

2011**The Wilson Times**

RETAIL Advertising Rates

Retail Display Open Rate \$18

Color	Spot	Full
Contract Advertisers	\$170	\$325
Open Rate	\$195	\$350

Front Page Impact

Color advertising space available on the fronts of Main News, Sports and Lifestyles.

Yearly Contracts

100 inches	\$14.25
225 inches	\$13.75
400 inches	\$13.50
800 inches	\$13.25
1,000 inches	\$13.00
2,000 inches	\$12.75
5,000 inches	\$12.50
10,000 inches & up	\$11.75

Non-profit or Church Rate

(For IRS-qualified non-profit organizations or places of worship) \$11.75.

Repeat Incentive

Number of ads within 6 publication days	Discount
2 advertisements	25%
3 or more advertisements	50%

Repeat Incentive is applied to space costs only. Identical ad must run within 6 publication days of original ad to qualify for repeat incentive.

PREPRINT Advertising Rates

Preprints: Preprints are billed at flat rates as listed. The flat rate charge will not vary with any circulation increases or decreases.

Number of Pages	WDT Rate
Single Sheet (up to 8 ½ x 14)	\$695
4 pg. tab/2 pg. standard	\$760
8 pg. tab/4 pg. standard	\$810
12 pg. tab/6 pg. standard	\$865
16 pg. tab/8 pg. standard	\$920
20 pg. tab/10 pg. standard	\$970
24 pg. tab/12 pg. standard	\$1,020
28 pg. tab/14 pg. standard	\$1,070
32 pg. tab/16 pg. standard	\$1,120
36 pg. tab/18 pg. standard	\$1,170
40 pg. tab/20 pg. standard	\$1,220
44 pg. tab/22 pg. standard	\$1,270
48 pg. tab/24 pg. standard	\$1,320

*Price quotes are available for larger sizes.

We do not distribute inserts in our Tuesday editions.

Preprint Frequency Discounts

Inserts per year

12-23 inserts: 4% discount	24-35 inserts: 6% discount
36-47 inserts: 8% discount	48 or more inserts: 10% discount

Reach additional audiences through our website
wilsontimes.com

Mechanical Measurements

Standard Size: 6 Columns by 20 ½ inches.
Each Column is 1.62 inches wide with 0.1667 inches between columns.
Page make-up is 10.33 inches wide by 20 ½ inches deep.
Printed page is the same as page make-up.

1 Column	1.62 inches wide
2 Column	3.35 inches wide
3 Column	5.1 inches wide
4 Column	6.84 inches wide
5 Column	8.58 inches wide
6 Column	10.333 inches wide
Tabloid Size	6 Column (10 inches) x 10.33 inches

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