

CLASSIFIED MARKETPLACE

South Georgia's place for Classified Advertising

Reach South Georgia • One Call Does It All!

The South Georgia Marketplace is a network of 20 publications: *Americus Times-Recorder • Cordele Dispatch • Tifton Gazette • Valdosta Daily Times • Moultrie Observer • Thomasville Times-Enterprise • South Georgia Sunday Central • South Georgia Sunday North • Guardian - Moody AFB, South Georgia Buyers Guide • Turner • Worth • Tift • Valdosta Shopping Guide • Thomas • The Shopper (Berrien/Clinch/Lanier) • Moultrie Mailbox Post & Lowndes County Preview.*

Classified Marketplace Rate Card Effective December 1, 2006

(229)244-1880 or (229)244-3400 • Toll Free (800)600-4838 • Fax (229)244-4479

P.O. Box 968, Valdosta, Georgia 31603-0968 • 201 N. Troup St., Valdosta, Georgia 31601

Website: www.sgaonline.com • E-mail: southga.online@gafnews.com

1. COMMISSION & TERMS OF PAYMENT

All classified rates are net. Advertising placed before approval of credit application must be paid in advance.

2. GENERAL RATE POLICIES

Rates are based on six column format. All rates on this card are subject to change upon a 30-day notice.

3. CLASSIFIED RATES

Open Rates Classified in-column rates are charged by the line. 5 line minimum. Local Commercial*/Business Opportunity (02)

Days	ATR	CDI	MOB	TTG	TTE	VDT*
	Daily Base/Ea. Add't 5 Lines/ Line	Daily Rate/Line	Daily Rate/Line	Daily Rate/Line	Daily Rate/Line	Daily Base/Ea. Add't 5 Lines/ Line
1-3	2.81/2.33	2.36/1.97	2.81/2.33	2.95/2.45	2.95/2.45	3.13/2.60
4-6	2.16/1.81	1.93/1.59	2.16/1.81	2.27/1.89	2.74/1.89	2.99/2.00
7-14	1.82/1.51	1.58/1.29	1.82/1.51	2.16/1.81	2.16/1.81	2.72/1.88
15+	1.71/1.42	1.47/1.20	1.70/1.42	2.04/1.70	2.04/1.70	2.63/1.79

*Add 5% to Valdosta for Sunday

Local Employment* (21)

Days	ATR	CDI	MOB	TTG	TTE	VDT*
	Daily Rate/Line	Daily Rate/Line	Daily Rate/Line	Daily Rate/Line	Daily Rate/Line	Daily Rate/Line
1-3	3.07/2.45	2.59/2.14	3.07/2.45	3.23/2.70	3.23/2.70	3.41/6.85
4-6	2.96/2.36	2.48/2.06	2.96/2.36	3.12/2.59	3.12/2.59	3.29/2.75
7-14	2.82/2.27	2.34/1.96	2.82/2.27	2.95/2.45	2.95/2.45	3.12/2.61
15+	2.62/2.10	2.14/1.77	2.62/2.10	2.73/2.28	2.73/2.28	2.90/2.41

*Add 5% to Valdosta for Sunday

South Georgia Sunday North (Americus/Cordele)*

One Day	(02) Commercial		(21) Employment		(22) Nat'l Employment	
	Rate	Add'l Line	Rate	Add'l Line	Rate	Add'l Line
	2.96	2.48	3.24	2.71	3.87	3.22

South Georgia Sunday Central (Tifton/Moultrie)*

One Day	(02) Commercial		(21) Employment		(22) Nat'l Employment	
	Rate	Add'l Line	Rate	Add'l Line	Rate	Add'l Line
	3.07	2.58	3.54	2.83	4.61	3.84

National Employment (22)

	ATR	CDI	MOB	TTG	TTE	VDT
Daily Rate	3.87	3.70	3.87	4.62	4.62	4.87
Add'l	3.22	3.09	3.22	3.84	3.84	4.04

National Commercial/Business Opportunity (19)

	ATR	CDI	MOB	TTG	TTE	VDT
Daily Rate	3.69	3.10	3.69	3.86	3.86	4.09
Add'l	3.08	2.58	3.08	3.22	3.22	3.38

• Agreement Rates

Twelve and 3 month advertising agreements significantly lower the rate in exchange for a daily minimum of five lines for the duration of the agreement. These rates are applied when signed copy of agreement is on file in our business office.

Line Ad Contract Rates	(47) Commercial/Recruitment	(49) Commercial/Recruitment	(50)
	3 Months Daily	12 Month Daily	
Americus	1.34/1.69	1.21/1.49	
Cordele	1.16/1.44	1.00/1.26	
Moultrie	1.35/1.69	1.21/1.49	
Tifton	1.61/2.02	1.44/1.81	
Thomasville	1.61/2.02	1.45/1.81	
Valdosta	2.13/2.70	1.93/2.39	
SGSC/TG/MOB	1.85/2.32	1.66/2.06	
SGSN ATR/CD	1.56/1.96	1.38/1.72	

• Service Directory Rates

	Daily Published	Day Minimum	Minimum	1 Inch
Americus	Tuesday-Friday	52 days	3 months	\$110
Cordele	Tuesday-Friday	52 days	3 months	\$110
Moultrie	Tuesday-Saturday	66 days	3 months	\$2.65 per day
Tifton	Tuesday-Saturday	66 days	3 months	\$126
Thomasville	Tuesday-Sunday	78 days	3 months	\$144
Valdosta	Monday-Sunday	90 days	3 months	\$432

• Classified Display Rates

All Display rates are based on 1" minimum with accruals in minimum 12" increments. Bulk agreements significantly lower the rate in exchange to fulfillment of contract for 12 consecutive months. Agreement rates cannot be made retractive beyond the first of the calendar month in which they are signed and filed at the home office.

