

COLUMBIAN-PROGRESS

Marion County's ADVERTISER

318 Second Street
P.O. Box 1171
Columbia, MS 39429

601-736-2611 Phone
601-736-4507 Fax
www.columbiams.info

1. RETAIL ADVERTISING RATES

Rates apply to Mid-Week, Weekend and Advertiser Editions

Based on 6-column Format	Per Inch
a. Local Open ROP.....	\$10.20
b. National ROP.....	\$12.00
c. Classified Display (8 column format).....	\$8.00
d. Churches & Charities.....	\$8.25

2. REPEAT DISCOUNTS

To be run in consecutive editions and not in conjunction with any other discounts.

First Ad.....	Open Rate
Second Ad.....	20% Off
Third Ad.....	30% Off
Fourth Ad.....	40% Off

3. FREQUENCY DISCOUNTS

To be run in consecutive editions and not in conjunction with any other discounts.

<u>52 Weeks</u>	Per Inch Rate
Over 20".....	\$6.15
11" to 20".....	\$7.00
6" to 10".....	\$7.65
up to 5".....	\$8.15

<u>26 Weeks</u>	Per Inch Rate
Over 20".....	\$6.50
11" to 20".....	\$7.25
6" to 10".....	\$8.00
1" to 5".....	\$8.45

<u>13 Weeks</u>	Per Inch Rate
Over 20".....	\$7.00
11" to 20".....	\$7.65
6" to 10".....	\$8.15
1" to 5".....	\$8.70

4. COMBO DISCOUNTS

Discount based on Open Rate or National Open Rate

Mid-Week or Weekend Combo.....	50% Off
Advertiser Combo.....	59% Off

5. LOCAL RETAIL CONTRACT RATES

Inches to be used within 12 months & not in conjunction with any other discounts.

Per Inch	
5000 Inches.....	\$5.10
2500 Inches.....	\$6.15
1000 Inches.....	\$7.15
500 Inches.....	\$8.15
250 Inches.....	\$8.70
100 Inches.....	\$9.20

6. INSERTS

Inserts must be delivered 5 days prior to insertion date.

Single Sheet.....	\$60 per M
Up to 8 Tabloid Pages.....	\$65 per M
Up to 12 Tabloid Pages.....	\$70 per M
Up to 16 Tabloid Pages.....	\$75 per M
Up to 24 Tabloid Pages.....	\$80 per M
Up to 32 Tabloid Pages.....	\$85 per M

7. COLOR RATES

Per color.....	\$100	Process color.....	\$250
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8. CIRCULATION

Columbian-Progress.....	5,700
Marion County Advertiser.....	7,450

9. DEADLINES

Mid-Week Retail.....	2 pm Monday
Weekend Retail.....	10 am Thursday
Mid-Week Classified.....	Noon Monday
Weekend Classified.....	Noon Wednesday
Mid-Week Legals.....	5 pm Friday

10. PUBLICATIONS

Mid-Week Edition = Thursday Weekend Edition = Saturday
Marion County Advertiser (Total Market Coverage) = Thursday
The Columbian-Progress is distributed by mail to each subscriber. A subscription to the Columbian-Progress includes both Thursday and Saturday editions.

11. TERMS AND CONDITIONS

All accounts are net 30 days, due and payable by the 10th of the month following publication. All businesses will be cash with order unless credit has been established. Visa and Master Card accepted. All local retail rates are non-commissionable. All political advertising must be paid in full before publication. Discount allowed if account is current only. Delinquent balance subject to 1.5% finance charge.

12. GENERAL POLICY

- Marion Publishing Co. reserves the right to revise or reject, as its option, any advertisement which it deems objectionable, either in subject or phraseology, or which it may deem detrimental to its business.
- Position: Every effort will be made to honor position requests. Failure to meet these requests will not constitute cause for adjustment, refund or re-run.
- The contract terms, conditions and rates listed herein are subject to change without notice. Volume contracts will be honored until their expiration date. Any contract term or rate is subject to the acceptance and final approval of the publisher or advertising director and no other agent or representative of the Columbian-Progress.
- Any advertisement 20 or more inches deep will be billed at full column depth (21.5 inches). In the case of tabloid sections, any ad 12 inches deep or more will be billed at full column depth (13 inches).

13. PERSONNEL

Publisher.....	Julie Johnson
Business Manager.....	Bonnie Hudson
Account Executive.....	Kim Gingell
Account Executive.....	Andrea Henebry
Production Manager.....	Paul Barry
Graphic Designer.....	Cynthia Branch