

— HISTORY —

On August 1, 2008, Jeff and Nanette Shultz purchased the Maysville News and Stratford Star from Kenneth and Lottie Wood and merged both papers into one countywide publication - The Garvin County News Star.

Advertisers loved the new product, especially the sharp and brilliant color reproduction of their ads. Readers loved the local news and information provided in one concise publication each week..

We invite you, our advertiser, to be a part of our success by advertising in “Garvin County’s Hometown Newspaper.”

— ADVERTISING RATES —

All Advertising Rates Effective May 1, 2009

DISPLAY ADVERTISING RATES

1-4 Week Run: \$5.00 per col. inch*	5-8 Week Run: \$4.75 per col. inch*
9-12 Week Run: \$4.50 per col. inch*	13 Weeks or more: \$4.25 per col. inch*

COLOR ADVERTISING RATES

1-4 Week Run: \$7.00 per col. inch*	5-8 Week Run: \$6.75 per col. inch*
9-12 Week Run: \$6.50 per col. inch*	13 Weeks or more: \$6.25 per col. inch*

FRONT PAGE COMBO PACKAGE

Three display ad sizes to choose from. Combine the high visibility of a Front Page Ad with a color display ad inside the News Star. This is a premiere package and is available on a first come first serve basis. Packages may be run on a weekly basis (if space is available) or monthly. A Front Page ad only is \$45.

<u>Size Ad</u>	<u>Per Insertion</u>	<u>4-Times</u>	<u>8-Times</u>	<u>13+Times</u>
2x5	\$85 pi	\$80 pi	\$75 pi	\$70 pi
3x5	\$115 pi	\$105 pi	\$95 pi	\$85 pi
3x11	\$215 pi	\$200 pi	\$180 pi	\$165 pi

CLASSIFIED ADVERTISING RATES

All Classified liner ads are \$5 per insertion for an ad up to 30 words. Any ad that goes over 30 words will be charged an additional 10¢ per word.

SPECIAL OCCASSION ADS (Birthday, Thank You, Anniversary, Etc)

All Special Occassion Ads will be charged \$4.25 per column inch.

NON-PROFIT RATES

For churches, school groups, civic clubs and other non-profit organizations a special Non-Profit Rate of \$4.25 per column inch is offered.

—OR—

Non-Profits may take advantage of the News Star’s MATCHING INCHES program. Under this program the non-profit organization may pay the open rate for any size ad (color or black and white) and the News Star will donate the same size ad, matching inches for inches. Example: A non-profit organization purchases a 3 col. by 5 inch ad at the regular rate (\$5 per column inch) and the News Star will donate the same size ad in

the next issue.

(**NOTICE:** Events that are free to the public are eligible for the above non-profit offers. Events requiring a registration fee are not eligible.)

PREPRINT RATES

<u>Preprint Size</u>	<u>Full Insert</u>	<u>Partial Insert</u> (Maysville or Stratford)
4 Pages	\$150.00	\$80.00
6 Pages	\$170.00	\$90.00
8 Pages and Up	\$220.00	\$110.00

PREPAYMENT DISCOUNTS

Prepay your advertising purchase and save even more!

- 5% discount for any advertising investment between \$500 - \$1,000.
- 10% discount for any advertising investment above \$1,000

— DISPLAY SPECIFICATIONS —

COLUMN WIDTHS

1 COL – 1.8333 in.	2 COL – 3.8333 in.	3 COL – 5.8333 in.
4 COL – 7.8194 in.	5 COL – 9.8194 in.	6 COL – 11.8194 in.

All camera-ready color ads must be registered in CMYK. Camera-ready ads should be in pdf or jpg format. Camera-ready ads may be e-mailed to: publisher@gcnews-star.com

DEADLINE FOR ALL ADVERTISING SALES IS THE FRIDAY PRIOR TO THE WEEK OF PUBLICATION. AD COPY DEADLINE IS 5 P.M. ON MONDAY THE WEEK OF PUBLICATION. INSERTION ORDERS FOR AD SPACE MAY BE FAXED TO 405-867-5115 OR E-MAILED IN PDF TO publisher@gcnews-star.com OR news@gcnews-star.com.

— BILLING —

The Garvin County News Star is published every Thursday. All invoices will be prepared and mailed out on the last Thursday of each month. The balance of each invoice is due upon receipt. A service charge of 1.5 percent will be assessed on all over due balances of 60 days or more.

Clients with a balance that is 90 days or more over due will not be extended credit until the total balance of their account is paid and they will be required to pay in advance for any advertising placed. If an account is sent to collections a \$35 service charge will be assessed to the account to cover collecting expenses.

While every attempt is made to make sure all invoices are correct, there are times billing errors occur. Please report any billing errors immediately by calling our Maysville Office at 405-867-4457. Advertisers have until the 10th of the month to report any billing errors to our office.