

CONTRACT AND COPY INFORMATION

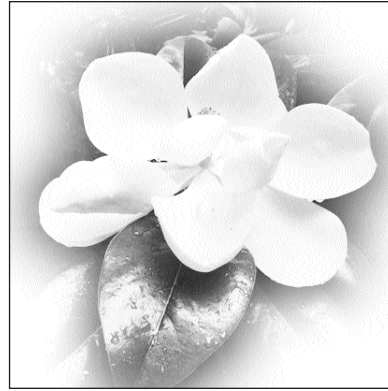
The newspaper reserves the right to accept, classify, cancel, edit or reject any advertising copy submitted, and to place the word "Advertisement" on any ad.

The newspaper shall have no liability whatsoever in the event any act of God, the public enemy of governmental authority, labor dispute, war (whether or not declared), civil disobedience, riot, or other occurrences beyond its control shall in any way restrict or prevent the distribution of its newspapers.

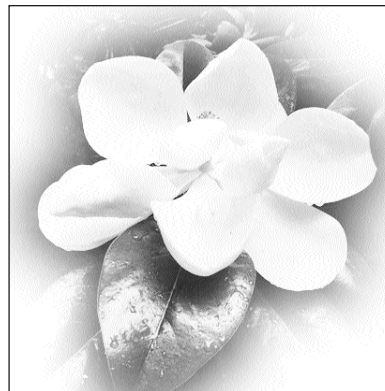
The newspaper shall have no liability whatsoever, by reason of any error in connection with any advertisement (including, without limitation) failures to publish advertising on desired dates, omissions, or additions to advertisements. The newspaper will not be responsible for and shall incur no liability for errors or misprints beyond cancellation of the charges or publishing a correction in a space equal to that occupied by the error. The newspaper cannot be held liable for errors that occur when copy is received by telephone. Written requests for adjustments must be made within five days of publication of the erroneous advertisement.

Charges for advertising space are payable with the order unless the advertiser or his agency has established credit with the newspaper. If a customer fails to pay within 30 days any amount due under this agreement, the newspaper reserves the right to cancel this agreement, and to recover from the customer, in addition to the amount due, reasonable costs of collection including attorney's fees and costs of litigation. A 1- 1/2 percent monthly service charge will be applied to accounts past due. The person placing the advertisement assumes full and complete responsibility for advertising content that is published.

The person placing the advertisement shall indemnify and save the newspaper harmless against any demands, claims or liability arising from the publication of said advertising copy. The person placing the advertisement shall reimburse the newspaper in settlement of claims or in satisfaction of judgments obtained by reason of the publication of such advertising copy together with all expense incurred in a connection therewith, including, but not limited to, attorney's fees and cost of litigation.



Serving
Chickasaw
County
since 1905



Chickasaw
Journal

RETAIL ADVERTISING RATES

2017

PERSONNEL

Charlotte A. Wolfe, general manager
Floyd Ingram, managing editor
Amanda Smith-Clark, ad sales consultant
Teresa Nichols, Office Manager/Classifieds

REPRESENTATIVE

Mississippi Press Services

TERMS OF PAYMENT

All accounts are due and payable by the 10th day of the month following publication. A service charge of 1-1/2 percent will be added to the unpaid balance after 30 days (annual percentage rate 18 percent). All business will be cash with order unless credit has been established.

GENERAL RATE POLICY

The rates here are guaranteed effective as of the date of publication of this card. The Chickasaw Journal reserves the right to adjust rate notification to advertisers.

ROP/PREPRINT RATES

National Rate\$9.00 per inch

RETAIL DISPLAY RATES

Open Rate\$8.50 per inch
4 Insertions.....\$6.75 per inch
8 Insertions.....\$6.40 per inch
13 Insertions.....\$6.00 per inch
26 Insertions\$5.65 per inch
52 Insertions\$5.25 per inch

Consistency rates based on consecutive runs with no copy changes.

MODULAR AD SIZES

The Chickasaw Journal has joined the ranks of many national newspapers in converting to modular advertising units. By employing modular ad sizing, The Chickasaw Journal has replaced designing ads by columns or inches, with logical page portions such as full, half, quarter, eighth, etc. Discounts encourage you to take advantage of our new design initiative. Our aim is to provide the same standardized sizes and target opportunities found in other media such as magazines, the Internet, TV and radio.

SPECIAL SECTION RATE

Open Rate\$10.00 per inch

TABLOID RATES

Full Page.....\$550
1/2 Page.....\$300
1/4 Page.....\$165
1/8 Page.....\$75

**CLASSIFIED RATES
CLASSIFIED LINE ADS**

One Week
Open rate\$1.65/line

CLASSIFIED DISPLAY

6 column format – column width 1.562"
Open Rate\$11.28 per inch

PREPRINTED INSERTS

Single sheets.....\$75/1,000
Up to 8 page tab.....\$75/1,000
12-32 page tab.....\$95/1,000
+ \$3.50 for every additional 4 pages

PREPRINT ANNUAL CONTRACT DISCOUNT

Minimum per year	Discount
12 inserts.....	5%
13-35 inserts.....	10%
36-54 inserts.....	12%
55-79 inserts.....	15%
80+ inserts.....	20%

Prices will be quoted on request for preprinted inserts that are not of standard dimensions or thickness (i.e. coupon books, catalogues) or those which will require special handling.
Send inserts to 1242 S. Green Street, Tupelo, Mississippi, 38804, by noon Friday the week they are to be distributed.

COLOR RATES

Color is an additional 15% of the ad cost. Minimum charge is \$15, and the maximum is \$100.

PROOFS

Proofs provided on request if copy has been received by deadlines. All other ads may be proofed at the Chickasaw Journal office.

TEARSHEETS

Tearsheets are delivered to those accounts requesting them.

ROP DEPTH REQUIREMENTS

A 1 col. x 2" ad is the smallest the Chickasaw Journal will accept.

DEADLINES

Classified ad and classified display deadline is 3:30 p.m. Friday. Display ad deadline is 3:30 p.m. Friday.

E-MAILING ADS

Ads can be submitted as PDF files by e-mail to:
amanda.clark@journalinc.com

LEGAL RATE

12¢ a word for the first insertion.
10¢ a word for each additional insertion.
Legal deadline is noon Friday.

POLITICAL ADVERTISING

Same as retail. Must be prepaid and carry name of person, organization responsible for payment.

CIRCULATION

Total circulation is 9,800. Coverage area includes:
38850, 38851, 38860, 39776, 38878

COLUMN WIDTHS

(6 COLUMN RETAIL/CLASSIFIED)
1 Column.....1.562"
2 Columns.....3.25"
3 Columns.....4.937"
4 Columns.....6.625"
5 Columns.....8.312"
6 Columns.....10"
123 column inches to a full page



225 E. Madison St. • P.O. Box 629
Houston, MS 38851
(662) 456-3771 • Fax (662) 456-5202