

Contacts

Employee Listings

Personnel

Publisher.....Elizabeth Chilton
General Manager.....Craig L. Selby
Vice President Advertsing.....Larry Levak
Classified Advertising Manager.....Jennifer Starsick
Marketing Manager.....Melissa Dickerson
Credit Manager.....Beth Canterbury
Chief Financial Officer.....Trip Shumate

Retail Personnel

Retail Advertising Director

	<u>ID</u>	<u>Ext.</u>	<u>Cell/Page</u>
Larry Levak	50	4895	395-1101

Sales Executives

Ann McBride	58	7901	395-1108
Chasity Kennedy	84	7937	395-1104
Joyce Dunbar	72	5171	395-1113
Kristie Roberts	70	4899	395-1106
Melissa Jarrell	85	1758	395-1117
Mike Morris	68	4865	988-1032
Matt Hindman	92	4829	395-1110
Natalie Dyer	71	3014	395-1151
Nikki Hudnall	67	4816	395-1112
Rob Smith	79	1737	395-1118
Ron Foreman	65	1744	395-1105
Ron Hughes	60	4864	395-1111

Sales Assistants

Linda Jarrett	52	1710	361-4768
Mary Jarrell	62	1799	

Major Accounts

Lynn Peery	74	4897	395-1114
Terry Walters	66	4873	395-1115

National Accounts

Jeremy High	55	5105	
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Special Section Coordinator

Lee Williams	86	7907	395-1116
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Online Sales/Special Projects

Lisa Skeens	87	3003	
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Commercial Print Bids

Park Chapman	93	4826	395-1107
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Retail Clerical

Mike Parsons	75	4860	
Shirley Roberts		5137	

Marketing/Promotion

Marketing Manager

Melissa Dickerson	61	1759	395-1134
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David Shortt	4838		
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Kathy Baker	3001		
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Nikki Williams	7934		
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Classified Personnel

Classified Advertising Manager

Jennifer Starsick	348-7930		
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Inside Sales Staff

Connie Pedro	348-4851		
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Jamie Tignor	348-4853		
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Judy Terry	348-4854		
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Terry Boswell	348-4857		
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Tonia Dempsey	348-1711		
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Tonia Nichols	348-4844		
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Outside Sales Staff

Martha Keene, Real Estate Sales	348-4878		
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Telemarketing Sales Staff

Cheryl Myers	348-1253		
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Michelle Graveley	348-1739		
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Celebrations Representative

Shelia Roberts	348-4856		
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Legal

Tonia Nichols	348-4844		
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Obituary Staff

Mike Smith, Tony Pierro	348-5182		
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Receptionist

Ruth Caldwell	348-1222		
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TOLL FREE	1-800-982-6397		
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FAX	1-304-348-5133		
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National Rates

Personnel

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COMMISSION

15% agency commission to accredited advertising agencies

MECHANICAL REQUIREMENTS

Column widths

1 col. —1.875" 2 col. —3.9" 3 col. —5.925"
 4 col. —7.95" 5 col.—9.975" 6 col. —12"

Column depth 21 3/4 inches.

6 columns to a page, 130.5 column inches.

Width to page, 12 inches.

Full double truck, eage page 12-1/4 inches wide.

Screen recommended 85 line, max. 110.

REPRESENTATIVES BRANCH OFFICES

Metro Suburbia, Inc.

New York..... (212) 697-8020
 Atlanta.....(770) 955-2335
 Chicago.....(312) 337-6242
 Detroit.....(248) 433-2441
 Florida.....(561) 998-0944
 Los Angeles.....(323) 965-3677

POLICY—ALL CLASSIFICATIONS

The publisher reserves the right to revise advertising rates upon 30 days notice and all contracts are accepted subject to this reservation.

CONTRACTS and COPY REGULATIONS:

See Standard Rate & Data Service Index page for location of regulations—items 1, 2, 3, 7, 10, 11, 12, 13, 14, 16, 23, 24, 26, 31, 32, 34, 35, 41, 44, 45 and 46.

CIRCULATION DATA

Morning.....50,737
 Evening.....35,554
 Daily Combined.....86,291
 Sunday.....91,511

Source: September 30, 2003 ABC Audit Report.

BLACK/WHITE RATES

Open, Per Inch Mon.- Wed.—\$91.15 Thurs.-Sun.—\$95.95 Repeat Discount—20%

Bulk Contract Rates for Morning/Evening Combination

Pages	Inch Equivalent	Mon., Tues., Wed.	Th, Fri., Sat., Sun.	Pages	Inch Equivalent	Mon., Tues., Wed.	Th, Fri., Sat., Sun.	Pages	Inch Equivalent	Mon., Tues., Wed.	Th, Fri., Sat., Sun.
1 Page	130½	89.25	94.05	6 Pages	783	80.25	84.65	26 Pages	3393	75.60	79.90
2 Pages	261	85.75	90.40	10 Pages	1305	79.00	83.25	52 Pages	6786	66.80	68.20
4 Pages	522	82.95	87.45	13 Pages	1697	78.00	82.25	65 Pages	8482½	66.60	68.25

**Repeat discount—40% for contract advertisers. Any repeat ad must run within 6 days to qualify for discount. No changes in copy or size.

