

PERRY NEWSPAPERS, INC.

Wednesday Edition
TACO TIMES
Since 1961
Circulation - 5,346

P.O. Box 888
Perry, FL 32348
123 S. Jefferson St.
Perry, FL 32347
Phone: (850) 584-5513
Fax: (850) 838-1566
www.perrynewspapers.com
E-mail ads@perrynewspapers.com

Friday Edition
PERRY NEWS-HERALD
Since 1889
Circulation - 5,346

RETAIL ADVERTISING RATE INFORMATION

National Ad Rate (commissionable).....\$10.29
Open Rate.....\$8.95
Frequency Rate (3 or more ads per month)...\$7.75
13 Issue Rate (no copy charge).....\$7.50
Contract Rate.....See Chart Below
(All rates quoted are per column inch & are non-commissionable)

INCHES TO BE USED IN ONE YEAR

800.....(66 per month)...\$7.10
1200...(100 per month)...\$6.80
2500...(208 per month)...\$6.55
4000...(333 per month)...\$6.25
6500...(542 per month)...\$5.75

PRE-PRINTED RATE

\$75.00 per thousand (2,000 minimum)
(Contracts on requests)

Spot Color
\$75.00
Full Color
\$150.00

Column Widths
1 col. - 1.56 in.
2 col. - 3.27 in.
3 col. - 4.99 in.
4 col. - 6.70 in.
5 col. - 8.41 in.
6 col. - 10.125 in.

Tabloid Column Widths
1 col. - 1.93 in.
2 col. - 4.01 in.
3 col. - 6.09 in.
4 col. - 8.17 in.
5 col. - 10.25 in.

MECHANICALS

- Six column format, 10.125 inches wide by 21 1/2 inches deep.
- All advertising cash, certified check or money order with copy until 30-day account is established.
- This publication will not be responsible for claims resulting from typographical or composition errors beyond the cost of the space involved and affected by the error. No responsibility will be assumed for more than one incorrect insertion. Claims of error must be made within 30 days of publication.
- All accounts must be paid within 30 days of billing.
- Deadline: 48 hours prior to publication.
- Open 8 a.m. until 5 p.m. Monday through Thursday, 8 a.m. until 3 p.m. Friday.
- Shipping address: 123 S. Jefferson St. Perry, FL 32347
- Any advertising over 19 inches in height will be billed for full column.
- Delinquent accounts will be charged 1 1/2 percent interest per month. (APR 18%)

ANNUAL VOLUME CONTRACT

I agree to use _____ inches of advertising space per month for 12 consecutive months. In consideration of the discounted rate of _____ per column inch, I agree to pay all statements within 30 days of billing. If payments are not made within 30 days or if I fail to meet the inches contracted for, I agree to pay the open rate. This contract is automatically renewable and may be canceled by either party with a 30 day notice after the first year.

Accepted for Perry Newspapers by:
Effective January 1, 2013

Name of Business:

Authorized By: