

# The News and Farmer

— AND WADLEY HERALD —

# The Jefferson Reporter



**EFFECTIVE 4/15/08**

*The News & Farmer/The Jefferson Reporter and Wadley Herald* is a weekly publication which serves as the legal organ of Jefferson County and Glascock County, Georgia. The newspaper is a consolidation of *The News & Farmer*, Georgia's oldest weekly paper, and *The Jefferson Reporter*. It serves all of Jefferson County, including Avera, Stapleton, Wrens, Wadley, Bartow, Matthews and Louisville, and all of Glascock County, including Gibson, Mitchell and Edgehill. **We distribute 4,800 copies on Thursday through mail and on racks inside 43 retail establishments in Jefferson and Glascock counties.**

## ADVERTISING RATES

**National Rate** .....\$8.00 per column inch      **Local Open Rate** ..... \$7.50 per column inch

### Contract Rates (per column inch)

4 consecutive weeks.....	\$7.00	52 consecutive weeks .....	\$5.50
13 consecutive weeks.....	\$6.50	52 consecutive weeks – ¼ page or larger ...	call for price
Every other week – 13 weeks or more .....	\$6.00	Color fees .....	\$1.00 per column inch

### Classified Rates

Display .....	\$7.50 per column inch
Line ads – 25 words or less .....	1st week \$8.00; subsequent weeks \$6.00
Yard sale line ads – 25 words or less .....	\$4.00 per week
Additional words (applies to all line ads) .....	25¢ per word

### Pre-printed Insert Rates

Up to 8 pages.....	\$50/M	24 pages.....	\$65/M
12 pages.....	\$55/M	28 pages.....	\$70/M
16 pages.....	\$60/M	32 pages.....	\$75/M
Over 32 pages, call for quote.			

**Internet Ads** .....\$25/week

### Column Widths

1 column.....	1.833"	4 column.....	7.708"
2 column.....	3.792"	5 column.....	9.667"
3 column.....	5.75"	6 column.....	11.625"

### Sample Sizes

1/8 page.....	3 col. x 5"	1/2 page .....	6 col. x 10.5" or 3 col. x 21"
1/4 page.....	3 col. x 10.5"	Full page.....	6 col. x 21"

**If submitting press-ready ads, PDF is the preferred format. For other options, please call.**

**Our deadline is 11am on the Monday prior to publication.**

*Please do not hesitate to contact us with any questions.  
We look forward to serving you and providing you with new customers.*

David Irwin  
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Cathy Brown  
Sales Representative  
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