

# 2013 national 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

# NATIONAL ADVERTISING RATES

## Personnel

President & Chief Financial Officer	Norman W. Shumate
Vice President/Advertising Director	Jerry Briggs
Advertising Sales Manager	Rich West
Classified & Special Sections Manager	Jennifer Starsick
Credit Manager	Michelle Walls
National Advertising Manager	Lisa Skeens

## Commission

15% agency commission to accredited advertising agencies.

## Mechanical Requirements

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

Column depth 21 3/4 inches

6 columns to a page, 130.5 column inches

Width to a page - 12 inches

Full double truck - each page 12.25 inches wide

Screen recommended 85 line, max 110

## Black/White Open Rates

Sunday	Saturday	Weekday	Weekend Combo	Saturday & Sunday
\$97.85	\$81.25	\$91.50	\$108.05	\$118.25

## 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/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	35,013
Evening	17,589
Daily Combined	52,602
Sunday	65,318

Source: Sept. 2012 Alliance for Audited Media

## Bulk Contract Rates Morning/Evening Combination

Pages	Inch Equivalent	Mon. - Fri.	Sat.-Sun.	Single paper
2 pages	261	87.45	92.20	78.40
4 pages	522	84.60	89.20	75.85
6 pages	783	81.85	86.35	73.40
10 pages	1305	80.60	84.90	72.15
13 pages	1697	79.50	83.90	71.30
26 pages	3393	77.10	81.50	69.25
52 pages	6786	68.15	69.55	59.10
65 pages	8482.5	67.95	69.00	58.55

## Black/White Deadlines

Publication Day	Deadline	Publication Day	Deadline
Monday	Thursday @ 4:30 p.m.	Saturday	Thursday @ 11:30 p.m.
Tuesday	Friday @ 4:30 p.m.	Sunday Main News	Thursday @ 4:30 p.m.
Wednesday	Monday @ 11:30 a.m.	Showtime	Monday @ 12:00 p.m.
Thursday	Tuesday @ 11:30 a.m.	Travel	Wednesday @ 3:30 p.m.
Friday	Wednesday @ 11:30 a.m.	Society	Wednesday @ 3:30 p.m.

\*Early deadlines apply during Holiday periods - please inquire.

A contract is required to earn a rate 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. Charleston Newspapers reserves 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 morning or evening and Sunday combination.

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## Mini Inserts

**8.5" x 11" or less**

**Single Sheet - \$37**

Pages	CPM - Daily/Sunday
6 pages or less	\$41
8 pages	\$47
10 pages	\$53
12 pages	\$62
14 pages	\$65
16 pages	\$71
18 pages	\$73
20 pages	\$76
22 pages	\$82
24 pages	\$86
26 pages	\$88
28 pages	\$92
30 pages	\$94
32 pages	\$96

\*Customized preprint distributions available by zip code and truck route. Provide the areas you'd like to target and we will design a distribution to match your request as closely as our delivery routes will allow.

\*Advertisers must insert a minimum of 10,000 preprints in order to qualify for customized distribution.

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## Tabloid or Standard Inserts Single Sheet - \$60

Pages	CPM - Daily/Sunday
4 tab- 2 std	\$62
8 tab - 4 std	\$66
10 tab	\$68
12 tab-6 std	\$70
16 tab - 8 std	\$74
20 tab - 10 std	\$78
24 tab - 12 std	\$82
28 tab - 14 std	\$86
32 tab - 16 std	\$90
36 tab - 18 std	\$94
40 tab - 20 std	\$98

## Frequency Discounts

Frequency	% Discount
6 times	1%
12 times	2%
18 times	2.5%
24 times	3%
30 times	4%
36 times	5%

Frequency	% Discount
40 times	8%
45 times	10%
50 times	12%
60 times	13%
80 times	15%

\* Reservations 30 days in advance

Charleston Newspapers

To advertise call Lisa Skeens 1-800-WVA-NEWS or e-mail lrowan@cnpapers.com

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Full double truck - each page 12.25 inches wide

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## Color Rate

Use B/W rate plus following applicable costs.

Color	\$675
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## Special Days/Pages/Features

**Best Food Days** - Wednesday & Sunday

**Travel** - Sunday (Deadline Weds. prior to publication)

**Entertainment** - Thursday

## Classified Rates

For classified rates, please contact Jennifer Starsick at 304-348-4853 or 1-800-WVA-NEWS  
jennifer@cnpapers.com

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## Political/Non-Profit/ Recognized Charities

Sunday	Saturday	Weekday	Weekend Combo	Saturday & Sunday
\$95.95	\$79.60	\$89.70	\$106.10	\$116.35

## CAP/Dealer Listing/ Auto Dealer Association Net Rates

Sunday	Saturday	Weekday	Weekend Combo	Saturday & Sunday
\$73.40	\$60.90	\$68.60	\$83.60	\$93.80

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