

retail rates: *The Marshall News Messenger*

RETAIL OPEN RATE

Full-Run ROP/Monthly Open Rate. Applies to advertising space in full run Daily or Sunday ROP. All rates based on amount of space used during a calendar month in *The Marshall News Messenger*.

	<u>Daily Per Inch</u>	<u>Sunday Per Inch</u>
Open	\$18.46	\$19.36

Rates are not transferable. Retail outlets within the Longview/Marshall statistical area are entitled to the Retail Open Rate. Any business outside this area will be charged the national rate. Total Market Coverage available.

Discounted combination rates available for ads run in *The Marshall News Messenger* and the *Longview News-Journal*.

For desired placement talk to your sales representative about our premium position rates of \$3.00 per inch. **Minimum ad size - 15 inches.**

ANNUAL CONTRACT RATES

Annual contract rates are available to advertisers committing to ROP column inch levels stated below. Your sales representative will assist you in determining which level fits your needs. Combination contract rates are available for *The Marshall News Messenger* and *Longview News-Journal*. Ask your sales representative.

<u>Annual Inches</u>	<u>Daily Rate</u>	<u>Sunday Rate</u>
175	\$14.06	\$14.74
325	\$13.71	\$14.39
650	\$13.29	\$14.25
1,000	\$13.05	\$13.85
1,600	\$12.55	\$13.48
2,300	\$12.41	\$13.26
3,000	\$12.24	\$13.02
5,000	\$12.05	\$12.55
7,000	\$11.75	\$12.27
8,500	\$11.48	\$12.06
10,000	\$10.91	\$11.85
15,000	\$10.61	\$11.41
20,000	\$10.29	\$10.93
25,000	\$10.02	\$10.64
45,000	\$9.38	\$10.37

ADDITIONAL RETAIL RATES

POLITICAL ADVERTISING: Candidates running for local or county offices in *The Marshall News Messenger* circulation area qualify for retail open rate. All political advertisements must be cash in advance and must contain proper legal identification as political advertising.

STANDING CARD ADS

10" Maximum on all card ads. Rates per inch/per day.

Every Day for 30 days	\$6.86
4x Per Week/8 weeks	\$6.65
7x Per Week/8 weeks	\$6.46
4x Per Week/Annual	\$6.07
7x Per Week/Annual	\$5.89

Copy change allowed every two weeks.

COLOR RATES

Black & 1 color	\$132
Black & 2 colors	\$168
Black & 3 colors	\$236
Double Truck Advertising	

Black & 1 color	\$330
Black & 2 colors	\$426
Black & 3 colors	\$546

Deadline for complete copy is 24 hours in advance of black and white deadline. Early reservation and copy take precedence. All color advertising costs are in addition to black and white space charges.

NATIONAL RATES

<u>Column Inches Per Month</u>	<u>Daily Per Inch</u>	<u>Sunday Per Inch</u>
OPEN	\$23.33	\$37.81
64-126	\$23.07	\$37.43
127-500	\$22.86	\$37.05
501-1200	\$22.63	\$36.69
1201-3200	\$22.40	\$36.32
3201+	\$22.21	\$35.94

National Retail Rates are monthly earned rates and apply to all businesses, etc. originating outside the Longview/Marshall statistical area.

PICK UP DISCOUNTS

Pick up any ad within one or more of the following 6 consecutive days and receive the following discounts. Sunday ads are never discounted. No copy or size changes are allowed.

1st Day	Full Price
2nd Day	25% off
3rd Day	30% off
4th Day	35% off
5th Day	50% off
6th Day	75% off
7th Day	FREE

ANNIVERSARY RATE

Receive 50% off any one ad, including color charges, when running an ad that celebrates your business anniversary.

WEEKEND STRETCHERS

Sunday	Full Price
Monday	50% off
Tuesday	50% off

Must run three days. Saturday may be substituted for a Monday or Tuesday. May not be used with other discount programs. No copy or size changes allowed.