

THE VALDOSTA DAILY TIMES

RETAIL, CLASSIFIED, AND NATIONAL RATES

Effective January 1, 2009

(229) 244-1880

Toll Free 800-600-4838 • Fax (229) 244-2560

PO Box 968 • Valdosta, Georgia 31603-0968

201 N. Troup St. • Valdosta, GA 31601

www.valdostadailytimes.com

The Valdosta Daily Times is a member of the South Georgia Media Group. South Georgia Media Group, a regional marketing and communications company based in Valdosta Georgia, offers a portfolio of effective and efficient advertising solutions including daily newspapers, weekly shopper products, and specialty publications.

Daily Newspapers

Americus Times-Recorder
Cordele Dispatch
Moultrie Observer
Thomasville Times-Enterprise
Tifton Gazette
The Valdosta Daily Times

Target Publications/Services

The Volunteer (Military)
South Georgia Online
Active Times
TV etc
South GA Business Magazine
Valdosta Scene Magazine
Your Health Matters
Thomasville Scene Magazine
Tifton Scene Magazine
Tifton Spirit Magazine
Suwannee Valley Scene
Lee County Business
Tri County Scene
Fitzgerald Scene
Lakeland/Adel/Nashville Scene

Weekly Newspapers:

Suwannee Democrat
Branford News
Jasper News
Mayo Free-Press

Sunday Newspapers

Valdosta Daily Times
Thomasville Times Enterprise
Moultrie/Tifton Sunday Combination
Cordele/Americus Sunday Combination

TMC Products

Direct To You
Thomas County Community Weekly
Turner County Buyers Guide
Worth County Buyers Guide
Sunbelt Shopper
Colquitt Mailbox Post
The Classified Marketplace

PERSONNEL

J.H. (Sandy) Sanders-----Publisher

Julie Killion-----Advertising Director

Laura Rogers--Major/National Advertising Manager

Angela Lynch-----Classified Manager

Samuel Nikolov-----Circulation Director

REPRESENTATIVES

Represented Nationally by nhi

RETAIL ADVERTISING RATES

Annual Bulk Rates Per Column inch

OPEN RATE Sunday \$23.35 Daily \$21.25

Contract Inches	Rate		Contract Inches	Rate	
	Sunday	Daily		Sunday	Daily
200	\$19.90	\$18.95	7500	\$17.15	\$16.35
375	\$19.30	\$18.40	9375	\$17.05	\$16.20
500	\$18.85	\$17.95	11250	\$16.65	\$15.85
750	\$18.60	\$17.80	15000	\$16.40	\$15.60
1200	\$18.50	\$17.60	18750	\$16.25	\$15.50
1800	\$18.30	\$17.45	20000	\$16.10	\$15.35
2500	\$18.15	\$17.30	An advertiser not meeting the contract level will be re-billed at the end of the contract period to the level actually achieved.		
3750	\$17.60	\$16.75			
5500	\$17.35	16.55			

All Display Ads posted on the Internet at

www.valdostadailytimes.com Cost \$15 per week

All Contracts Signed after October 15, 2009

are subject to 2010 Rates

Everyday, 30 daily insertions (per inch) \$415.50
Value Added: The ad will also run 4 times in the Moody Guardian at the additional charge.

Every Other Day Business Builders

Every other day, 15 daily insertions (per inch) \$225.00
Value Added: The ad will also run 2 times in the Moody Guardian at no additional charge.

COLOR ADVERTISING RATES

Black + 1: \$200.00 Black + 2 (PMS Spot): \$350.00 Black + 3: \$500.00
"Color By The Inch" available on Quarter Page Ads and smaller.
Restrictions do apply ask your Sales Executive for details.

• **Non-Profit Rate** – Organizations maintaining a non-profit status may earn a special non-profit rate of \$16.75 Sunday \$16.00 Daily

• **Obituaries** – \$80.00 per obit up to 10 inches. \$10 surcharge for fax or hand written copy.

TV ETC. \$10.00 pci

* Premium Positions Additional Charges

SPECIALTY RATES

- **Political Rate** – Ads must be paid in advance, political ads must conform to all federal and state requirements including disclaimer statements.
- **Guaranteed Position** – Guaranteed position requires a 25% surcharge. All other position requests based on position availability.
- **Premium Positions** – Available with 13 week minimum contract.

Front Page (3x2)	\$245.00
Front of Homefront (2x2.5)	\$110.00
Front of Business (3x2)	\$200.00
Bridal Page (pci) 2x2)	\$13.50
Comics – All South Georgia Papers	
Back Page	\$500.00
Page 4 (6x2)	\$150
Page 5 (6x5)	\$250

SPECIALTY PRODUCT

The Volunteer (Moody AFB)-----4500 \$6.40
Ask For Contract Rates

DIRECT MAIL

Direct To You.....6,600 \$9.70

ROP & CLASSIFIED MECHANICALS

22" Web – 6 Column Format

1 column.....	1.551" wide
2 column.....	3.241" wide
3 column.....	4.931" wide
4 column.....	6.62" wide
5 column.....	8.31" wide
6 column.....	10" wide
Double Truck	20.8" wide
Printed page is 21.25" deep. 129 column inches per page.	
Depth measured to be nearest 1/2". Ads more than 19" deep will be billed at full depth (21.25").	

CLASSIFIED ADVERTISING RATES

Annual Bulk Rates Per Column inch (6 column format)

OPEN RATE Sunday \$23.20 Daily \$22.10

Contract Inches	Rate		Contract Inches	Rate	
	Sunday	Daily		Sunday	Daily
250	\$20.20	\$19.25	2500	\$19.20	\$18.25
500	\$19.95	\$19.00	4000	\$18.95	\$18.05
750	\$19.80	\$18.85	6000	\$18.65	\$17.75
1000	\$19.65	\$18.70	8000	\$18.30	\$17.45
1500	\$19.30	\$18.40	10000	\$17.85	\$17.00
			15000	\$17.35	\$16.55

Local Recruitment.....Sunday \$25.50 Daily \$24.25
An advertiser not meeting the contract level will be re-billed at the end of the contract period to the level actually achieved.

Monthly Business Builders

Everyday, 26 daily insertions (per inch) \$441.00
Value Added: The ad will also run 4 times in the Moody Guardian at the additional charge.

Every Other Day Business Builders

Every other day, 13 daily insertions (per inch) \$245.00
Value Added: The ad will also run 2 times in the Moody Guardian at no additional charge.

NATIONAL ADVERTISING RATES

	Sunday	Daily
National Retail (Commissionable)	\$28.65	\$27.30
Classified Recruitment (Net)	\$31.95	\$30.40

Non-Standard Advertising

- Post-It Notes
- Polybags
- Product Samples
- Ask For Rates

PREPRINT INSERT RATES

Annual Volume	Single Sheet	4 to 8Tab	10-12Tab	14-16Tab	18-20Tab	22-24Tab	28-28Tab
1 to 12	\$50	\$66	\$68	\$70	\$72	\$74	\$76
13 to 24	\$48	\$64	\$66	\$68	\$70	\$72	\$74
25 to 36	\$46	\$62	\$64	\$66	\$68	\$70	\$72
37-48	\$45	\$60	\$62	\$64	\$66	\$68	\$70
49-60	\$44	\$58	\$60	\$62	\$64	\$66	\$68
61-72	\$43	\$57	\$59	\$61	\$63	\$65	\$67
73-84	\$42	\$56	\$58	\$60	\$62	\$64	\$66
85-96	\$41	\$55	\$57	\$59	\$61	\$63	\$65

\$5 cpm discount for Full Run

• **Quantities Needed:** The Valdosta Daily Times uses the previous months paid circulation number plus 1.5% for waste. We will issue a credit if circulation is more than 500 papers short of amount billed.

