

# The Southern Tribune

## 2019 Advertising Rate Card

**Circulation: 1200** Local zip code detail available.

### Display Advertising:

#### **Black and white**

- National and local - \$5.00 pci
- Non-profit rate - \$4.00 pci

#### **Color rates**

- Spot color - \$6.00 pci
- Full process color - \$6.55 pci

**Engagements:** \$30 Color \$20 B/W

**Formal Weddings:** \$3.50 pci

**Obits:** Over 350 Words \$3.50 pci - for out of town funeral homes / submissions; \$10 photo

**Memorials:** Over 400 words \$3.50 pci

**NOTE: 30 words = 1 column inch**

1/8 page b/w - \$79; color - \$104

1/4 page b/w - \$159; color - \$210

1/2 page b/w - \$318; color - \$417

Full page b/w - \$637; color - \$835

### **Monthly frequency discount**

#### **Retail advertisers only**

Week one - full price

Week two - 25% off

Week three - 35% off

Week four - 50% off

### **Pre-printed Insert rates:**

- National: \$.07 each; \$70 CPM; \$98 ROP
- Local: \$.05 each; \$50 CPM; \$70 ROP
- 12+ pages: \$.07each; \$70 CPM; \$98 ROP

**Classifieds:** Must be paid in advance.

- Line Ads (up to 12 words) \$5 per run \$.20 per additional word

### **Banner ads:**

- Inside \$7 pci b/w - \$8.55 color
- Front - above masthead - \$20 pci b/w - \$21.55 pci color
- Front - Below fold - \$10 pci - \$11.50 color

### **Political Advertising:**

- \$7.00 per column inch b/w \$8.55 color

### **Legal Advertisement**

- Legal notices: \$10 per 100 words or any portion thereof.
- Notices of Incorporation: \$40 flat rate.
- Block legals: \$5 per column inch /run
- Affidavits of publication: \$5 each  
*e-tear Sheets - available upon request.*

### **Deadlines:**

- Legal notices: 12 noon 1 week prior to publication (Thursday before 1<sup>st</sup> run).
- Block legal: 12 noon 1 week prior to publication
- Classified: 12 noon Mon. week of run
- Retail block word ads & camera ready: 4:00 pm Mon. week of run
- Retail ad with custom graphic artwork: 12 noon Thurs. before 1<sup>st</sup> run

### **Production Requirements:**

On all camera ready artwork, PDF or high resolution TIFF is accepted or JPEG. Please embed all fonts and artwork.

### **Column Sizes:**

1 column .....	1.596 inches
2 columns .....	3.309 inches
3 columns .....	5.022 inches
4 columns .....	6.736 inches
5 columns .....	8.449 inches
6 columns .....	10.163 inches

### **SUBSCRIPTION RATES**

Annual Rate - \$25

# The Southern Tribune

[charlie@southerntribune.news](mailto:charlie@southerntribune.news)

**66 Maple Street, P.O. Box 257**

**Cuthbert, GA 39840**

**phone 229-732-6016; FAX 1-844-269-9753**

Rates and prices effective as of December 12, 2019