


The Daily Tribune News

and Total Market Coverage Publications of Cartersville Newspapers EFFECTIVE JANUARY 1, 2012

THE DAILY TRIBUNE NEWS
Legal Organ of Bartow County
Published Sunday-Friday Mornings
The Herald-Tribune Published Weekly/Tuesdays
The North Bartow News Published Weekly/Tuesdays
www.daily-tribune.com
P.O. Box 70, 251 S. Tennessee Street - Cartersville, Georgia 30120
Phone 770/382-4545 - FAX: 770/382-2711
email:jennifer.moates@daily-tribune.com (insertion orders)
classifieds@daily-tribune.com
email: cheryl.ray@daily-tribune.com (graphics: pdf, eps, tif or jpeg)
adsend code: gacat

A Member of the Georgia Press Association
AP, INAME, SNPA SCAMA

Audit Bureau
of Circulations 

1. Personnel:

Editor & PublisherJohnette Dawson
Retail Advertising Director.....Jennifer Moates

2. Commission and Cash Discounts

- All balances not paid in 30 days are subject to a DELINQUENT CHARGE of 1 1/2% per month (annual percentage rate of 18%). Minimum charge of \$.50 per month.
- None of the terms and conditions of this rate schedule may be altered except in writing, signed by an authorized representative.
- All local rates are non-commissionable.
- For billing inquiries call 770/382-4545, Ext. 109.

3. General Rate Policy

- Publisher reserves the right to change advertising rates upon 30 days notice and all contracts are accepted subject to this reservation.

4. Black & White Rates - Retail

a. Pick-up discount

The first insertion will be billed at open rate, second at 25% off, third at 50% off. Any ad four inches or larger running three times in a six-day week (Sunday-Friday) qualifies. No copy changes from the original insertion.

b. Non-profit

Available to non-profit, non-revenue generating organizations with proof of non-profit status. Retail \$8.75 pci Classified \$8.75 pci

c. Mid Week Extra (tmc) 41,412 circulation

Total market circulation (tmc) covering all of zip codes 30120, 30121, 30107, 30171, 30178, 30,184, 30103 and 30145 paid and free distribution. \$17.15 pci

d. National Rate

All advertisers using agencies, who deduct normal agency commissions. \$11.39 pci

e. Legal rate

Deadline 5 p.m. Thursday, one week prior to publication. \$10 per hundred words for the first four insertions and \$9.00 per 100 words for subsequent insertions.

f. Standby Ads

The advertisement will be published at the discretion of The Daily Tribune News. Advertiser can limit the number of times run per month but cannot choose the date the ad runs. Copy changes limited to 1 time per 30-day period. Retail \$5.10 pci classified \$5.10 pci Agency Rate \$5.90 pci

g. 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. All must comply with all state and federal requirements.

h. Preferred Positions

Preferred positions are guaranteed for a 25% premium for tabloid ads or standard page ads 33 inches or greater on availability basis only.

5. Contract & Copy Regulations

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

- 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.

- 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.

- Liability for errors in advertisements shall not exceed the cost of space occupied by the error. THE DAILY TRIBUNE NEWS & TMC publications will provide a letter of correction if it has failed to correct errors clearly marked by the advertiser on returned proofs. The Daily Tribune News will not be liable for non-insertion of any advertisement beyond the amount pre-paid for such advertisement.

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

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

6. Closing Schedules-ROP Advertising

THE DAILY TRIBUNE NEWS

Day of Insertion	Space & Copy Reservation
Monday	Thursday 12 noon
Tuesday	Friday 12 noon
Wednesday	Monday 12 noon
Thursday	Tuesday 12 noon
Friday	Wednesday 12 noon
Sunday	Wednesday 12 noon

LEGALS
Thursday, one week prior 5 p.m.
THE DAILY TRIBUNE NEWS/TMC publications
Tuesday Thursday 12 noon

7. 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"	Tabloid column widths are the same as above...
4 COL. - 7.708"	Tab size is 5 col. x 11.5"
5 COL. - 9.667"	
6 COL. - 11.625"	

8. Classified Word Ad Rates

Effective January 1, 2012

Deadline noon day before publication. Sunday, Monday, The Herald-Tribune and The North Bartow News 3 p.m. Friday.

All Classified Ads set 7 point type.
(46 characters per line including spaces.)
3 Line Minimum

One day.....	\$2.60 Line
Two days.....	\$2.30 Line
Three days.....	\$2.15 Line
Four days.....	\$2.00 Line
Five days to nine days.....	\$1.75 Line
Ten days or more.....	\$1.50 Line

The Herald-Tribune and The North Bartow News \$3.50 flat pickup rate each from The Daily Tribune News or regular classified word rates apply.

BLIND BOX ADS ADDITIONAL CHARGES

Office Held \$10.00 • Mailed Responses \$20.00

ALL ADS PAID IN ADVANCE

Classified Display Ad Rates

Contract Rates Available