- **Minimum:** 5000
- **Delivery Date:** 7 business days prior to insertion date.
- **Shipping Address:** 311 W. CENTRAL AVENUE, VALDOSTA GA 31602
- **Delivery Hours:** Monday-Friday 8:00 am-5:00 pm
- **Packaging:** Preprinted materials should be neatly packed on pallets in turns of 50 with stacks of 200. Pallet loads must not exceed 2500 lbs.

- **Thanksgiving & Christmas Inserts will not be zoned, full run quantities needed on day prior, day of and day after holiday.**
- **Additional cpm charges may apply for late delivery.**

TOTAL MARKET COVERAGE – TMC

Weekly Broadsheet product providing select market coverage to non-subscribers. Distributed by carrier on Wednesday. Deadline is Friday, 5 PM.

ROP RATES (pci)

The Marketplace..... 12,980.....\$6.35

CIRCULATION

The Valdosta Daily Times was established in 1867 and covers the city of Valdosta and Lowndes County, Georgia. Circulation is also in Brooks, Cook, Berrien, Lanier, Clinch, and Echols Counties.

DEADLINES

Completed copy and all artwork, must be submitted in accordance with the following schedule.

PUBLICATION DATE SPACE RESERVATION

Sunday.....	Thursday - 5 PM
Monday.....	Thursday - 5 PM
Tuesday.....	Friday - 5 PM
Wednesday.....	Monday - 5 PM
Thursday.....	Tuesday - 5 PM
Friday.....	Wednesday - 5 PM
Saturday.....	Thursday - 5 PM
The Marketplace.....	Friday - 5 PM
Shopper.....	Thursday - 3 PM

- Color Double Trucks add one day
- Holiday deadlines are 48 hours in advance of regular deadlines, or as notified by special circumstances.
- Ads canceled after deadline may be subject to a 35% surcharge

SPECIAL DAYS/PAGES/FEATURES

Best Food Day.....	Wednesday	Stock Market Report.....	Daily
Best Real Estate Day.....	Sunday	TV.....	Daily
Church Page.....	Saturday	TV/Entertainment.....	Sunday
Comics (color).....	Sunday	USA Weekend Mag.....	Sunday
Comics (B&W).....	Daily	Wedding & Engagement.....	Sunday
Family & Parenting.....	Monday	Valdosta Preview.....	Friday
Local, State, National News.....	Daily		

SPECIAL SERVICES

- Electronic tear sheets
- Tearsheet provided at no charge upon request.
- Co-op billing and tearsheets provided upon request.
- Proofs are furnished for correction of errors or deviation from copy.
- Ad must be at least 15" for proof to be delivered. Proofs are for correction of original copy only. Customer requested revisions are subject to a rework charge.

ELECTRONIC TRANSFER

The Valdosta Daily Times subscribes to AP AdSend and Fastchannel AdTransit.com

ADVERTISING POLICES

- **ERRORS** – The advertiser agrees that the publisher shall not be liable for damages arising out of errors in advertisements beyond the amount paid for the space actually occupied by the portion of the advertisement in which the error occurred whether such error is due to the negligence of the publisher's servants or otherwise, and there shall be no liability for non-insertion of any advertisement beyond the amount paid.
- **GOING OUT OF BUSINESS** – Cash in advance. All outstanding balances must be paid prior to running ads.
- **TERMS** – Retail and Classified rates are net. Payment for advertising due upon receipt of statement. Past due balances will incur a 1-1/2% monthly finance charge (18% annually). Advertising will not be accepted on accounts with an over 90 day outstanding balance.

CONTRACT/COPY REGULATIONS

- Minimum space is 1 column inch.
- Advertisers signing agreements will be billed at rates on current effective card and rebilled at higher rate if agreement is not fulfilled.
- **Objectionable Copy** – The Valdosta Daily Times reserves the right to revise or reject any advertisement which it considers to be objectionable in subject matter, phrasology, or set-up. If a collection agency must be used to collect a past due balance, the agency's fees will be added to the advertiser's balance due. Ad copy that resembles news must carry the words "Paid Advertisement" at the top.