

CONTACTS

Management

Publisher - The Charleston Gazette	Elizabeth Chilton
Editor/Publisher - Charleston Daily Mail	Nanya Friend
General Manager	Craig Selby
Vice President/Advertising Director	Larry Levak
Director of Internet Services	Joel Armstrong
Classified Advertising Manager	Jennifer Starsick
Credit Manager	Mindy Wilkinson
Chief Financial Officer	Norman Shumate

Retail Advertising Personnel

Advertising Director

	Office	Mobile	e-mail
Larry Levak	304-348-4895	304-395-1101	larryl@cnpapers.com

Classified Manager

Jennifer Starsick	304-348-7930	304-415-4472	jennifer@cnpapers.com
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Retail Advertising Sales Executives

	Office	Mobile	e-mail
Natalie Anderson	304-348-3014	304-395-1151	natalie@cnpapers.com
Joyce Dunbar	304-348-5171	304-395-1113	jdunbar@cnpapers.com
Kayla Donathan	304-348-3020	304-395-5137	kayla.donathan@cnpapers.com
Ron Foreman	304-348-4859	304-437-1128	rforeman@cnpapers.com
Kaci Foster	304-348-1739	304-395-1152	kaci.foster@cnpapers.com
Nikki Hudnall	304-348-4816	304-395-1112	nhudnall@cnpapers.com
Ron Hughes	304-348-4864	304-395-1111	rhughes@cnpapers.com
Jackie Johnson	304-348-3003	304-395-5032	j.johnson@cnpapers.com
Mike Morris	304-348-7937	304-395-1119	mikemorris@cnpapers.com
Lynn Peery	304-348-4897	304-395-1114	lpeery@cnpapers.com
Rob Smith	304-348-1737	304-395-1118	rsmith@cnpapers.com

Automotive Advertising Executive

Lee Williams	304-348-7907	304-395-1116	williams@cnpapers.com
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Majors and National Accounts

John McGucken	304-348-4849		john.mcgucken@cnpapers.com
Lisa Skeens	304-348-5105	304-395-1109	lrowan@cnpapers.com

Commercial Printing

Park Chapman	304-348-4826	304-395-1107	park@cnpapers.com
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Real Estate Advertising

Melissa Jarrell	304-348-4878	304-395-1103	melissa.jarrell@cnpapers.com
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Internet Advertising

Joel Armstrong	304-348-7933	304-395-1120	joela@cnpapers.com
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Retail Clerical

Linda Jarrett	304-348-5137		ljarrett@cnpapers.com
Michael Parsons	304-348-4860		mparsons@cnpapers.com

Effective March 1, 2011

Preprint Packaging Manager

Steve Burgess	304-348-7916	304-395-1201
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Art Department

	Office	e-mail
Mary Baughman, coordinator	304-348-3066	mbaughman@cnpapers.com
Melissa Dickerson	304-348-1759	melissa@cnpapers.com
Tammy Gygi	304-348-3007	tammy.gygi@cnpapers.com
Debbie Summerhill	304-348-3062	debbies@cnpapers.com

Classified Advertising Personnel

Classified Advertising Supervisor

Jamie Ritchie	304-348-4853	jamie@cnpapers.com
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Inside Sales Staff

Terry Boswell	304-348-4857	terryb@cnpapers.com
Ruth Caldwell	304-348-1222	ruthie@cnpapers.com
Tonia Dempsey	304-348-1711	toniad@cnpapers.com
Travis Hogbin	304-348-4896	travis.hogbin@cnpapers.com
Connie Pedro	304-348-4851	conniep@cnpapers.com

Employment Advertising

Marcia Thomas	304-348-4858	mthomas@cnpapers.com
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Telemarketing Sales Staff

Cheryl Watson	304-348-1253	cherylm@cnpapers.com
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Celebrations/Weddings/Birth Announcements

Michael Parsons	304-348-4856	ads@cnpapers.com
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Legal Clerk

Sheryl Thomas	304-348-4844	legals@cnpapers.com
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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

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2011 **classified** advertising rates



the **Charleston Gazette**
wvgazette.com

Saturday-Sunday
Gazette-Mail
wvgazetteemail.com

Charleston
Daily Mail
dailymail.com

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

Effective March 1, 2011

CLASSIFIED ADVERTISING RATES

Classified Contract Rates

Effective March 1, 2011

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	\$2.16	\$1.80	\$1.69	\$1.56	\$1.50	\$1.44	\$1.39
1"	\$30.24	\$25.20	\$23.66	\$21.84	\$21.00	\$20.16	\$19.46
15-70 lines	\$2.08	\$1.76	\$1.66	\$1.45	\$1.43	\$1.40	\$1.37
1.25"-5"	\$29.12	\$24.64	\$23.24	\$20.30	\$20.02	\$19.60	\$19.18
71-305 lines	\$1.94	\$1.70	\$1.63	\$1.44	\$1.40	\$1.36	\$1.33
5.25"-21.75"	\$27.16	\$23.80	\$22.82	\$20.16	\$19.60	\$19.04	\$18.62
306-1372 lines	\$1.90	\$1.63	\$1.60	\$1.39	\$1.36	\$1.33	\$1.28
22"-98"	\$26.60	\$22.82	\$22.40	\$19.46	\$19.04	\$18.62	\$17.92
1373-2058 lines	\$1.84	\$1.59	\$1.56	\$1.37	\$1.34	\$1.30	\$1.24
98.25"-147"	\$25.76	\$22.26	\$21.84	\$19.18	\$18.76	\$18.20	\$17.36
2059 + lines	\$1.79	\$1.52	\$1.49	\$1.33	\$1.28	\$1.23	\$1.18
147" +	\$25.06	\$21.28	\$20.86	\$18.62	\$17.92	\$17.22	\$16.52

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	\$2.30	\$2.20	\$2.14	\$2.09	\$2.05	\$2.03
Per Inch	\$32.20	\$30.80	\$29.96	\$29.26	\$28.70	\$28.42

Recruitment Agency and Out of State Rates

	1 time	2-3 times	4-6 times	7-30 times
Per Line	\$8.15	\$7.71	\$6.98	\$6.52
Per Inch	\$114.10	\$107.94	\$97.72	\$91.28

- 5 line minimum
- Approximately 4 words per line
- 15% agency commission
- Line rate is measured by depth, not counted lines.

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.

Classified Open Rates

	1 time	2-3 times	4-6 times	7-30 times
Per Line	\$3.62	\$3.11	\$2.93	\$2.52
Per Inch	\$50.68	\$43.54	\$41.02	\$35.28

Color Rate \$350 **Splash of Color Rate \$10 per co. inch.**
There is a minimum color charge of \$50 for splash of color ads.

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

Effective March 1, 2011

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. 9.976"
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"	