

THE NESHOPA DEMOCRAT

www.neshobademocrat.com

P. O. Box 30, Philadelphia, MS 39350 ■ (601) 656-4000

Fax: (601) 656-6379

email: advertising@neshobademocrat.com

Effective Jan. 1, 2016

The Rates

Retail Rates

Open Rate (non-commissionable).....	\$11.15
Agency rate (commissionable).....	\$13.05
Classified rate.....	\$13.30

Newspaper Modular Rates Mom & Pop

4 - 2x3s

\$199 per mo.

n Add Color \$50

n Add Kemper or the Philly, \$105



Standard

4 - 2x7s

\$480 per mo.

n Add Color \$50

n Add Kemper or the Philly \$244



Advantage

4 - 1/4 pg.

1 - FREE Web Tile

\$999 per mo.

n Add Color \$50

n Add Kemper or the Philly \$549



Premium

2 - 1/4 pg., 2 - 1/2 pg.

1 - FREE Web Tile

\$1500 per mo.

n Add Color \$50

n Add Kemper or the Philly, \$779



Elite

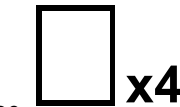
4 - Full pg.

1 - FREE Web Tile

\$3500 per mo.

n Add Color \$50

n Add Kemper or the Philly, \$1833.30



Annual Contract Rates

Inch requirements	
100"	\$9.75
250"	\$9.25
500"	\$8.65
1,000"	\$7.70
2,800"	\$6.50
5,000"	\$5.45

Preprints

Single Sheet	\$59.00M
4-6 page tab	\$79.00M
8 or 12 page tab	\$88.00M
16 page tab	\$91M

Discounts

6x \$2.50/m • 12x \$3.00/m • 52x \$5.00/m

Direct Ship to...

The Neshoba Democrat • 439 Beacon St. • Philadelphia MS 39350



Primary Paid Circulation Area

39350 Philadelphia, MS • More than 17,000 readers

TMC

Weekender • 7,000 FREE - *Philly.ms*

The Web

Leaderboard (728x90) \$149

Big Box (300x250) \$199

Skyscraper (160x600) \$199

Half Box (300x175) \$149

Unique Visitors 262,352

Page Views 1.2 million

Special Sections

Jan - Tax Guide

*Feb - Bridal

Feb - Kids Original Art

March - Newcomers

April - Ham Jam

April - Business & Industry

May - Graduation

June - Health & Fitness

*June - Neshoba

July - Fair Times

August - Football

September - Band & Cheer

*September - Neshoba

September - Hunting

October - Working People

October - EMS

October - Breast Cancer

*November - Neshoba

November - Winter Sports

December - Letters to Santa

**Denotes Slick Magazine*

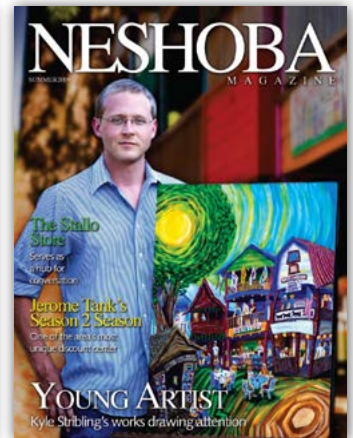
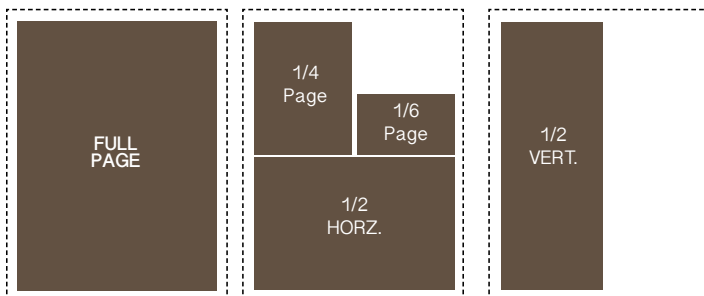
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Neshoba is a quarterly magazine featuring the people, places and things that make Philadelphia and Neshoba County such a fine place to live. The Magazine is a supplement to The Neshoba Democrat and distributed widely throughout East Mississippi and at Pearl River Resort. The magazine focuses on Neshoba County life, from the many cultural events like the Neshoba County Fair that take place here to people who grew up here and have gone on to make a name for themselves. But we'll take some back roads in all parts of East Mississippi, too, heading down the gravel roads and byways to dig up stories on lesser known personalities and places.

Magazine Rates & Mechanicals

Sizes	4 Issues	Open
Full	\$905	\$1010
1/2 Page	\$460	\$560
1/4 Page	\$245	\$305
1/6 Page	\$205	\$210
Back Cover	\$1435	\$1510
Ins Fr. Cover	\$1335	\$1410
Ins. Bk. Cover	\$1235	\$1310
Pages 3 & 5	\$1235	\$1310
Last Page	\$1110	\$1210
2 Pg. Spread	\$1410	\$1510

* Rates are gross and per insertion.
** Add 10 % for guaranteed placement on any other page.



	Width	Depth
Full Page (Live Area)	7.375	9.875
Full Page (with Bleed)	8.625	11.125
1/2 Page, Vertical	3.6295	9.875
1/2 Page, Horizontal	7.500	4.9165
1/4 Page, Vertical	3.625	4.9165
1/6 Page, Vertical	2.4643	4.9165

General Mechanical Specifications

Size: 8.375" x 10.875" (trim size)
8.625" x 11.125" (bleed size)
7.375" x 9.875" (live area)
Printing Method: Web offset press; printed at 150 line screen
Binding: Saddle-Stitch

Newspaper Mechanicals

Standard ROP (6 col. x 21.5")		
1 column 1.71"	2 column 3.569"	3 column 5.429"
4 column 7.289"	5 column 9.149"	6 column 11"

Tabloid Sizes
1/4 page = 5.2" x 5.6" • 1/2 Page = 10.5 x 5.6"
Full = 10.5" x 11.3" • 1/2 Page Vertical = 5.2" x 11.3"

Line Screen = 85 • Advertising accepted in inch and 1/2 inch increments

Newspaper Deadlines:
Space and copy reservation 5 p.m. Monday

In order to be guaranteed a proof, ad materials must be submitted by noon Monday. Two proofs will be provided at no charge. Additional proofs will be \$10 per proof.

Color (net) per run:		
1" to 5" - \$50	11" to 20" - \$100	60" to 75" - \$200
6" to 10" - \$75	21" to 59" - \$150	Over 75" - \$300

For advertising information:
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