

# CONTACT US

## MANAGEMENT

Publisher - The Charleston Gazette	Elizabeth Chilton
Editor/Publisher - Charleston Daily Mail	Brad McElhinny
General Manager	Norman Shumate
Vice President/Advertising Director	Jerry Briggs
Director of Internet Services	Joel Armstrong
Classified Advertising Manager	Jennifer Starsick
Credit Manager	Michelle Walls
Chief Financial Officer	Norman Shumate

## RETAIL ADVERTISING PERSONNEL

### Advertising Director

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

### Classified Manager

OFFICE	MOBILE	EMAIL
Jennifer Starsick 304-348-7930	304-415-4472	jennifer@cnpapers.com

### Automotive Advertising Executive

OFFICE	MOBILE	EMAIL
Lee Williams 304-348-7907	304-395-1116	williams@cnpapers.com

### Majors and National Accounts

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

### Commercial Printing

OFFICE	MOBILE	EMAIL
Melissa Jarrell 304-348-1739	304-395-1103	melissa@pulsewv.com

### Real Estate Advertising

OFFICE	MOBILE	EMAIL
Victoria Glasow 304-348-4878	360-601-8400	realestate@cnpapers.com

### Obituaries

OFFICE	MOBILE	EMAIL
Travis Hogbin 304-348-5182		obits@cnpapers.com

## Internet Advertising

OFFICE	MOBILE	EMAIL
Joel Armstrong 304-348-7933	304-395-1120	joela@cnpapers.com

## Retail Clerical

OFFICE	MOBILE	EMAIL
Linda Jarrett 304-348-5137		ljarrett@cnpapers.com
Michael Parsons 304-348-4856		mparsons@cnpapers.com

## Preprint Packaging Manager

OFFICE	MOBILE	EMAIL
Steve Burgess 304-348-7916	304-395-1201	

## ART DEPARTMENT

### Creative Services

OFFICE	MOBILE	EMAIL
Creative Services 304-348-4820		prepress1@cnpapers.com

## CLASSIFIED ADVERTISING PERSONNEL

### Classified Advertising Supervisor

OFFICE	MOBILE	EMAIL
Jamie Ritchie 304-348-4853		jamie@cnpapers.com

### Inside Sales Staff

OFFICE	MOBILE	EMAIL
Tonia Dempsey 304-348-1711		toniad@cnpapers.com
Alyssa Graboski 304-348-1253		alyssa.graboski@cnpapers.com
Connie Pedro 304-348-4851		conniep@cnpapers.com

## Employment Advertising

OFFICE	MOBILE	EMAIL
Marcia Thomas 304-348-4858		mthomas@cnpapers.com

## Celebrations/Weddings/Birth Announcements

OFFICE	MOBILE	EMAIL
Michael Parsons 304-348-4856		celebrations@cnpapers.com

## Legal Clerk

OFFICE	MOBILE	EMAIL
Sarah Mobley 304-348-4844		legals@cnpapers.com

OBITUARIES 304-348-5182

TOLL FREE 800-982-6397

RETAIL ADVERTISING FAX 304-348-5118

CLASSIFIED ADVERTISING FAX 304-348-5133

NATIONAL ADVERTISING FAX 304-348-5118

LEGAL FAX 304-348-5133

# CHARLESTON NEWSPAPERS CLASSIFIED RATES

Charleston  
**Daily Mail**

Charleston  
**the Gazette**  
The State Newspaper

Saturday - Sunday  
**Gazette-Mail**

WVGAZETTE.COM

DAILYMAILWV.COM

CNPAPERS.COM

# CLASSIFIED ADVERTISING RATES

## CLASSIFIED CONTRACT RATES

The following rates are for 3 line minimum daily agreements.

