

The Wake Weekly

Serving Wake Forest • Wakefield • Rolesville • Youngsville • Franklinton • Stony Hill • Falls

2009 Advertising Rates



919-556-3182 • fax 919.556.2233 • www.wakeweekly.com
229 East Owen Avenue • Historic Downtown • Wake Forest, NC 27587
PO Box 1919 • Wake Forest, NC 27588-1919



The Wake Weekly

Your Proven Advertising Medium for
Northern Wake and Southern Franklin Counties
Since 1947

Published Every Thursday

229 East Owen Ave. Office 919.556.3182
P.O. Box 1919 Fax 919.556.2233
Wake Forest, NC 27588-1919

www.wakeweekly.com

Todd Allen, Publisher

Information in this rate card conforms with the
standardized form drawn up by the National Newspaper
Association's Member Services Committee.

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Advertising Department advertising@wakeweekly.com

Affiliations

North Carolina Press Services, Inc.
5171 Glenwood Avenue, Suite 364
Raleigh, NC 27612
919.787.7443

American Newspaper Representatives
84 6th Street, #601
Minneapolis, MN 55402
1.800.341.7959

Commissions and Terms

- a. Local retail rate is non-commissionable. Terms: Net 30. Local retail rates are allowed only to local retail and service establishments dealing directly with consumers in our circulation areas.
- b. Advertising agreement discounts apply only if account is paid by end of month following publication. Discount does not apply to political advertising.

c. If account is not paid by the end of the month, a 1.5% per month (18% annually) finance charge is added.

Advertising Rate Policies

- a. Payment in advance (by check only) is required for all political ads. Political ads must carry the name of person(s) or the treasurer of the organization(s) responsible for payment at the bottom of the ad and bear the words, "paid political advertising".
- b. Payment in advance is required for all new advertisers until credit is established.
- c. Rates may be raised on 30 days notice.

Advertising Rates

- a. RETAIL ADVERTISING RATE (non-commissionable)
Open rate: \$11.00 per column inch
- b. WEEKLY RATES (black & white)

Business Card (4")	\$44.00
Eighth Page (16")	\$176.00
Quarter Page (32.25")	\$354.75
Half Page (64.5")	\$709.50
Full Page (129")	\$1,419.00

c. ANNUAL WEEKLY AGREEMENT RATES

ROP inches to be run each week for 52 consecutive weeks.
Prices are per column inch.

4" or more	\$8.60	64" or more	\$7.40
8" or more	\$8.30	96" or more	\$7.20
15" or more	\$8.00	129" or more	\$6.60
32.25" or more	..	\$7.75			

For a 6-month agreement (26 consecutive weeks), add 10¢ per inch.
For a 3-month agreement (13 consecutive weeks), add 25¢ per inch.
For a 6-consecutive week agreement, add 50¢ per inch.

d. ANNUAL BULK AGREEMENT RATES

Minimum number of column inches to be run during a 12-month period. Prices are per column inch.

200"	\$9.50	1500"	\$8.00
350"	\$8.60	3000"	\$7.70
750"	\$8.30	6000"	\$7.40

e. NATIONAL ADVERTISING RATE

Please contact sales representative for customized quote.

f. PRODUCTION CHARGES

No charge for production work except for the following:

Photography (including Real Estate)

Taken in our office	\$20.00
Taken outside our office	\$45.00

(There will be a \$1.00 per mile travel charge on all photo trips outside the Wake Forest town limits.)

g. PREPRINT INSERT RATES (printing not included)

4-page tab or single sheet	\$58 per thousand
8-page tab	\$60 per thousand
12-page tab	\$62 per thousand
16-page tab	\$64 per thousand
32-page tab	\$72 per thousand

Ship inserts for *The Wake Weekly* to:

The Daily Dispatch
Attn: The Wake Weekly
304 South Chestnut Street
Henderson, NC 27536

FULL RUNS ONLY

Other sizes priced accordingly. Call for contract prices. At least 70 pound stock required on 8.5 x 11 or smaller single sheets. Lighter weights subject to additional fee for hand inserting.

Maximum insert size21" x 12" (folded 10.5" x 12")

Color Rates

Process and spot color advertisements are accepted, subject to availability and mechanical limitations. Color ad copy must be in newspaper office three working days prior to publication. (Each Monday by 2:00 p.m.)

Black plus one color	\$125
Black plus three colors	\$275

These charges cover any size ad, up to a full page (no minimum).

Standard Ad Units

All sizes are accepted. Minimum ad size is 4 column inches.

Special Services

- a. Proofs will be delivered by email or fax providing all copy has been submitted by deadline.
- b. Tearsheets will be provided, if requested, when certain requirements are met.
- c. Graphic design services are available for ads at no additional charge to advertisers.

Note: Ads designed by graphic design staff of *The Wake Weekly* remain the property of *The Wake Weekly*.

d. Original art, photography and other specialized graphic design services are available at the rate of \$75 per hour.

Special Annual Editions

Please ask for our calendar of special sections.

ROP Depth Requirements

Minimum display advertisement accepted is a 4 inch ad (i.e. - 2 column x 2 inch or 1 column x 4 inch). Advertisements over 19.5 inches deep will be billed full column depth.

Agreement & Copy Regulations

- a. We reserve the right to insert the word "advertisement" in all ads, especially "all text" ads which may be mistaken for news articles.
- b. We want your ad to be accurate and correct. However, should there be an error and it is our fault, we will give you a correction letter and re-run (or give credit) for the actual space occupied with incorrect information, plus proportionate space for logo information.
- c. All advertising accepted is subject to approval by the publisher or production manager. We shall have the right to revise or reject in whole or in part any advertisement.
- d. Any ad canceled after half or more has been produced will be charged at \$50 per hour for production costs.
- e. Placement of ads in the newspaper is at the option of the production manager. Even though readership studies show there is no significant readership difference in positions throughout newspapers, you still may want to request a specific position. We'll try to honor position requests whenever possible. Guaranteed positions, when available, will be charged a 25 percent premium.
- f. We reserve the right to revise rates on 30 days written notice to the advertiser.
- g. In the event any tax is imposed on newspaper advertising, such tax or taxes will be added to all rates and paid for by the advertiser.
- h. The advertiser agrees to indemnify and save harmless the publisher against any and all loss, damage, cost and expense which the publisher may incur or become liable for by reason of any and all claims or actions for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims in connection with advertising matter published pursuant to the terms and provisions of this agreement, including without limitation the expense and cost of defending any and all such claims and actions.



i. If agreement advertiser fails to provide copy stipulated, publisher may insert appropriate copy, of the minimum size, until new copy is furnished.

j. Agreement advertisers understand that the publisher may cancel their agreement, reduce the amount of space, or revise the rates, on 30 days written notice. If such notice is given, the publisher agrees that the advertiser may cancel his agreement at that time, without rate penalty, if they desire.

Deadline

Closing time for all ads is 2:00 PM every Monday, including color ads or ads to be proofed, large ads or ads with difficult composition. Please contact us for holiday deadlines.

Mechanical Measurements

Standard ROP sizes (6 column):
Size of printed area: 11.5" (wide) x 21.5" (deep).

Columns	Width	Columns	Width
1	1.812"	4	7.625"
2	3.75"	5	9.562"
3	5.687"	6	11.5"

Double truck (two facing pages across gutter):
24" (wide) x 21.5" (deep)
Billed at 13 columns wide (279.5").

Special Classifications

a. Political Rate: **\$11.00** per column inch. Payment in advance (by check only) and a completed political authorization form are required for all political ads. Political ads must conform to all state and federal requirements, including disclaimer statements.

b. Nonprofit Rate: Organizations or individuals maintaining nonprofit status may earn a special nonprofit organization rate of **\$8.80** per column inch.

c. Church Page Sponsorship Ads: **\$13.00** per insertion (13 weeks minimum).

d. Chamber Page: **\$50.00** (feature runs 3rd issue of each month).



Classified Rates

a. Display ads: (4 inch minimum) and Legal rates same as ROP rates (see section "Advertising Rates"). Classified section on 6 column format, same mechanical measurements as the rest of the newspaper (see section "Mechanical Measurements").

b. Classified line ads: **\$3.50** per line (each line has 6 to 7 average words). Bold face, bordered ads : **\$5.00** per line. Additional runs (with no change in wording) are half price. A change will be charged at first insertion rates.

c. Pro Service ads: 1"= **\$16.00**, 2"= **\$27.00**
13 week minimum.

d. Miscellaneous (including, but not limited to: memorial, birthday, cards of thanks) are charged at a discounted rate of \$8.80 pci and accepted only with payment in advance.

e. *The Wake Weekly* will not be responsible for more than one incorrect insertion.

f. Ads must be ordered by Monday at 2:00 PM for that week's insertion. Canceled ad deadlines are the same.

Circulation

The Wake Weekly was established in 1947 and covers the communities of Wake Forest (27587 and 27588), Wakefield (27614), Rolesville (27571), Youngsville (27596), Franklinton (27525) and surrounding areas in Wake and Franklin counties, North Carolina.

Circulation:
Publisher's Sworn Statement, October 30, 2008: 8,840

Subscription price by mail:

Wake, Franklin Granville and Durham counties	\$26.50*	per year
Other North Carolina counties	\$34.45*	per year
Out of North Carolina	\$36.00	per year
Single copy75¢	

* Rate includes sales tax.

Electronic Ad Transmission

The Wake Weekly can handle ads of any size emailed directly to your sales representative. We prefer ads in PDF format, but if changes are necessary, we can accommodate ads in InDesign or Multi-Ad Creator.