

The Chatsworth Times

EFFECTIVE JANUARY 1, 2011

THE CHATSWORTH TIMES
 Published Each Wednesday
 224 N. Third Avenue,
 P. O. Box 130
 Chatsworth, GA 30705
 Phone 706-695-4646
 FAX: 706-695-7181
 www.chatsworthtimes.com

A Member of the Georgia Press Association

1. Representatives

Georgia Press Association

2. Commission and Cash Discounts

- a. All balances not paid in 30 days are subject to a DELINQUENCY CHARGE of 1 1/2% per month (annual percentage rate of 18%). Minimum charge of \$.50 per month.
- b. None of the terms and conditions of this rate schedule may be altered except in writing, signed by an authorized representative.
- c. All local rates are non-commissionable.
- d. For billing inquiries call 706-695-4646.

3. General Rate Policy

- a. Advertising simulating news can be set in body type, but must carry the word advertisement.
- b. Publisher reserves the right to change advertising rates upon 30 days notice and all contracts are accepted subject to this reservation.
- c. Publisher has the right to refuse any advertisement.

4. Black & White Rates

a. Monthly Earned Local Rates

(Non Commissionable)

	NET RATE
Open rate per col. inch	6.90
65 to 129 col. inches	6.30
130 to 258 col. inches	6.15
259 to 387 col. inches	6.00
388 and up	5.85

Discount allowed only on accounts that are current and paid in full by 20th of the following month.

Monthly earned rates are computed on the basis of total volume of advertising published for a single firm within a calendar month.

b. Preferred Positions

Preferred positions are guaranteed for a 25 percent premium for tabloid ads 15 inches or greater, standard page ads 33 inches or greater. Availability basis only.

c. Political Rates

Volume and prompt pay discounts apply to non agency advertising. All ads placed by agencies where commission is involved will use National commissionable rates. Cash in advance is required for all political ads. Political ads must carry the name of person(s) or organization(s) responsible for advertisement. All must comply with all state and federal requirements.

d. Insert rates

Prices quoted for inserts are based on advertising rates - less all production cost, material cost, printing, etc. and are quoted on a per thousand price.

	Net	Commissionable
Single sheet FSI	\$38.00	\$43.00
4 page tab	\$48.00	\$56.00
8 page tab	\$51.00	\$59.00
12 page tab	\$53.00	\$62.00
16 page tab	\$56.00	\$65.00
20 page tab	\$58.00	\$68.00
24 page tab	\$61.00	\$71.00

Other rates available upon request.

e. Legal Rates

Deadline for legal advertisement is 10 business days before publication. \$10.00 per 100 words per insertion. Call for rates on specific legals such as incorporations.

f. National Rate

For all advertisers using agencies, who deduct normal agency commissions, the rate is \$8.45 per column inch.

g. Special Charges

Double truck billed as 13 columns by 21 1/2 inches, or total of 279 1/2 inches.

h. On-Line Advertising

ROS Ads (run of site) Top Banner Ads \$200.00 first month or 3 month contract @ \$150.00 month.
 Buy the 2nd Additional Ad for \$100.00 per month.
 Margin Ads \$75.00 first month or 3 months @\$50.00 month.
 www.chatsworthtimes.com

5. Color Rates

1 Color	2 Colors	3 Colors	1 Color Double Truck
\$75	\$140	\$200	\$120 Local (net)
\$90	\$180	\$270	\$140

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6. Special ROP Units Not Available

7. Split Runs Not Available

8. Special Services

a. Proofs: Upon request, proofs will be delivered to the advertiser's place of business for all ads, providing copy has been submitted by deadline.

9. ROP Depth Requirements

a. Standard Page

Minimum display advertisement acceptable: One column x one inch. Advertisements over 20 inches will be billed full column depth. Advertisements must measure a minimum of as many inches deep as columns wide.

b. Tabloid Page

Minimum display advertisement acceptable: One column x one inch. Advertisements over 11 inches will be billed at full column depth. Tabloid column sizes differ in width - with five columns to the tabloid page. Call for sizes.

10. Contract & Copy Regulations

a. Advertisements measured from cut-off rule to cut-off rule.

b. All advertising is accepted subject to the approval of the publisher. Publisher shall have the right to revise or reject, in whole or in part, any advertisement without notice.

c. Dates and times for cancellation of advertisements are the same as the deadlines for placing advertisements. If time permits, emergency cancellation of advertisements past deadline will be accommodated.

d. Liability for errors in advertisements shall not exceed the cost of space occupied by the error. THE CHATSWORTH TIMES publications will provide a letter of correction if it has failed to correct errors clearly marked by the advertiser on returned proofs. THE CHATSWORTH TIMES will not be liable for non-insertion of any advertisement beyond the amount pre-paid for such advertisement.

e. Every effort will be made to meet reasonable position requests. Failure to meet position requests will not constitute cause of adjustment, refund or rerun.

f. Advertising simulating news can be set in body type, but must carry the word "advertisement."

11. Closing Schedules-ROP Advertising

Day of Insertion	Space & Copy Reservation	Final Layout and Proof
Wednesday	Noon Friday	4 p.m. Friday

12. Mechanical Measurements

Page Size: 6 columns by 21 1/2" deep.

Mechanical Specifications:

1 COL. - 1.833"	Width of page: 11.625 inches
2 COL. - 3.792"	Width of double truck: (13 columns) 25.083 inches
3 COL. - 5.75"	Tab size is 10.25" x 11.25"
4 COL. - 7.708"	Call for 5 Column
5 COL. - 9.667"	Tab Sizes
6 COL. - 11.625"	

13. Special Classification/Rates

Down to Business\$50.00 per issue x 4 week run

Church Page\$8.25 per week net

(Ad must run for a minimum of six months)

Birthdays 1 col./limited info, & photo.....\$10.50

larger available by col. inch - one year old free

Engagement, Wedding, Anniversary ...Limited \$10.50

Photo & Form Length.....\$21.00

Card of Thanks & PageantsLimited \$10.50

In Memoriams.....\$10.00 20 words

20 to 65 words/photo\$25.00

Not Responsible Notice (4 Times) \$16.00

Obituaries Standard 6" or less\$25.00

Each Additional Inch\$5.00

MUST BE PAID IN ADVANCE

14. Classified Word Ad Rates

Deadline **5 P.M. FRIDAY** before publication.

All Classified Ads set 9 point type. Weekly rates based on 20 words or less. A charge of 20 cents per word per insertion will be added for each word over 20.

Price includes placement on our website at www.chatsworthtimes.com

1 Time\$11.00

2 Times\$15.00

3 Times\$19.00

4 Times\$24.00

Classified Display Ad Rates

Same as retail ad rates

15. Color Comics

Not available

16. Magazine

Not available

17. Circulation

Total Distribution: _____

Total Paid Circulation: _____

Now Accepting

Visa & MasterCard



Contact Us At: 706-695-4646