

Bolivar Commercial

P.O. Box 1050 • 821 N. Chrisman
Cleveland, MS 38732
Telephone: 662-843-4241 • FAX 662-843-1830

Published

Tuesday Thru Friday Evenings

Sunday Mornings

6 Column News Format

6 Column Display Advertising

8 Column Classified Advertising

Online Internet Edition

www.bolivarcom.com

Display Ad copy email:

caroline.laster@bolivarcommercial.com

Files accepted: pdf, tiff, eps or jpeg

1. Personnel

Editor and Publisher: Mark Williams Ext. 23
mark.williams@bolivarcommercial.com

Classified Word/Legal Adv. :Renee Walker Ext. 21
renee.walker@bolivarcommercial.com

Bookkeeper: Diane Makamson Ext. 24
diane.makamson@bolivarcommercial.com

Advertising Manager: David Laster Ext. 25
david.laster@bolivarcommercial.com

Managing Editor: Denise Strub Ext. 34
denise.strub@bolivarcommercial.com

Production Manager: Sharon Clinton Ext. 43
sharon.clinton@bolivarcommercial.com

Circulation Manager: Curtis Peeples Ext. 28
curtis.peeples@bolivarcommercial.com

Print Shop Manager: Coretta Bell Ext. 31
coretta.bell@bolivarcommercial.com

2. National Representative

Mississippi Press Association
351 Edgewood Terrace
Jackson, MS 39206
601-981-3060

3. Terms and Conditions

All accounts are net 30 days. A service charge of 1-1/2% will be added to the unpaid balance after 30 days. (Annual Percentage rate 18%.) All business will be cash with order unless credit has been established. All monthly earned rates are non-commissionable. "The contract Terms, Conditions and rates listed herein are subject to change without notice. Any contract term or rate is subject to the acceptance and final approval of the publisher and no other agent or representative of the paper."

4. General Policy

- a. The Bolivar Commercial reserves the right to edit, alter or refuse any advertisements.
- b. Every effort will be made to honor position requests. Failure to meet these requests will not constitute cause for adjustment, refund, or re-run. Position will be guaranteed only at an additional 25% charge.
- c. Liability for errors shall not exceed the cost of the space occupied by the error. Responsibility for errors in ads which have been proofed by the advertiser rests with the advertiser. In case the error results in the merchant offering goods at a lower than proper price, The Bolivar Commercial will, on request, furnish a letter to the advertiser, to be posted in the store, setting forth the correct price.

- d. Advertising simulating news matter must be clearly marked "advertisement."
- e. Rates and conditions are subject to change with a 30-day notice.
- f. Any advertisement 20 or more inches deep will be billed at full column depth. In the case of tabloid section, any ad 12-1/2 inches deep or more will be billed at full column depth (13 inches.).

5. Advertising Rates

- a. Local open rate: \$9.70 per column inch
- b. Monthly earned rate discounts - (column inches during calendar month)
50-129 column inches..... \$8.09
130-254 column inches..... \$6.60
255-394 column inches..... \$6.12
395-535 column inches \$5.87
536-up column inches..... \$5.66
All Monthly Earned Rates are Non-Commissionable

- c. National rate: \$10.50 per column inch
- d. Pre-print rates: see 6.2

Prices will be quoted on request for pre-print inserts that are not of standard dimensions or thickness (ie, coupon books) or those which require special handling. Inserts are requested one week prior to insertion.

- e. Churches and Clubs
Per inch.....\$6.00
- f. Transient Amusement Advertising
Cash in advance, per inch.....\$9.70
- g. Repeat Discounts
Any ad running full price on any weekday can run the following Tuesday half price.

- h. Political Rates
Monthly earned rate discounts applied 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.

6. Combination Rates

1. Publication Information
BOLIVAR COMMERCIAL ADVERTISER

Published each Tuesday.

The Bolivar Commercial Advertiser is a non-duplicative total market coverage publication of The Bolivar Commercial. It has a free distribution of homes within the Cleveland trade area. All advertisers are delivered via U.S. Postal Service.

Open rate: \$9.70 per column inch
Local Pickup rate: \$3.55 per column inch
National Pickup rate \$4.55 per column inch
Pickup rates are non-commissionable

Any ad published in The Bolivar Commercial, may within one week, be published in The Bolivar Commercial Advertiser at the pickup rate. No copy change.

	Paper	Advertiser	*Combined
2. Pre-print/Inserts	Only	Only	
Free Standing Card	\$395	\$514	\$882
4 Tabs/2 Full Pages	\$395	\$575	\$941
8 Tabs/4 Full Pages	\$420	\$621	\$1,010
12 Tabs/6 Full Pages	\$440	\$654	\$1,062
16 Tabs/8 Full Pages	\$450	\$710	\$1,125
20 Tabs/10 Full Pages	\$460	\$743	\$1,167
24 Tabs/12 Full Pages	\$470	\$774	\$1,207
28 Tabs/14 Full Pages	\$480	\$806	\$1,247
32 Tabs/16 Full Pages	\$490	\$838	\$1,288
36 Tabs/18 Full Pages	\$500	\$871	\$1,330
40 Tabs/20 Full Pages	\$510	\$904	\$1,372

* Combined Circulation reaches 20,000 households.
Zoned - Paper Only .10 each, \$150 Net minimum
Zoned - Advertiser Only .117 each, \$150 Net minimum

3. Advertising Requirement
Copy deadline: Thursday, 5 p.m. the week prior.

7. Online Edition Advertising Rates

Rotating Banner Ad with link \$125 net per mo.
Rotating Banner Ad without link \$100 net per mo.
Rotating Margin Ad with link \$75 net per mo.
Rotating Margin Ad without link \$50 net per mo.
Permanent Banner Ad with or without link \$250 net per mo.
Permanant Margin Ad with or without link \$225 net per mo.

