

RATE SHEET

Rates Effective September 1, 2011

DISPLAY ADVERTISING

NATIONAL RATE - \$7.25 per column inch (commissionable)

LOCAL RATE - \$5.95 per column inch

LOCAL NON-PROFIT RATE - \$5.35 per column inch

EARNED RATES

4 consecutive weeks - \$4.95 per column inch

8 consecutive weeks - \$4.70 per column inch

51 consecutive weeks - \$4.30 per column inch

LARGE ADS

1/4 pg. (31.5 inches) or more - \$4.65 per column inch

1/2 pg. (63 inches) or more - \$3.80 per column inch

Full pg. (126 inches) - \$3.15 per column inch

CLASSIFIED ADVERTISING

(Includes **FREE** posting in online edition)

\$6.00 minimum per ad for first 15 words,

10 cents per word thereafter

(\$1.00 per ad discount if paid by deadline)

DISPLAY ADS ON CLASSIFIED PAGE

Under 4 col. inches - \$6.50 per column inch

Over 4 col. inches - \$5.95 per column inch

EARNED RATES

8 consecutive weeks or more

Under 4 col. inches - \$5.25 per column inch

Over 4 col. inches - \$5.00 per column inch

EXAMPLES

1/8 pg \$91.35

1/4 pg \$146.48

1/2 pg \$239.40

1 pg \$396.90

INSERT RATES

	Full Insertion (1600 copies)	In-county Only (1000 copies)
<i>(Dependent upon size and weight)</i>		
8 1/2 x 11 single sheet - per copy	8¢ per copy	11¢ per copy
Newspaper insert up to 4 reg. pages	9¢ per copy	12¢ per copy
Newspaper insert 6 reg. pages or larger	10¢ per copy	13¢ per copy

COLOR RATES

4-color - Add \$90 per page

Shared color page Add \$45 per page

LEGAL NOTICES

\$1.00 per line

(Fluid injection well permit notices - \$50)

ANNOUNCEMENTS

OBITUARIES: Death notice - No charge

Traditional format & wording - \$15 (with 1-column photo \$20)

Non-traditional format & wording with or without photo - \$5 per column inch

Must be paid in advance or billed to funeral home

ENGAGEMENT & ANNIVERSARY ANNOUNCEMENTS: Traditional format & wording - \$15 (with photo \$25)

WEDDING ANNOUNCEMENTS: Traditional format & wording - \$25 (with photo \$35)

Non-traditional format & wording - \$5 per column inch

BIRTH ANNOUNCEMENTS: Traditional format - \$10 (with photo \$15)

ADVERTISING DEADLINE & MECHANICAL SPECIFICATIONS

5:00 p.m. on Monday for display advertising • 12:00 noon on Tuesday for classified advertising
on week of publication - Published every Thursday

6 columns, 21 inches high (10"x21") • Column width 9p4.5 picas (1.5625") - Gutter width 3/4 pica

SUBSCRIPTIONS

Albany & Moran - \$35 per year • Texas addresses - \$40 per year • Other U.S. addresses - \$45 per year

News on the Net: (online edition) • Online only \$30 • Combined with mail subscription - add \$10

GENERAL INFORMATION

Advertising will be charged to customers with established credit only. All accounts are due and payable by the 10th of the following month.

Corrections will be printed when an error is made through no fault of the advertiser, not to exceed space consumed by such error.

THE ALBANY NEWS reserves the right to revise or reject at its option any advertisement which it deems objectionable, either in subject or phraseology, or which it may deem detrimental to its business or to any other business.

The advertiser assumes the liability for the content of all advertisements that he authorizes for publication, and any claims that arise therefrom that may be made against the publisher.

**TEARSHEETS AND INVOICES PROVIDED UPON REQUEST.
\$2 ADDITIONAL CHARGE FOR ADS LESS THAN \$10 PER ISSUE**