

# West Side *Guide*



The West Side is home to a myriad of both new *and* well-established businesses.

Shoppers from Charleston and surrounding areas recognize the quality products and services offered by West Side merchants.

The West Side Guide will focus on these businesses each month in a full color publication designed to keep local dollars in our community.

Reach consumers who are ready to shop your West Side business by including an advertising message in the West Side Guide.

**SPECIAL RATE!**

**\$20** *Column Inch*

**Publication  
Dates:**

Tuesday, April 7  
Tuesday, June 9  
Tuesday, September  
Tuesday, November 10

**Advertising  
Deadline:**

Tuesday, March 24  
Tuesday, June 2  
Tuesday, TBA  
Tuesday, November 3

the **Charleston Gazette**  
*The State Newspaper*

Charleston  
**Daily Mail**

**Call today to reserve your ad space!**  
**348-4860 or 800-WVA-NEWS**

# WEST SIDE GUIDE CONTRACT

Rates Effective January 1, 2009

This contract, made the \_\_\_ day of \_\_\_\_\_, 20\_\_\_, by and between

Hereinafter called the Advertiser, and Charleston Newspapers, agent for the Publishers,  
WITNESSETH: The advertiser agrees to run display advertising \_\_\_\_\_ times per year within  
one year from \_\_\_\_\_, 20\_\_\_, in the West Side Guide. rate per ad \$ \_\_\_\_\_.

## ADVERTISING RATES

<u>Number of Ads Annually</u>	<u>Rate</u>
•2-4 times	\$18 per column inch
•Open	\$20 per column inch

\*Pick-up rate from full circulation product within the same month for only \$5 per col. inch

## SELECT DATES TO PARTICIPATE

\_\_\_ April 7  
\_\_\_ June 9  
\_\_\_ September  
\_\_\_ November 10

Advertiser or agency agrees to provide copy and complete printing material in accordance  
with current publish deadline. Ads may not be cancelled after the no-proof deadline.

Charleston Newspapers  
THE CHARLESTON GAZETTE  
CHARLESTON DAILY MAIL  
SATURDAY GAZETTE MAIL  
SUNDAY GAZETTE MAIL

By \_\_\_\_\_

Advertising Manager

Salesperson \_\_\_\_\_

Account # \_\_\_\_\_

Advertiser Name \_\_\_\_\_

Advertiser Signature \_\_\_\_\_

Address \_\_\_\_\_

Phone # \_\_\_\_\_



the <sup>Charleston</sup> **Gazette**  
The State Newspaper

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