



The Pocahontas Times

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Advertising: kjtotten@pocahontastimes.com or shgiven@pocahontastimes.com

Legal, classified and insert advertising: mcmoore@pocahontastimes.com Accounting: cljohnson@pocahontastimes.com

AD RATES AND INFORMATION

Effective February 1, 2012

Published Weekly, 52 weeks a year

Day of Publication: Thursday

Circulation: 5350

Market Area Distribution: 3400 in Pocahontas County and nearby towns

Delivery Method: US Postal Service, Periodicals Permit

Audit: United States Postal Service

ADVERTISING DEADLINE:

Noon Monday on week of publication.

PAGE SPECIFICATIONS:

Retail pages are 6 columns (10") wide by 21.5" deep. Classified pages are the same.

Column widths:	1 col. = 1.583"	4 col. 6.632"
	2 col. = 3.266"	5 col. 8.315"
	3 col. = 4.949"	6 col. 10.0"

ADVERTISING RATES:

• Display Advertising:

- \$5.87 per column inch for open rate advertising
- \$5.71 per column inch for 187 - 374.75" of advertising in one year
- \$5.56 per column inch for 375 - 749.75" of advertising in one year
- \$5.40 per column inch for 750 - 1499.75" of advertising in one year
- \$5.25 per column inch for 1500 - 2999.75" of advertising in one year
- \$5.10 per column inch for 3000" or more of advertising in one year
- \$5.10 per column inch non-profit rate

• Classified and Thank You Advertising:

- .35¢ per word. Telephone numbers, zip codes, email addresses or website each count as one word. \$3 minimum up to 10 words.
- Classified ads will post online.

ADVERTISING CONTACTS:

Kim Totten, Advertising Manager

• kjtotten@pocahontastimes.com

Sunny Given, Advertising Sales & Design and Mountain Times

• shgiven@pocahontastimes.com

Carol Moore, Legal and Classified Advertising, Insert Advertising

• mcmoore@pocahontastimes.com

It is understood and agreed that the account shall be paid on or before the 15th of each month for advertising run during the preceding billing period.

New advertisers in The Pocahontas Times or any publication of The Pocahontas Times who do not supply three (3) acceptable credit references are required to pay for any advertisement at time of placement for a period of one year, until a payment history is established.

Definition of Retail Advertising: Retail advertising and the retail advertising rates shall apply only to an individual advertiser who sells at retail direct to the consumer a commodity or service through one or more retail outlets under the same name, which he owns or controls and whose signature or address alone appears in the advertisements.

The Pocahontas Times reserves the right to edit or reject any copy.

To ensure publication, complete printing material must be supplied in accordance with deadlines specified. No cancellations or postponements after no-proof deadline.

No display advertising will be accepted for less than one-column x 1 inch.

Verbal promises relative to position will not be binding upon The Pocahontas Times, as sales persons are not authorized to guarantee position. However, advertisers will be accommodated with position request as much as possible within make-up limitations.

Copy measuring more than 20 inches in depth will be placed in full-column depth and billed at 21.5 inches per column.

Free notices or pictures do not accompany any class of paid advertising. Full double truck advertisements will be charged as 13 columns including the valley. (26.5")

*Time required for excessive changes from original copy will be charged for at hourly rate.

COLOR ADVERTISING:

Color advertising is available on a limited basis. Color setup fees are \$50 for one spot color, or \$100 for 2 spot colors. Full color is \$100 for a full page ad, \$75 for a one-half up to a full page ad and \$2 per column inch for ads less than one half-page, in addition to the ad cost.

PREPRINTED INSERTS:

Quantity required for market area: 3400

Inserts must be quarter-folded to avoid \$50 folding charge

Rates per 3400

8-page tab (minimum price)	\$269.50
12-page tab	\$318.00
16-page tab	\$346.50
18-page tab	\$360.75
20-page tab	\$385.00
24-page tab	\$404.85

Insert delivery deadline: Thursday of the week prior to insertion.

WEBSITE ADVERTISING*

Prices start as low as \$20/month. Ads are hyperlinked to your website.

For **\$150/month** we offer a 300 x 250, 300 x 600 or a 160 x 600 pixel sized ad which will appear on the sidebar (right column). The sidebar remains the same no matter what page you're on, and receives 75,000 views per month.

For **\$60/month** we offer the same size options, appearing on our home page, which gets 25,000 views per month.

For **\$20/month** choose a banner (468 x 60 pixels) or a medium rectangle (300 x 250 pixels). These ads appear in our left (content) column online. They don't appear on the home page, but will show up on any of our sub-section pages - legal, real estate, Mountain Times, sports, etc. Sub-section pages receive about 3,000 - 5,000 views a month.

You may request a "share of voice" or a percentage of the above views. Based on that method, we can offer reduced prices of any of the above based on what percentage of the time you want your ad to appear.

Additionally, any print ad you run can be hyperlinked so our online e-edition subscribers can get to your website. That's just \$10 per ad.

Conditions

This rate will also be charged for copy set and then canceled by the advertiser.

The Pocahontas Times will not be liable for any error in advertisement unless a proof of such advertisements is requested by the advertiser and returned to the paper's office with such error or correction plainly noted in writing thereon in ample time for changes. In the case of typographical errors, The Pocahontas Times liability shall not exceed the space occupied by the error.

In the event of a typographical error advertising goods at less than the specified price, The Pocahontas Times will furnish a letter to the advertiser, to be posted in the store, stating the correct price, but will not assume any liability for goods sold at the incorrect price, and advertiser hereby expressly agrees and understands that The Pocahontas Times shall in no way be liable or responsible to advertiser for any loss sustained by advertiser as a result of goods or merchandise being sold at the incorrect price. If and when, due to conditions over which publishers have no control, it may become necessary to reduce the size of the paper, The Pocahontas Times reserves the right to limit the space provided in this contract.

Color advertising subject to charges and conditions in effect at time of publication.

Advertisements simulating news matter will be plainly marked "advertisement" in small caps.

The Pocahontas Times will not knowingly accept or publish material that is in violation of the law. Advertiser and agency agree to jointly and severally indemnify and hold harmless The Pocahontas Times, its officers, servants, and employees from all costs caused by publication of any advertisement placed by advertiser or agency.