

CONTACTS

Management

Effective April 1, 2013

Publisher - The Charleston Gazette	Elizabeth Chilton
Editor/Publisher - Charleston Daily Mail	Nanya Friend
President & Chief Financial Officer	Norman W. Shumate
Vice President/Advertising Director	Jerry Briggs
Director of Internet Services	Joel Armstrong
Advertising Sales Manager	Rich West
Classified Advertising & Special Sections Manager	Jennifer Starsick
Credit Manager	Michelle Walls
Controller	Mary Prillaman

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Creative Services

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Celebrations/Weddings/Birth Announcements

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Legal Clerk

Sarah Mobley 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

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Retail Advertising Personnel

Advertising Director

Office Mobile e-mail

Jerry Briggs 304-348-4895 304-395-1102 jerrybriggs@cnpapers.com

Advertising Sales Manager

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Retail Advertising Sales Executives

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Internet Advertising

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Retail Clerical

Linda Jarrett 304-348-5137 ljarrett@cnpapers.com

Michael Parsons 304-348-4860 mparsons@cnpapers.com

2013 **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

Effective April 1, 2013

CLASSIFIED ADVERTISING RATES

Classified Contract Rates

Effective April 1, 2013

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	\$2.20	\$1.84	\$1.72	\$1.59	\$1.53	\$1.47	\$1.42
1"	\$30.84	\$25.70	\$24.13	\$22.28	\$21.42	\$20.56	\$19.85
15-70 lines	\$2.12	\$1.80	\$1.69	\$1.48	\$1.46	\$1.43	\$1.40
1.25"-5"	\$29.70	\$25.13	\$23.70	\$20.71	\$20.42	\$19.99	\$19.56
71-305 lines	\$1.98	\$1.73	\$1.66	\$1.47	\$1.43	\$1.39	\$1.36
5.25"-21.75"	\$27.70	\$24.28	\$23.28	\$20.56	\$19.99	\$19.42	\$18.99
306-1372 lines	\$1.94	\$1.66	\$1.63	\$1.42	\$1.39	\$1.36	\$1.31
22"-98"	\$27.13	\$23.28	\$22.85	\$19.85	\$19.42	\$18.99	\$18.28
1373-2058 lines	\$1.88	\$1.62	\$1.59	\$1.40	\$1.37	\$1.33	\$1.26
98.25"-147"	\$26.28	\$22.71	\$22.28	\$19.56	\$19.14	\$18.56	\$17.71
2058 + lines	\$1.83	\$1.55	\$1.52	\$1.36	\$1.31	\$1.25	\$1.20
147" +	\$25.56	\$21.71	\$21.28	\$18.99	\$18.28	\$17.56	\$16.85

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	\$2.35	\$2.26	\$2.18	\$2.13	\$2.09	\$2.07
Per Inch	\$32.84	\$31.70	\$30.56	\$29.85	\$29.27	\$28.99

Recruitment Agency and Out of State Rates

	1 time	2-3 times	4-6 times	7-30 times
Per Line	\$8.31	\$7.86	\$7.12	\$6.65
Per Inch	\$116.38	\$110.10	\$99.67	\$93.11

- 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.

Classified Open Rates

	1 time	2-3 times	4-6 times	7-30 times
Per Line	\$3.69	\$3.17	\$2.99	\$2.57
Per Inch	\$51.69	\$44.41	\$41.84	\$35.99

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 April 1, 2013

Ad preparation & output specifications

We are able to accept PDF files that fit the specifications listed below. For information on how to submit your ad digitally visit us at ads.cnpapers.com If you are having trouble creating a PDF, please contact the or e-mail us at ads.cnpapers.com

Black-and-White Ads

Technical Specifications

Screens should be output at 120-line ruling with a minimum resolution of 200 dpi with standard screen angles.

Halftones

Resolution of 200 dpi or higher.

Highlight Dot 3% Midtone Dot 40% Shadow Dot 80%

Dot gain compensation should be set to 26%.

Black screen less than 5% or greater than 80% are not recommended.

5%

80%

Full-Color Ads

Technical Specifications

All spot colors provided as CMYK. 120-line screen ruling with a minimum resolution of 300 dpi with standard screen angles.

Color Dot Aimpoints

	Cyan	Magenta	Yellow	Black
Highlight	5	2	2	0
Midtone	36	28	28	10
Shadow	60	50	50	80

Dot gain compensation set to 26%. It is not recommended to exceed 220% for total ink coverage. Trapping is recommended at .25 pt to .30 pt.

Font Size Recommendations

8 pt or higher. Reverse type must be 12 pt Sans Serif or higher. Type should be no smaller than 8 pt.

Reverse type should be no smaller than 12 pt.

Acrobat Distiller Settings Quick Guide

Resolution:

- 1200 dpi

Image Compression (Color and Grayscale Bitmap Images):

- 120 Line Screen for newsprint

File Compression:

- Zip • Quality: Medium • 8 Bit (Distillers)

Fonts:

- Embed All Fonts / Everything else off NOTE: When creating your PDF DO NOT USE MULTI MASTER FONTS, TYPE 3 or BITMAP FONTS. True type fonts will be converted to Type 1

Monochrome Bitmap Images:

- Bicubic Downsampling at 1200 dpi
- Compression: Zip
- Compress Text and Line Art
- Color: Leave Color Unchanged on / Everything else off

Advanced:

- Process DCS on

Files on Default Page Size (inches):

- Width: 12"
- Height: 22.5"
- Resize Page and Center Artwork for EPS
- We only accept PDF files saved as 1.3 PDF version

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"	

Scotch Double & Double Truck

Scotch Double Width	Double Truck
8 col. 14.375"	13 col. 24.5"
9 col. 16"	
10 col. 18.425"	
11 col. 20.45"	
12 col. 22.475"	

Tabloid	Tab (4 col. Modular)
Tab (5 col.)	1/4 pg. Std: 2col.x5.88 5.25 x 5.875"
1 col. 2.024"	1/2 pg. Hor: 4col.x5.88 10.625 x 5.875"
2 col. 4.175"	1/3 pg. Hor: 4col.x5.88 5.25 x 3.843"
3 col. 6.325"	Full Page: 4col.x12 10.625 x 11.75"
4 col. 8.475"	1/4 pg. Ver: 1col.x12 2.562 x 11.75"
5 col. 10.625"	1/2 pg. Ver: 2col.x12 5.25 x 11.75"
	Double Truck: 9col.x12 21.75 x 21.50"