

Retail Display Open Rate

MON., TUES., THURSDAY
WED., FRI. EXTRA
& SAT

An affordable rate for infrequent or low-volume advertising. \$17.50 \$18.50

Effective January 1, 2008

Frequency Packages

Encourages consistent visibility, the key to successful advertising.

Weekly	
1-4 inches.....	\$13.25
5 inches to 9 inches.....	\$13.00
10 inches to 14 inches....	\$12.75
15 inches to 24 inches....	\$12.50
25 inches to 49 inches....	\$12.25
50 inches to 99 inches....	\$12.00
100 inches and above.....	\$11.75
Thursday Extra.....	Add \$1.00 Per Inch
6 Month Contract - Add 25¢ Per Inch	
3 Month Contract - Add 50¢ Per Inch	

Monthly	
20.....	\$13.25
40.....	\$13.00
80.....	\$12.75
120.....	\$12.50
200.....	\$12.25
400.....	\$12.00
800.....	\$11.75
1000 and up.....	\$11.25
Thursday Extra.....	Add \$1.00 Per Inch
6 Month Contract - Add 25¢ Per Inch	
3 Month Contract - Add 50¢ Per Inch	

Yearly	
100.....	\$13.75
225.....	\$13.25
400.....	\$13.00
800.....	\$12.75
1,000.....	\$12.50
2,000.....	\$12.25
5,000.....	\$12.00
10,000.....	\$11.25
Thursday Extra.....	Add \$1.00 Per Inch
7,000 Additional Copies Of The Wilson Daily Times Delivered To Non-Subscribers	

Color

	<i>CONTRACT</i>	<i>OPEN</i>
<i>ADVERTISERS</i>	<i>RATE</i>	

Spot Color.....	\$170.....	\$195
Full Color.....	\$325.....	\$350

Special Features

- Business Card Directory - Online & InPrint
In Print 1x per week & Online 24/7.....\$75 month
- Bite of Life Restaurant Directory - Online & InPrint
In Print 3x per week & Online 24/7.....\$50 month
- Front Page Streamers includes full color
- Main News\$200 Thursdays.....\$225
- Sports or Lifestyles\$130 Thursdays.....\$150
- Non-profit or Church Rate \$11.75 inch
- For IRS-qualified non-profit organization or places of worship.



Online readers are young, affluent, and educated
 wilsontimes.com averages 8800 unique visitors daily reading over 40,000 pages per day
 Maximize your ad's effectiveness by placing it online

How to contact us ...

Publisher Morgan Dickerman, 252.265.7802 mpd@wilsontimes.com	Advertising Director Wayne Johnson, 252.265.7858 johnson@wilsontimes.com	Creative Services Manager Billie Taylor, 252.265.7838 ads@wilsontimes.com	Special Sections Manager Thea Simpson, 252.265.7848 thea@wilsontimes.com
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Preprint Advertising Rates

Preprint Advertising Rates

E. Preprints: May be inserted The Wilson Daily Times. 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	Thursday Extra
Single Sheet (up to 8 1/2 x14).....	\$ 695.....	\$925
4 pg. tab / 2 pg. std.....	\$750.....	\$1,005
8 pg. tab / 4 pg. std.....	\$800.....	\$1,075
12 pg. tab / 6 pg. std.....	\$855.....	\$1,145
16 pg. tab / 8 pg. std.....	\$910.....	\$1,220
20 pg. tab / 10 pg. std.....	\$960.....	\$1,290
24 pg. tab / 12 pg. std.....	\$1,010.....	\$1,355
28 pg. tab / 14 pg. std.....	\$1,060.....	\$1,420
32 pg. tab / 16 pg. std.....	\$1,110.....	\$1,490
36 pg. tab / 18 pg. std.....	\$1,160.....	\$1,560
40 pg. tab. / 20 pg. std.....	\$1,210.....	\$1,625
44 pg. tab. / 22 pg. std.....	\$1,260.....	\$1,705
48 pg. tab. / 24 pg. std.....	\$1,310.....	\$1,760
52 pg. tab. / 26 pg. std.....	\$1,360.....	\$1,820
56 pg. tab. / 28 pg. std.....	\$1,410.....	\$1,895
60 pg. tab. / 30 pg. std.....	\$1,460.....	\$2,060

Full Run Circulation: 17,000 Monday, Tuesday, Wednesday, Friday, Saturday
23,000 On Thursday
Price quotes available for larger sizes.

PREPRINT FREQUENCY DISCOUNTS
 INSERTS PER YEAR (ANY SIZE UP TO A 60 PAGE TAB)

12-23 INSERTS	24-35 INSERTS	36-47 INSERTS	48 OR MORE INSERTS
4% Discount	6% Discount	8% Discount	10% Discount

Preprinted insert discounts apply only to full run inserts.

Reach Additional Audiences in:

- wilsontimes.com
- Prime Magazine
- Your New Home Real Estate Section
- Kidsville News
- Community Service Page
- Church Page
- TV Times
- Chamber of Commerce Newsletter

Mechanical Measurements

Standard Size: 6 columns by 21 1/2 inches.
Each column is 1.833 inches wide with 0.125" between columns.
Page make-up is 11.625" wide by 21 1/4 inches deep.
Printed page is the same as page make-up.

Make-up & Printed Page Sizes:

1 Column.....	1.833 inches wide
2 Columns.....	3.792 inches wide
3 Columns.....	5.750 inches wide
4 Columns.....	7.708 inches wide
5 Columns.....	9.667 inches wide
6 Columns.....	11.625 inches wide
Tabloid Size. .6 Col. (10.328 inches) x 11.5 inches	

Five Column 9.667"
 Four Column 7.708"
 Three Column 5.75"
 Two Column 3.792"
 One Column 1.833"