

retail rates: *Longview News-Journal*

RETAIL OPEN RATE

Full-Run ROP/Monthly Open Rate. Applies to advertising space in full run Daily or Sunday ROP.

	<u>Daily</u> <u>Per Inch</u>	<u>Sunday</u> <u>Per Inch</u>
Open	\$27.86	\$35.09

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.

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

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 *Longview News-Journal* and *The Marshall News Messenger*. Ask your sales representative.

<u>Annual</u> <u>Inches</u>	<u>Daily</u> <u>Rate</u>	<u>Sunday</u> <u>Rate</u>
175	\$18.92	\$23.21
325	\$18.08	\$22.33
650	\$17.31	\$20.41
1,000	\$17.02	\$19.96
1,600	\$16.74	\$19.60
2,300	\$16.54	\$19.22
3,000	\$16.38	\$19.06
5,000	\$16.17	\$18.67
7,000	\$15.98	\$18.58
8,500	\$15.92	\$18.46
10,000	\$15.79	\$18.30
15,000	\$15.63	\$18.12
20,000	\$15.45	\$17.91
25,000	\$15.24	\$16.80
45,000	\$14.42	\$15.63

ADDITIONAL RETAIL RATES

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

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.

NATIONAL RETAIL RATES

<u>Column Inches</u> <u>Per Month</u>	<u>Daily</u> <u>Per Inch</u>	<u>Sunday</u> <u>Per Inch</u>
OPEN	\$46.15	\$56.97
64-126	\$45.65	\$56.46
127-500	\$45.19	\$55.94
501-1200	\$44.61	\$55.28
1201-3200	\$44.03	\$54.64
3201+	\$43.43	\$54.02

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 DISCOUNT

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.

EAST TEXAS GROUP RATES

Longview • Marshall • Lufkin • Nacogdoches		
	<u>Daily</u>	<u>Sunday</u>
Local Per Inch	\$62.22	\$72.63
National Per Inch	\$96.52	\$124.09