



THE TRI-CITY LEDGER

Retail Display & Classified Advertising Rate Card

A HOME-OWNED NEWSPAPER - PUBLISHED EVERY THURSDAY

Phone : 251-296-3491 Fax: 251-296-0010

News E-Mail: newsroom@tricityledger.com • Advertising E-Mail: composing@tricityledger.com

MAILING ADDRESS: P.O. BOX 1916 • SHIPPING ADDRESS: 20766 HWY. 31 • FLOMATON, AL 36441

PERSONNEL

Publisher/Editor - Joe Thomas
 Staff Writer - Gretchen McPherson
 Advertising/Graphics- Tommy Standefer
 Bookkeeping/Circulation - Stephanie Bell

TERMS OF PAYMENT & COMMISSION

- A. Applicable to general and classified advertising.
- B. Net amount payable by 10th of month following ad publication.
- C. 1-1/2% service charge added on past due balances. This represents an annual percentage rate of 18%. Minimum charge is \$1.00.
- D. Maximum agency commission - 15%.
- E. Color and preprinted inserts are noncommissionable.

GENERAL CONDITIONS

- A. 30 days notice given of any rate revision.
- B. Advertising may be of any dimension, provided it is at least one inch in depth.
- C. We do not guarantee position, but we will do our best to place your ad where you want it in the paper. Usually we succeed.

CLASSIFIED ADVERTISING RATES - WORD ADS

- A. Individual - \$7.00 minimum for first 25 words, each additional word is 5 cents. - Per Insertion
- B. Commercial - \$12.00 minimum for first 25 words, each additional word is 25 cents. - Per Insertion
- C. Legal - 25-cents per word per insertion
- D. Classified Display Rates - Same as Retail Rates.

RETAIL DISPLAY ADVERTISING RATES

YOUR RATE GOES DOWN THE MORE YOU ADVERTISE!

Inches Used in One Month	Per Column Inch
1-33	\$5.25
34-100	\$4.90
101-300	\$4.50
301-Up.....	\$4.20

- A. Agency, National and Political Rate is \$6.50 per column inch. Commissionable.
- B. Preprinted Insert Rate: Available upon request.
- C. Color Rates: \$75 per color. \$225 full process color. Color rate is in addition to per inch ad rate.

ROP DEPTH REQUIREMENTS

- A. Minimum ad size: 1 column wide by 1 inch deep.
- B. Advertisements ordered deeper than 19-1/2 will be charged full depth of 21.25 inches.

COPY DEADLINE

- A. Display - 12 noon Tuesday for Thursday publication.
- B. Classified - 12 noon Monday for Thursday publication.
- C. Cancellations will be accepted as late as possible, but are not guaranteed if received after 12 noon Tuesday.

MECHANICAL REQUIREMENTS

Columns	Inches
1	1.799
2	3.764
3	5.729
4	7.6945
5	9.66
6	11.625

6 COLUMN FORMAT

- 1 pica space between columns.
- Depth of page is 21.25 inches. Total inches on one page is 127.5 inches.
- Double truck: sold as 13 columns.
- Offset printing method.
- Requested format:

PDF submitted via e-mail to composing@tricityledger.com

ANNUAL SUBSCRIPTION RATES

- \$35.00 for one year in our local area (*see map below*)
- \$40.00 for one year elsewhere in Ala. or Fla.
- \$45.00 for one year in all other states

Serving All of Escambia County, Ala. and the northern portions of Escambia & Santa Rosa Counties in Florida

