

classified rates: *Longview News-Journal*

CLASSIFIED OPEN RATES

Full-Run Classified Open Rates. Applies to all local, non-employment commercial space in full-run Daily or Sunday Classified sections.

<u>Column Inches</u>	<u>Daily Per Inch</u>	<u>Sunday Per Inch</u>
Open	\$19.08	\$22.77

Rates are not transferable. Classified advertising within the Longview/Marshall statistical area are entitled to the Classified Open Rate. Any advertiser outside this area will receive the national rate.

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

LEGAL RATES

Legal notice advertising receives a flat rate. No discounts apply.

	<u>Daily</u>	<u>Sunday</u>
Per Inch	\$17.87	\$18.76

CLASSIFIED CONTRACT RATES

Full-Run Classified/Annual Contract Rates.

Applies to advertising space in full run Daily or Sunday Classified Section. Annual contract rates are available to advertisers committing to Classified column inch levels in the *Longview News-Journal*.

<u>Column Inches Per Year</u>	<u>Daily Per Inch</u>	<u>Sunday Per Inch</u>
200	\$14.96	\$17.45
400	\$14.35	\$16.64
600	\$12.74	\$14.29
1200	\$12.46	\$13.81
2100	\$12.21	\$13.54
3000	\$11.92	\$13.25
4,200	\$11.72	\$13.08
6,000	\$11.65	\$13.00
8,000	\$11.61	\$12.94
10,000	\$11.56	\$12.84
15,000	\$11.46	\$12.79
18,000	\$11.28	\$12.51

PICK UP DISCOUNTS

Pick up any ad within one or more of the following 6 consecutive days and receive the following discounts. Discounts do not apply to Sunday ads. No copy or size changes are allowed. Call for Employment discount opportunities.

1st Day	Full
2nd Day	25%
3rd Day	40%

SERVICE DIRECTORY

3 lines per month (minimum)	\$70.98
Additional Lines	\$10.17
2 Months. (3 lines)	\$61.64
12 Months. (3 lines)	\$56.69

Once a month copy change allowed. For additional discounts call 232-7292 or 758-3000.

NATIONAL CLASSIFIED RATES

	<u>Daily</u>	<u>Sunday</u>
Per column inch	\$50.58	\$57.48

Per inch/per day rates. Includes *The Marshall News Messenger*.

For Employment, Business Opportunity and additional category rates, contact your sales representative.

BLIND BOX RATES

Mailbox service charge	\$75.00
Pick up charge	\$70.00

COLOR RATES

Black & 1 color	\$333
Black & 2 colors	\$389
Black & 3 colors	\$596

Double Truck Advertising

Black & 1 color	\$581
Black & 2 colors	\$753
Black & 3 colors	\$1164

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.

SPECIAL ANNOUNCEMENTS

Weddings, Engagements, Anniversaries & Obituary Announcements are placed through the Classified Department. For information, call (903) 232-7239.

JOB FAIR RATE

Third party agents placing multi-use advertising for job fairs will receive the following per column inch rates:

Daily . . .	\$75.00	Sunday . . .	\$90.00
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