A contract is required to earn other than the open rate. Bulk contracts must be signed in advance to qualify for Bulk Contract rates. Space to be used within one year. The newspapers reserve the right to revise contract rates at any time upon 30 days notice, and all contracts are accepted subject to the reservation.

See Newsplan Contract Regulations—Items 2, 3, 4, 5, 6, 7, 9, 10, 13, 14, 18, 19, 21, 23, 24, 30 and 31—SRDS. Newsplan also covers Morn. or Eve. and Sun. Comb.

BLACK/WHITE DEADLINES

Advertising to run

Deadline

Monday
 Tuesday
 Wednesday
 Thursday
 Friday

Thurs. 4:30 p.m.
 Fri. 4:30 p.m.
 Mon. 11:30 a.m.
 Tues. 11:30 a.m.
 Wed. 11:30 a.m.

Advertising to run

Deadline

Saturday
 Sunday Main News
 ShowTime
 Travel
 Society

Thurs. 11:30 p.m.
 Thurs. 4:30 p.m.
 Call for details.
 Wed. 3:30 p.m.
 Wed. 3:30 p.m.

Early deadlines apply during Holiday periods—please inquire.

To advertise, call Jeremy High or email jhigh@cnpapers.com
1.800.982.6397 304.348.5105 Fax: 304.348.5118

Charleston Newspapers
www.cnpapers.com

1.800.WVA.NEWS

Display Rates

Rate Card # 41 Effective October 1, 2004

National Rates

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Mini Inserts 8 1/2"x11" or less Single Sheet (Printed Both Sides)	Cost Per Thousand Daily or Sunday
	\$37.00
6 Pages or Less.....	\$41.00
8 Pages.....	\$47.00
10 Pages.....	\$53.00
12 Pages.....	\$62.00
14 Pages.....	\$65.00
16 Pages.....	\$71.00
18 Pages.....	\$73.00
20 pages.....	\$76.00
22 Pages.....	\$82.00
24 Pages.....	\$86.00
26 Pages.....	\$88.00
28 pages.....	\$92.00
30 Pages.....	\$94.00
32 Pages.....	\$96.00
34 Pages.....	\$99.00

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Tabloid Or Standard Inserts Pages Single Sheet	Cost Per Thousand Daily or Sunday
	\$60.00
4 tab - 2 std.....	\$62.00
8 tab - 4 std.....	\$66.00
10 tabloid.....	\$68.00
12 tab - 6 std.....	\$70.00
16 tab - 8 std.....	\$74.00
20 tab - 10 std.....	\$78.00
24 tab - 12 std.....	\$82.00
28 tab - 14 std.....	\$86.00
32 tab - 16 std.....	\$90.00
36 tab - 18 std.....	\$94.00
40 tab - 20 std.....	\$98.00

Above Rates are Full Run Distribution Figures and are based on Average Gross Circulation and is more applicable than the ABC Audit figures which are based only on average paid circulation. Please add 2% for spoils.

Choose Customized Distribution - Zoning Charges Apply As Follows:

Zoning Charges		
10-35,000.....add \$5/m	35,001-50,000.....add \$4/m	50,001-less than full run.....add \$2/m

Charleston Newspapers can create a customized preprint distribution to fit your needs. Let us know what zip codes you would like to target and we will design a distribution to match your request as closely as our circulation patterns will allow. (Allow 10 working days) Advertiser must insert a minimum of 10,000 preprints in order to qualify for a customized distribution.

Frequency Discount

6 Times.....1%	24 Times.....3%	45 Times.....10%
12 Times.....2%	30 Times.....4%	50 Times.....12%
18 Times.....2 1/2%	36 Times.....5%	60 Times.....13%
	40 Times.....8%	80 Times.....15%

Reservations 30 days in advance • Inserts Needed: 90,000 Daily, 95,000 Sunday
 • TMC rates are an additional \$10/thousand

To advertise, call Jeremy High or email jhigh@cnpapers.com
1.800.982.6397 **304.348.5105** **Fax: 304.348.5118**

Charleston Newspapers
www.cnpapers.com

1.800.WVA.NEWS

National Rates

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Column depth 21 3/4 inches.

6 columns to a page, 130.5 column inches.

Width to page, 12 inches.

Full double truck, eage page 12-1/4 inches wide.

Screen recommended 85 line, max. 110.