8. Color Rates

Local
Black and 1-color \$80.00 Net
Black and 2-colors \$110.00 Net
Black and 3-colors \$200.00 Net
National
Black and 1-color \$125.00 Net
Black and 2-colors \$175.00 Net
Black and 3-colors \$245.00 Net
No minimum size

9. Special R.O.P. Units

Not Available

10. Split Run

Not Available

11. Special Services

- a. Proofs. Providing all copy has been submitted by advertising deadline, proofs will be delivered on request to the advertiser's place of business. Minor changes or alterations will be made at no charge. However, the charge for any alteration which necessitates major composition work will be based on actual production time required. Second proofing sessions will be in plant as long as they can be made prior to press deadline.

- b. Tearsheets are delivered daily to those local accounts requesting them.

- c. Ads which are made up for insertion in The Bolivar Commercial and The Bolivar Advertiser carry no production charge. Any ads which are made up for run in other papers will be charged for all layout and production work.

- d. No ad copy may be cancelled on day of publication.

12. Special Days/Pages/Features

- a. Sunday: Sports wrap-up, Mini-page
- b. Wednesday: Best Food Day
- c. Friday: Business page, Religious page

13. R.O.P. Make-Up Requirements

Standard page or Tabloid page
Minimum display advertising acceptable,
1 column x 1 inch

14. Contract And Copy Regulations

Not Available

15. Closing Times/Copy Deadlines

- a. Day of Publications Ads must be submitted by
 SundayThursday, 5 p.m.
 Tuesday Friday, 5 p.m.
 Wednesday Monday, 5 p.m.
 Thursday Tuesday, 5 p.m.
 Friday Wednesday, 5 p.m.
 Grocery Section, Wednesday Friday, 5 p.m.
 Bolivar Commercial Advertiser Thursday, 5 p.m.
- b. All color ads should be in 3 days prior to publication.
- c. Classified word ads will be accepted until noon the day before publication.

16. Mechanical Measurements

Broadsheet - 6 column format

- a. Printing method offset
- b. Page size 6 columns x 21.5 inches
- c. Width of column 1.718 inches
- d. Width of page 11 inches
- e. Width of double truck 13 columns x 21.5 inches
 Minimum size double truck 10 columns x 15 inches
- f. Tabloid page 4 columns x 13 inches
 Width of column 2-1/4 inches
 Width of page 9-3/4 inches
- g. Classified column 8 columns x 21.5 inches
- h. Width of classified column 1.245 inches

17. Special Classification Rates

Legal advertising

- 12 cents a word - One insertion
- 22 cents a word - Two insertions
- 32 cents a word - Three insertions
- 42 cents a word - Four insertions

Proof of Publication \$3.00

18. Classified Rates

8 column format

Classified Display Advertising

Open rate, per inch \$8.92

All monthly earned rates are non-commissionable

Monthly earned rate (calendar month):

51-100 column inches \$7.15

101-up column inches \$6.04

CLASSIFIED WORD ADVERTISING

PAYABLE IN ADVANCE

Based on 15 words or \$4.50 minimum

- 1 day, per word 30¢
- 3 days, per word 21¢
- 6 days, per word 18¢
- 12 days, per word 17¢

Classified "Word" Frequency Agreement

Based on minimum of 15 words for a 30 day period.

One copy change per week allowed per word, 13¢

19. Comics

Daily Comic Page - Black and White

20. Circulation

Established Weekly 1916

Daily 1973

Per Copy Price - 50¢

Sunday Copy Price - \$1.00

Per Month Price - \$6.50

Tuesday through Friday evening

Sunday morning

MAIL SUBSCRIPTION RATES

- a. Mail within county
 - 4 months \$26.00
 - 8 months \$52.00
 - 12 months \$78.00
- b. All other mail
 - 4 months \$30.00
 - 8 months \$60.00
 - 12 months \$90.00

The **Bolivar Commercial**

Established 1916



The largest
 paid circulation
 in the area.
 Serving Bolivar
 and Sunflower
 Counties
 in the Heart
 of the
 MS Delta.

**ADVERTISING RATES and
 GENERAL INFORMATION**

Effective January 1, 2010

Published TUESDAY THRU FRIDAY EVENINGS and SUNDAY MORNINGS
 by CLEVELAND NEWSPAPERS, INC.

P.O. BOX 1050 • 821 N. CHRISMAN • CLEVELAND, MS 38732
 PHONE: (662) 843-4241 • FAX: (662) 843-1830 • www.bolivarcom.com

*The Bolivar Commercial circulation is audited by the Audit Bureau of Circulation (ABC).



Audit Bureau
 of Circulations

