

MCNAIRY COUNTY PUBLISHING, LLC

Publishers of the *INDEPENDENT Appeal*

P.O. Box 220

111 N.2nd St.

Selmer, TN 38375

(731) 645-5346 or 645-7483; Fax: 645-3591

Rate Card #19
Publication Date: Wednesdays

Personnel

Publisher..... Janet L. Rail
General Manager/Graphic DesignSuzanne Ingle
Graphic Design..... Carrie Weatherford
Staff WriterRussell Ingle
Advertising Manager Melanie King
Sports Writer/Photographer Jeremy McDaniel
Staff Photographer Bryan Huff
Receptionist.....Melissa Drobina

Rates

Open rate\$4.50 per col. inch
Political (payment in advance required)...\$4.50 per col. inch
Nonprofit rate\$4.15 per col. inch
National rate\$5.50 per col. inch
Legal notices (block or line ad).....\$5.50 per col. inch
Real Estate\$4.50 per col. inch
Trustee notice of sale\$5.50 per col. inch
Notice to creditors (runs twice).....\$82.50
Order of Publication (runs four times).....\$106.68
Classifieds...\$5 for first 20 words; 20 cents a word thereafter
Classifieds must be paid in advance or an additional \$1 charge is added for billing. Billing is available to existing customers only. No new classified accounts will be opened.
Blind box ads.....\$10 extra per week
Card of Thank.....\$8 up to 50 words; 10 cents a word thereafter

Use of Color

One color in ad (spot color).....\$50
Two colors in ad.....\$100
Full color (4 color process)\$150
Color request are subject to availability. Special color orders must be made two weeks in advance.

Contract rates

Six weeks 12% discount (\$4.00 per inch)
One year 15% discount (\$3.90 per inch)

Terms of Agreement: Contracts must run on a consecutive week basis. Minimum size for any contract is six inches per week. Contract prices based on earned discount program. Failure to run consecutive weeks will void the contract. An up-to-date credit application must be on file with the Independent Appeal at all times.

Monthly Discounts

Inches per month	Price per inch
0-60	\$4.50
61-125	\$4.35
126-250	\$4.25
251-503	\$4.10

• No discounts to accounts past due. Contract and volume discounts apply only to accounts paid by the 18th of each month after billing. A service charge of 1.5% (18% annually) will be added after 60 days.

• Rates may be raised in 30 days notice. Alcohol and tobacco advertising accepted. These terms applicable to rate card No. 18, effective January 9, 2008. All rates are subject to change at any time.

Circulation

Total circulation as of December 26, 20077,400
Total subscribers as of December 26, 20074,061

Placement

Every effort will be made to meet any reasonable request for position on specific pages, but will not be guaranteed. Specific position requests will receive an additional 25% charge over the open rate.

Deadlines

Society (birthdays, weddings, engagements) Friday at 5 P.M.
All other editorial content..... Monday at Noon
Society page display ads Monday at Noon
All other display advertising Friday at 5 P.M.
Classified advertising(display & line ads) Friday at 5 P.M.

Preprinted inserts

.....7,400 required for insertion
Up to 8 broadsheet pages or 16 tabloid pages:
..... \$50 per thousand (.5¢ per insert)
Ten or more broadsheet pages or 20 or more tabloid pages:
..... \$60 per thousand (.6¢ per insert)

**There is a minimum charge of \$370.00 for any insert.*

Format

The Independent Appeal is a PASS newspaper, 6 columns wide by 21 inches tall.

Column Widths:	Picas	Inches
1 column	11p0	1.833
2 columns	22p9	3.792
3 columns	34p6	5.750
4 columns	46p3	7.708
5 columns	58p0	9.667
6 columns	69p9	11.625

Cancellations

Any display or classified ad may be canceled before 12:00 p.m. (noon) on Monday. The ad will run if any call is made after that time and you will be held liable for payment of the ad.

Photo services

4x6 print or digital copy*\$5.00
5x7 print.....\$7.50
8x10 print.....\$10.00

Digital copies of photos are available on CD-Rom. Sales tax is added. We are not able to provide reprints of submitted photos or copyrighted images, except at the expressed, written permission of the owner/copyright holder of the image.

Copy regulations

All advertising is subject to the approval of the publisher. We reserve the right to revise or reject in whole or part any advertisement. Liability for errors in advertisements shall not exceed the cost of the space occupied by the error. We will provide a correction letter, upon request, if we have failed to correct errors, to be posted in their store.

Submission Guidelines

The Independent Appeal reserves the right to reject any submitted photo or advertisement that we deem to be of insufficient quality to reproduce well in print. Digital Photos and Documents must be printable at 200dpi at the desired column width. Preprinted photos and advertisements must be of high quality and camera-ready. Text documents are preferred to be in either Rich Text Format (RTF) or plain text (TXT) formats. Facsimiles, photocopies and hand-written submissions must be clear and legible. Portable Document Format (PDF) files must have all fonts and images embedded and use the appropriate color space. The Independent Appeal will not be liable for errors due to illegible documents or improperly created PDF files.

Internet and Email

The Independent Appeal publishes a general information website at <http://www.independentappeal.com>. You may contact us at the following email addresses:

Advertising submissions: advertising@independentappeal.com
Photo and article submissions:..... submissions@independentappeal.com
General:..... newspaper@independentappeal.com
Suzanne Ingle, General Manager: suzanne@independentappeal.com
(Due to the unpredictable nature of e-mail, a follow-up confirmation of receipt is recommended for important or time-sensitive messages.)

Office Hours

The Independent Appeal business office is open from 8:00 a.m. to 5:00 p.m. Monday through Friday.