

4445 Hwy. 40 E., Suite 402 Saturday Park P.O. Box 6960, St. Marys, GA 31558

Phone: (912) 882-4927 Fax: (912) 456-1466

Web: tribune-georgian.com

Tribune & Georgian

Serving Camden County Since 1894









Advertising Rate Card 2023

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.



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.

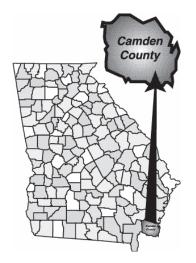
Resolution should be set at 200 dpi.

Photos can also be accepted as JPG files.

We can accept the above files as attachments to standard emails at: ads1@tds.net

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



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ADVERTISING RATE CARD 2023

Effective January 1, 2023

Tribune & Georgian

Serving Camden County, Georgia since 1894

Retail & Classified Advertising Rates

Tribune & Georgian Open Rate \$18.35 pci

Consecutive Week Frequency Column Inch Rates

Inches	6 Weeks	13 Weeks	26 Weeks	52 Weeks
3	\$14.57	\$14.11	\$13.55	\$13.40
6	\$14.17	\$13.55	\$13.17	\$12.98
10	\$13.75	\$13.17	\$12.68	\$12.45
15	\$13.29	\$12.75	\$12.16	\$11.91
30	\$13.06	\$12.58	\$11.71	\$11.64
63	\$12.33	\$11.99	\$11.05	\$10.89
129	\$12.23	\$11.56	\$10.89	\$10.30

Church Directory ad \$13.78 per week

Church listing \$7.17 per week

National/Agency rate is \$18.55 PCI commissionable at 15%. No other discounts apply. Guaranteed page placement is charged at 25% of ad cost. Non-Profit Rate - \$14.20 PCI

Classified Line ads

\$12.08 for first 10 words.

51¢ for each additional word.

Colon Datos

Annual	Volume Rates		
Inches	Column Inch Rate	Inches	Column Inch Rate
75-149	\$15.60	2250-2999	\$12.85
150-374	\$15.05	3000-3749	\$12.30
375-749	\$14.50	3750-5249	\$11.75
750-1499	\$13.95	5250-7499	\$11.20
1500-2249	\$13.40	7500+	\$10.65

Color Rates		
Available color	<u>Process color</u>	
up to 60 in \$55	up to 15 in \$75	
61+ in \$100	16-30 in \$125	
	31-60 in \$190	
	61+ in \$260	

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 2	4 pages or more: add \$5 per	thousand for each addition	al 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, 2023.

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