SUNDAY COLOR COMICS

Color Rates (Four Colors)

1 page.....5,930
 2/3 page.....4,389
 1/2 page.....3,439
 1/3 page.....2,494
 1/4 page.....2,063
 1/6 page.....1,534
 Photo Envelope Inserts.....2,310

Discounts:

6 times - 3% 12 times - 5% 26 times - 7%

Closing Time: Four weeks before publication

COLOR RATES

Use B/W rate plus following applicable costs.

Daily and Sunday	1-color	2-color	3-color
	\$500	\$650	\$800

SPECIAL DAYS/PAGES/FEATURES

Best Food Days.....Wednesday and Sunday

Travel.....Sunday (Deadline—Wednesday prior to publication)

Travel brochure promotion published March 11

Business.....Monday

Entertainment/Weekend.....Thursday

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Source: September 30, 2003 ABC Audit Report.

POLITICAL, NON-PROFIT AND RECOGNIZED CHARITIES RATE

Mon., Tues., Wed.	Thurs., Fri., Sat., Sun.
\$89.25 per column inch	\$94.05 per column inch

CAP/DEALER LISTING/AUTO DEALER ASSOCIATION NET RATES

Mon.-Wed.	Thurs.-Sun.
\$68.35	\$71.95

CLASSIFIED RATES

For classified rates, please contact
 Jennifer Starsick
 304-348-7930 or 1-800-982-6397
jennifer@cnpapers.com

To advertise, call Jeremy High or email jhigh@cnpapers.com
1.800.982.6397 304.348.5105 Fax: 304.348.5118

Charleston Newspapers

www.cnpapers.com

1.800.WVA.NEWS

Miscellaneous National Rates

Rate Card # 41 Effective October 1, 2004

Policies

Policies

- A. Charleston Newspapers reserves the right to edit, alter or omit any advertisements. Position cannot be guaranteed. We will attempt to accommodate advertisers when possible.
- B. Charleston Newspapers assumes no financial responsibility for typographical errors or for omissions of copy. Liability for errors or for omissions shall not exceed the cost of that portion of space attributable thereof. Claims for adjustment must be made within 7 days of publication. Credit allowable for first insertion only in the event of an error or omission, we will, upon request, furnish a letter of explanation which can be utilized by the advertiser.
- C. The advertiser and/or advertising agency or agent assumes all liability for advertisement published (including illustrations, texts, claims, etc.) and agrees to assume any and all responsibility for claims occurring therefrom against Charleston Newspapers.
- D. Minimum space is 1 column inch. Advertisements over 20 inches deep will be billed for full column length (21 3/4 inches).
- E. Definition of Retail Advertising: Retail Advertising and Retail Advertising Rate shall apply only to an individual advertiser who sells a commodity or service at retail direct to the consumer through one or more retail outlets under the same name, which he owns or controls and whose signature or address alone appears in the advertisements.
- F. CN reserves the right to revise advertising rates at any time. Current contract holders will be notified in writing 30 days prior to a rate adjustment. Advertisers may terminate the contract on the date the new rates become effective by giving Charleston Newspapers written notice of such termination.
- G. In the event that the advertiser does not use the amount of ROP space contracted for, advertiser agrees to accept and remit rate adjustment to rate earned; in the event advertiser uses space qualifying for lower rate, Charleston Newspapers agrees to issue rebates for differential between ROP contract rate and one rate level.
- H. Advertising set to resemble news matter must carry the word "Advertisement" at the top. Editorial type cannot be used in advertising copy.
- I. All accounts are due and payable upon receipt of invoices.
- J. Representatives of Charleston Newspapers are not authorized to make any deviations from these published rates and regulations, orally or in writing.
- K. All advertising is C.O.D. until credit is established.

Contracts & Ad Copy

1. The subject matter, form, size, working illustrations and typography of all advertising is subject to the approval of the publishers.
2. Contracts not completed will be re-rated to the level earned.
3. The publishers assume no financial responsibility for typographical errors in advertisements but, if at fault, will reprint that part of an advertisement in which such error has occurred.
4. Credits for errors in advertisements are allowed for the first insertion only.
5. Charleston Newspapers is not responsible for advertising plates or veloxes unless instructions to return at advertiser's expense are furnished with order.
6. Contracts will be accepted from an individual advertiser or may be drawn to include his subsidiaries but cannot include two or more different companies.
7. Specifications on orders for the use of, or barring the use of any page, or relating to the kind of news or advertising on the page are treated as requests only.
8. Any advertising contract (or merely any schedule or copy) may be canceled at any time for reasons satisfactory to the publishers, without penalty to either party.
9. Charleston Newspapers is not responsible for the printing quality of ads sent to us electronically in formats other than what is outlined in our Electronic Ad Policy.