### Open Rates
- Agency rate (non-commissionable) ........................................ $13.05
- 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** .......................................................... $9.75
  - 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
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**

<table>
<thead>
<tr>
<th>Sizes</th>
<th>4 Issues</th>
<th>Open</th>
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<tbody>
<tr>
<td>Full</td>
<td>$905</td>
<td>$1010</td>
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<tr>
<td>1/2 Page</td>
<td>$460</td>
<td>$560</td>
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<tr>
<td>1/4 Page</td>
<td>$245</td>
<td>$305</td>
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<tr>
<td>1/6 Page</td>
<td>$205</td>
<td>$210</td>
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<tr>
<td>Back Cover</td>
<td>$1435</td>
<td>$1510</td>
</tr>
<tr>
<td>Ins. Fr. Cover</td>
<td>$1335</td>
<td>$1410</td>
</tr>
<tr>
<td>Ins. Bk. Cover</td>
<td>$1235</td>
<td>$1310</td>
</tr>
<tr>
<td>Pages 3 &amp; 5</td>
<td>$1235</td>
<td>$1310</td>
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<tr>
<td>Last Page</td>
<td>$1110</td>
<td>$1210</td>
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<tr>
<td>2 Pg. Spread</td>
<td>$1410</td>
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* Rates are gross and per insertion.
** Add 10% for guaranteed placement on any other page.

**Newspaper Mechanicals**

<table>
<thead>
<tr>
<th>Standard ROP (6 col. x 21.5&quot;)</th>
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<tbody>
<tr>
<td>1 column 1.71”</td>
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<tr>
<td>4 column 7.289”</td>
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<table>
<thead>
<tr>
<th>Tabloid Sizes</th>
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<tr>
<td>1/4 page = 5.2” x 5.6”</td>
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<tr>
<td>Full = 10.5” x 11.3”</td>
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</table>

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:**

<table>
<thead>
<tr>
<th>1” to 5”</th>
<th>11” to 20”</th>
<th>21” to 59”</th>
<th>Over 75”</th>
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</thead>
<tbody>
<tr>
<td>$50</td>
<td>$100</td>
<td>$150</td>
<td>$300</td>
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