	Rate Schedule 1	Rate Schedule 2	Rate Schedule 3	Rate Schedule 4	Rate Schedule 5	Rate Schedule 6	Rate Schedule 7
	1 time	2 times	3 times	4-5 times	6-9 times	10-29 times	30 times
3-14 Lines	\$2.25	\$1.87	\$1.76	\$1.62	\$1.56	\$1.50	\$1.45
1"	\$31.50	\$26.18	\$24.64	\$22.68	\$21.84	\$21.00	\$20.30
15-70 Lines	\$2.16	\$1.83	\$1.73	\$1.51	\$1.49	\$1.46	\$1.43
1.25"-5"	\$30.24	\$25.62	\$24.22	\$21.14	\$20.86	\$20.44	\$20.02
71-305 Lines	\$2.02	\$1.77	\$1.70	\$1.50	\$1.46	\$1.41	\$1.38
5.25"-21.75"	\$28.28	\$24.78	\$23.80	\$21.00	\$20.44	\$19.74	\$19.32
306-1372 Lines	\$1.98	\$1.70	\$1.66	\$1.45	\$1.41	\$1.38	\$1.33
22"-98"	\$27.72	\$23.80	\$23.24	\$20.30	\$19.74	\$19.32	\$18.62
1373-2058 Lines	\$1.91	\$1.65	\$1.62	\$1.43	\$1.39	\$1.35	\$1.29
98.25"-147"	\$26.74	\$23.10	\$22.68	\$20.02	\$19.46	\$18.90	\$18.06
2058+ Lines	\$1.86	\$1.58	\$1.55	\$1.38	\$1.33	\$1.28	\$1.23
147"+	\$26.04	\$22.12	\$21.70	\$19.32	\$18.62	\$17.92	\$17.22

The following rates are for space used in one year.

	Rate Schedule 1	Rate Schedule 2	Rate Schedule 3	Rate Schedule 4	Rate Schedule 5	Rate Schedule 6
	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	1,500 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

	Rate Schedule 1	Rate Schedule 2	Rate Schedule 3	Rate Schedule 4
	1 Time	2-3 Times	4-6 Times	7-30 Times
Per Line	\$8.48	\$8.02	\$7.26	\$6.78
Per Inch	\$118.72	\$112.28	\$101.64	\$94.92

- 5 line minimum
- Approximately 4 words per line
- 15% agency commission

All classified ads appear on our Web sites: wvgazette.com & charlestondaily.com for an additional fee. 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

	Rate Schedule 1	Rate Schedule 2	Rate Schedule 3	Rate Schedule 4
	1 Time	2-3 Times	4-6 Times	7-30 Times
Per Line	\$3.77	\$3.24	\$3.05	\$2.62
Per Inch	\$52.78	\$45.36	\$42.70	\$36.68

## SPLASH OF COLOR RATES

There is a minimum color charge of \$50 for splash of color ads.

**FULL COLOR - \$10 per col. inch**

### Color Rates

**BLACK + 1 COLOR = \$350**  
**BLACK + 2 COLORS = \$350**  
**BLACK + 3 COLORS = \$350**

1-800-WVA-NEWS • WWW.CNPAPERS.COM  
 FAX: 304-348-5133

# SPECIFICATIONS & GUIDELINES

## 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)
- JPEG (Bitmap 600 DPI or Higher)
- TIFF
- JPG
- EPS

## AD LAYOUTS SHOULD BE COMPLETED WITH THESE PREFERRED PROGRAMS:

- Quark Express
- Adobe InDesign (PC)
- Adobe Photoshop
- Adobe Acrobat (4.0 Compatibility)
- Adobe Illustrator
- Multi-Ad Creator
- PageMaker
- Power Point

## PROGRAMS NOT COMPATIBLE:

- 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 WIDTH	DOUBLE TRUCK
8 col. 14.375"	13 col. 21.75
9 col. 16"	
10 col. 18.425"	
11 col. 20.45"	
12 col. 22.475"	

## TABLOIDS

TAB (5 COL.)
1 col. 2.024"
2 col. 4.175"
3 col. 6.325"
4 col. 8.476"
5 col. 10.625"