



## Advertising Rate Card 2020

206 Osborne Street  
P.O. Box 6960, St. Marys, GA 31558  
Phone: (912) 882-4927  
Fax: (912) 882-6519  
Web: [tribune-georgian.com](http://tribune-georgian.com)

 **Tribune & Georgian**

*Serving Camden County Since 1894*



# Advertising Rate Card 2020

**Tribune & Georgian**  
Serving Camden County, Georgia since 1894

The *Tribune & Georgian* is Camden County's newspaper. It is the only complete source of local news and has the best market coverage of any media in the County. The *Tribune & Georgian* is published every Thursday. Distribution to subscribers is through the mail with rack and vendor sales to non-subscribers.

## HOW TO USE THIS RATE CARD

All rates are per column inch. To determine the price of an ad, it is necessary to establish the ad size. For purposes of rates, the ad's width is measured in columns and the depth in inches. An ad referred to as a 2x5 is actually 2 columns x 5 inches. The width is then multiplied by the depth (example: 2 columns times 5 inches = 10 col. inches). To determine the price of an ad, multiply the size by the rate listed in the appropriate grid on the opposite page. The open rate is for all advertising unless an advertising agreement has been signed.

## GENERAL RATE POLICIES

The *Tribune & Georgian* reserves the right to revise advertising rates. Contract holders will be notified in writing 30 days prior to rate adjustments. The advertiser may terminate the contract on the effective date of the new rates upon written notification to the publisher.

All advertisements are subject to approval. Advertisements that simulate editorial content and political ads must be identified as advertisements.

Liability for errors in ads shall not exceed the cost of the space occupied by the error. Errors should be brought to our attention within 10 days of publication.

## MECHANICAL REQUIREMENTS

The *Tribune & Georgian* uses PASS column measurements.  
Page size: 6 col. x 21.5 inches • Double truck billed as 13 columns  
Printing: 46" Web offset • Halftone screen: 65, 85 or 100 lines.  
Advertisements measuring deeper than 18 inches will be billed as full-page depth.

## DIGITAL SPECS

We Use QuarkXpress, Adobe InDesign, Adobe Photoshop and Adobe Illustrator.  
We accept TIFF, EPS files with fonts changed to outlines, and PDF files with all images and fonts embedded.  
Resolution should be set at 200 dpi.  
Photos can also be accepted as JPG files.  
We can accept the above files as attachments to standard emails at: [ads1@tds.net](mailto:ads1@tds.net)

## CREDIT AND TERMS

Our policy is cash in advance unless credit has been established. Billing terms are net on the 15th of the month following publication. A 1.5-percent finance charge is charged on balances over 30 days. Credit is not extended after an account has aged 60 days.



## ADVERTISING DEADLINES

Display Advertising:  
Monday — 12 pm  
Classified line ads:  
Tuesday — 2 pm

Columns	Picas	Inches
1	10	1.667
2	20p9	3.458
3	31p6	5.25
4	42p3	7.042
5	53	8.833
6	63p9	10.625

**CNI** Community Newspapers, Incorporated  
"Newspapers Make A Difference"

**Mailing address:** P.O. Box 6960 • St. Marys, GA 31558 • **Shipping address:** 206 Osborne Street • St. Marys, GA 31558  
912-882-4927 • Fax: 912-882-6519  
E-mail: [marketing@tribune-georgian.com](mailto:marketing@tribune-georgian.com) • Web: [tribune-georgian.com](http://tribune-georgian.com)

# ADVERTISING RATE CARD 2020

Effective January 1, 2020

**Tribune & Georgian**  
 Serving Camden County, Georgia since 1894

## Retail & Classified Advertising Rates

### Tribune & Georgian Open Rate \$14.83

#### Consecutive Week Frequency Rates

Inches	6 Weeks	13 Weeks	26 Weeks	52 Weeks
3	\$11.78	\$11.40	\$10.96	\$10.84
6	\$11.45	\$10.96	\$10.64	\$10.49
10	\$11.11	\$10.64	\$10.24	\$10.06
15	\$10.77	\$10.30	\$9.83	\$9.63
30	\$10.56	\$10.16	\$9.46	\$9.41
63	\$9.96	\$9.67	\$8.93	\$8.80
129	\$9.88	\$9.35	\$8.80	\$8.32

**Church Directory ad**  
 \$13.12 per week

**Church listing**  
 \$6.83 per week

National/Agency rate is \$16.65 pci commissionable at 15%.  
 No other discounts apply.  
 Guaranteed page placement is charged at 25% of ad cost.  
 Non-Profit Rate - \$11.59 pci

#### Classified Line ads

**\$11.50** for first 10 words.  
**49¢** for each additional word.

### Annual Volume Rates

Inches	Column Inch Rate	Inches	Column Inch Rate
75-149	\$12.27	2250-2999	\$9.88
150-374	\$11.95	3000-3749	\$9.56
375-749	\$11.50	3750-5249	\$8.63
750-1499	\$10.83	5250-7499	\$8.09
1500-2249	\$10.35	7500+	\$7.60

### Color Rates

Available color	Process color
up to 60 in. - \$45	up to 15 in. - \$60
61+ in. - \$85	16-30 in. - \$105
	31-60 in. - \$160
	61+ in. - \$225

### Preprint Contract Rate Schedule

Tab Pages	Open Rate	13-25 per year	26-49 per year	50+ per year
Single page	\$44.00	\$42.70	\$41.35	\$39.00
4 pages	\$46.00	\$44.60	\$43.25	\$40.80
6 pages	\$47.50	\$46.10	\$44.65	\$42.15
8 pages	\$49.00	\$47.85	\$46.05	\$43.50
10 pages	\$50.50	\$49.00	\$47.45	\$44.85
12 pages	\$52.00	\$50.45	\$48.90	\$46.20
14 pages	\$54.00	\$52.40	\$50.75	\$47.80
16 pages	\$56.00	\$54.30	\$52.65	\$49.80
18 pages	\$58.50	\$56.75	\$55.00	\$52.00
20 pages	\$61.00	\$59.15	\$57.35	\$54.30
24+ pages	for preprints of 24 pages or more: add \$5 per thousand for each additional 4 pages.			

- Rates are per thousand
- Our advertising rates are structured to reward those customers who sign an agreement to participate with a long-term schedule. Discount rates require a signed contract.
- Maximum size is 11.5" x 11.5". All other sizes must be folded prior to delivery.
- Mini-tabs and flexies will require quote from the publisher.
- Rates are based on paper weight of 30 lb. or less. For inserts printed on heavier stock, call for quotes.
- Inserts should be received one week prior to insertion.
- Preprints should be delivered to: Press-Sentinel, 252 W. Walnut Street, Jesup, GA 31545.
- Rates effective January 1, 2020.

0  
1 Col  
2 Col  
3 Col  
4 Col  
5 Col