.

PDF should be distilled with 4.0 compatibility. Charleston Newspapers cannot guarantee PDF files made with alternate PDF generation programs will reproduce to the customer's satisfaction.

You can download Acrobat preference settings for PC and MAC at <http://ads.cnpapers.com> (no www).

Other PDF requirements:

- No registration black
- All colors must be in CMYK
- Include all fonts (Charleston Newspapers cannot guarantee we can match fonts not included in the PDF)
- Single page PDF's only
- One ad per PDF

Images should be submitted as:

- HiRes Only (200 DPI or Higher) (Bitmap 600 DPI or Higher)
- TIFF
- JPEG
- EPS

Ad layouts should be completed with these preferred programs:

- Quark Express
- InDesign (PC)
- Adobe Photoshop
- Adobe Acrobat (4.0 Compatibility)
- Adobe Illustrator
- Multi-Ad Creator
- PageMaker

Programs not compatible:

- Power Point
- Publisher
- Paint
- Word Perfect

We recommend that the text in an ad remain in text format with an embedded font. It is also acceptable to convert text to paths, if your software supports this. Text as part of an image, especially smaller text, tends to reproduce poorly in the newspaper.

Submitting Ads Electronically

We accept ads electronically (with a 10MB limit on file size – for larger files, ask your sales rep about FTP ad delivery) at <http://ads.cnpapers.com> (no www).

First time registration is easy. You can also ask your sales representative to assist you in setting up this functionality. (Due to the high volume of junk emails and problems inherent to email in general, we do not recommend email as a means for electronic ad submission.)

We also receive electronic ads through:

- AP AdSend
- AdDirect by Fast Channel
- Ad Transit

Mechanicals for Ad Sizes

CLASSIFIEDS	RETAIL
1 col. 1.2"	1 col. 1.78
2 col. 2.55"	2 col. 3.899"
3 col. 3.89"	3 col. 5.925"
4 col. 5.25"	4 col. 7.95"
5 col. 6.601"	5 col. 9.967"
6 col. 7.95"	6 col. 12"
7 col. 9.3"	
8 col. 10.649"	
9 col. 12"	

Scotch Double & Double Truck

Scotch Double	Double Truck
8 col. 14.375"	13 col. 24.5
9 col. 2.55"	
10 col. 18.425"	
11 col. 20.45"	
12 col. 22.475"	

Tabloids

Tab (Modular - 4 col.)	Tab (5 col.)
1/4 pg. std. 5 1/4" x 5 7/8"	1 col. 2.024"
1/2 pg. std. HORZ. 10 5/8" x 5 7/8"	2 col. 4.175"
1/3 pg. HORZ. 10 5/8" x 5 7/8"	3 col. 6.325"
FULL PAGE 10 5/8" x 5 7/8"	5 col. 10.625"
1/4 page. VERT. 2 9/16" x 11 3/4"	
1/2 page. VERT. 5 1/14" x 11 3/4"	
DOUBLE TRUCK 11 3/4" x 21.5"	