

INSERTS

MINI INSERTS 8.5" X 11" OR LESS SINGLES 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.

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.

TABLOID OR STANDARD INSERTS SINGLES 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	FREQUENCY	% DISCOUNT
6 times	1%	40 times	8%
12 times	2%	45 times	10%
18 times	2.5%	50 times	12%
24 times	3%	60 times	13%
30 times	4%	80 times	15%
36 times	5%		

* Reservations 30 days in advance

COMMISSION

15% agency commission to accredited advertising agencies.

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

CHARLESTON NEWSPAPERS NATIONAL RATES



WVGAZETTE.COM DAILYMAILWV.COM
CNPAPERS.COM



RATES EFFECTIVE MAY 1, 2014

RATES & DEADLINES

PERSONNEL

President & Chief Financial Officer	Norman 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

COLOR RATE

	PRICE
Color	\$675

BLACK/WHITE OPEN RATES

SUNDAY ONLY	SATURDAY ONLY	WEEKDAY COMBO	WEEKEND COMBO	SATURDAY & SUNDAY
\$97.85	\$81.25	\$91.50	\$108.05	\$118.25

COMMISSION

15% agency commission to accredited advertising agencies.

BULK CONTRACT RATES

GAZETTE/DAILY MAIL COMBINATION

PAGES	INCH	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 pm	Saturday	Thursday - 11:30 pm
Tuesday	Friday - 4:30 pm	Sunday Main News	Thursday - 4:30 pm
Wednesday	Monday - 11:30 am	Showtime	Monday - 12:00 pm
Thursday	Tuesday - 11:30 am	Travel	Wednesday - 3:30 pm
Friday	Wednesday - 11:30 am	Society	Wednesday - 3:30 pm

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 21.75 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

POLITICAL/NON-PROFIT/RECOGNIZED CHARITIES

SUNDAY ONLY	SATURDAY ONLY	WEEKDAY COMBO	WEEKEND COMBO	SATURDAY & SUNDAY
\$95.95	\$79.60	\$89.70	\$106.10	\$116.35

CAP/DEALER LISTING/AUTO DEALER ASSOCIATION NET RATES

SUNDAY	SAT	WEEKDAY	WEEKEND COMBO	SAT & SUN
\$73.40	\$60.90	\$68.60	\$83.60	\$93.80

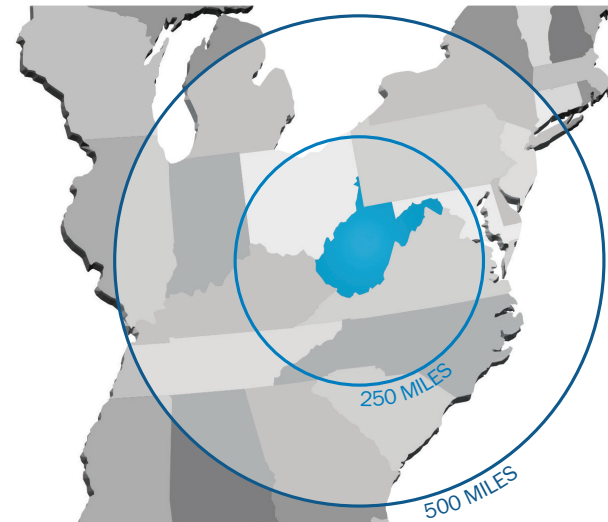
STATEWIDE FACTS

OUR GEOGRAPHY

CHARLESTON, WEST VIRGINIA

is located less than 500 miles from major cities throughout the eastern United States, including New York, Washington, D.C., Pittsburgh, Cleveland and Atlanta.

Charleston, the capitol of West Virginia is the center of attention for the entire state. As the area's most trusted media source, Charleston Newspapers delivers comprehensive coverage of news, powerful advertising and effective marketing.^[1]



CHARLESTON CBSA LARGEST EMPLOYERS^[1]

- LOCAL GOVERNMENT- **13,400**
- STATE GOVERNMENT- **11,700**
- CHARLESTON AREA MEDICAL CENTER- **6,800**
- KANAWHA COUNTY SCHOOLS- **3,750**
- FEDERAL GOVERNMENT- **2,500**
- THOMAS MEMORIAL HOSPITAL- **1,300**
- TOYOTA MOTOR MANUFACTURING- **1,300**

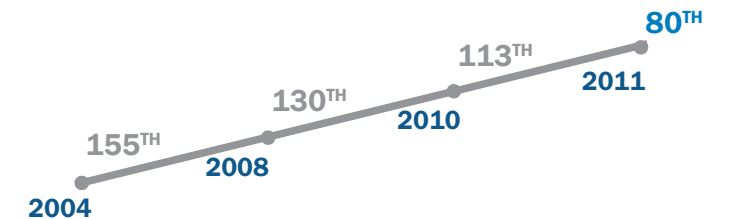
AN AFFLUENT MARKET

Charleston is the state's premier business center due to its industrial diversity and numerous job opportunities. There are over 6,000 businesses in Kanawha County representing more employment possibilities than any other West Virginia county. A stable and abundant work-force enables companies in the chemical, automotive, healthcare, telecommunications, and professional services sector to flourish.

AVERAGE ISSUE READERSHIP

- SUNDAY GAZETTE-MAIL **143,599**
- CHARLESTON GAZETTE **98,757**
- CHARLESTON DAILY MAIL **62,041**

THE CHARLESTON CBSA ECONOMIC STRENGTH IS RANKED IN THE TOP 100 OF ALL U.S. CBSA'S^[1]



IN 2012 KANAWHA COUNTY MADE

\$3.5

IN 2012 PUTNAM COUNTY MADE

\$802

THE CHARLESTON CBSA IS RANKED

48TH OUT OF 381

in the 2011 list of best performing cities by the Milken Institute.^[1]

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 combinations.