

Pontotoc Progress

Pontotoc's Hometown Newspaper Since 1929

Advertising Rate Card

Effective January 2010

Personnel

Managing Editor – Brenda Owen
Ad Manager- Michelle Williams
Classified Advertising – Joyce Jolly
Graphic Design—Shelia Taylor
Sports Editor- Tim Tutor
Reporter- Regina Butler

Representatives

MS Press Services
351 Edgewood Terrace
Jackson, MS 39206
(601) 981-3960

Circulation

Total circulation is 6325

Credit and Billing

All accounts billed monthly are due on the 10th day of each month. A 1 ½% per month service charge will be added on all accounts past due. Any account over 90 days past due will no longer be able to charge until payment in full has been made.

Policy

The Pontotoc Progress reserves the right to revise rates at any time upon 30 days notice. Publisher reserves the right to edit, alter, cancel or reject any advertising at any time. Advertising simulating news can be set in body type, but must carry the word "Advertisement" at the top or bottom of the ad. Position of an ad will not be guaranteed unless the advertiser agrees to a 25% additional cost of the ad; however, every effort will be made to accommodate reasonable requests.

For More Information

Pontotoc Progress
P. O. Box 210, 13 Jefferson St.
Pontotoc, MS 38863
Phone (662) 489-3511
Fax (662) 489-1369
Email: pontprog@pontotoc360.com

Subscription Rate (Annually)

Pontotoc County.....\$28.00
Senior Citizen (in county).....\$26.00
Out of county.....\$37.00
Out of state..... \$40.00

Display Ad Rates

Non-Contract Advertising

Open Rate \$7.60 PCI

Frequency Discounts

The Pontotoc Progress offers special rates to frequency advertisers.

- 4 weeks.....3%
 - 5-8 insertions over 12 weeks 5%
 - 26 consecutive weeks or minimum of 26 insertions over 52 weeks.....15%
 - 52 weeks.....20%
- 2" *minimum for weekly insertions*
- 13 insertion contracts can earn 15% discount for any half-page or larger ad.
 - 13 and 26 time contract holders can earn 20% discount for any full-page ad.
 - 52-week contract holders earn a 25% discount on all full- page ads.

Special Classification Rates

- Church/Civic \$5.50 pci
- Business Directory – 13 weeks, 4" bi-weekly \$17.50
- Church Directory – 52 weeks...\$12.00 per week
- Card of Thanks, Standard (2x3).....\$20.00
Custom.....\$5.50 pci
- Birthday (1x4)..... \$20.00
- Weddings & Engagements.....\$25.00
- Anniversaries.....\$25.00
- National Advertising \$8.75 pci

Auto Dealers

\$4.00 pci with bonus of 5 free line ads with ¼ page minimum display

Classified Ad Rates

Line Ads

5 lines \$5.50
Each additional line.....\$1.10
Found items.....FREE
Pets to give away.....FREE

Display Ads

Display ad rates are based on per column inch with a minimum of 2 inches.

One run.....\$5.50
4 weeks.....\$5.00
6 weeks.....\$4.80
12 weeks.....\$4.60

Preprint Rates

Inserts accepted Monday – Friday, 8am – 5pm. Minimum number needed is 7000. Inserts must be delivered 5 days prior to publication date.

4 page tab.....\$60.00/M
8 page tab.....\$65.00/M
12 page tab.....\$70.00/M
16 page tab.....\$75.00/M
20 page tab.....\$80.00/M
24 page tab.....\$85.00/M
28 page tab.....\$90.00/M
32 page tab.....\$95.00/M

Color Rates

Black plus one color.....\$75.00
Full process.....\$200.00

Deadlines

Display ads.....Noon Monday
Classified ads.....4 pm Friday
Legal ads.....11 am Friday

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