Contract	ATR	CDI	MOB	TTG	TTE	VDT	SGSC	SGSN
OPEN	16.80	12.40	16.40	18.80	20.40	22.10	24.50	21.30
250	12.80	16.60	12.70	17.35	18.65	19.20	22.60	16.80
500	12.40	11.60	11.70	17.00	18.00	19.00	22.20	16.30
750	12.00	11.20	11.45	16.45	17.65	18.85	21.75	15.70
1000	11.60	10.80	10.90	15.80	17.25	18.70	20.70	15.30
1500	11.30	10.65	10.45	14.90	15.45	18.40	19.45	14.90
2500	11.00	10.05	9.90	13.85	15.30	18.25	18.00	14.35
4000	10.65	9.70	9.50	12.75	15.00	18.05	16.60	13.95
6000	10.40	9.35	9.00	11.60	13.75	17.75	15.20	13.55
8000	10.05	8.95	8.50	10.55	13.35	17.45	14.30	13.15
10,000	9.80	8.55	8.00	9.60	13.00	17.00	12.50	12.80
15,000	9.55	8.15	7.10	8.95	12.60	16.55	11.65	12.40

Classified Rates for Garage/Yard Sale

5 to 10 Line Minimum (10 line Minimum CDI, MOB, TTG, TTE, VDT) • (5 Line ATR)

	ATR	CDI	MOB	TTG	TTE	VDT
1 or 2 Days	14.50	15.25	19.00	15.25	21.50	21.50

Recruitment Display Rates

	Daily						Sunday		
	ATR	CDI	MOB	TTG	TTE	VDT	VDT	SN	SC
Local	18.60	15.00	16.10	22.70	22.75	24.25	25.50	26.10	29.30
National	33.85	33.85	38.05	38.05	29.55	30.40	31.95	33.85	38.15

Classified Display Discounts

Any classified ad that is repeated verbatim from a Sunday insertion will receive a 10% discount for the second consecutive run and 20% discount for the third consecutive run up to a six day period from the previous Sunday. Discounts are not offered on Sunday.

Business Builders

Location	EVERY DAY	
	Total Cost	Core
Americus	244.55	9.4056/26 inserts
Cordele	245.10	9.4269/26 inserts
Moultrie	188.40	7.24269/26 inserts
Tifton	269.95	10.3827/26 inserts
Thomasville	299.15	11.5056/26 inserts
Valdosta	441.00	14.805 /30 inserts

Location	EVERY OTHER DAY	
	Total Cost	Core
Americus	144.50	11.1154/13 inserts
Cordele	144.85	11.1423/13 inserts
Moultrie	103.75	7.9807/13 inserts
Tifton	193.10	14.8538/13 inserts
Thomasville	168.40	12.9538/13 inserts
Valdosta	248.90	16.5933/15 inserts

IN COLUMN ICONS (Per Time Charge)

72 pts = 14 lines.....\$9.98



48 pts = 10 lines.....\$7.61



36 pts = 5 lines.....\$6.04



28 pts = 7 lines.....\$5.25



24 pts = 6 lines.....\$4.73



Buyers Guide/Lowndes County Preview Ad Rates

\$5.50 for 5 line minimum. Each additional line is \$1.10

COLOR RATES

	Black+One	Black+Two	Black+Three
Americus	156.74	226.40	307.69
Cordele	156.27	225.73	306.77
Moultrie	169.05	231.00	294.00
Tifton	169.05	231.00	294.00
Thomasville	198.45	266.70	337.05
Valdosta	252.00	404.25	546.00

SPECIAL SERVICES

Blind Box Ads: You may request a "Blind" Box number to appear in your ad for the purpose of confidentiality. You may pick up your replies in our office or we will mail them upon request.

Charges are: Pick up at our office.....\$15
Mailed to your home or office.....\$30

MECHANICALS

24' Web • 6 Column Format

1 column	1.718" wide	10.3 picas
2 column	3.574" wide	21.5 picas
3 column	5.431" wide	32.7 picas
4 column	7.287" wide	43.8 picas
5 column	9.144" wide	54.1 picas
6 column	11.00" wide	66.0 picas
Double Truck	24.00" wide	144.0 picas

Printed page is 21.5" deep. 129 column inches per page.

Depth measure to the nearest 1/2". Ads more than 20" deep will be billed at full depth (21.5").

CIRCULATION

Home Delivery by 6:30 A.M. Member of the Adult Bureau of Collection.

Valdosta	7 days	Sunday: 21,200	Daily: 19,000
Thomasville	6 days	Sunday: 9,850	Daily: 9,885
Americus	4 days		Daily: 6,100
Cordele	4 days		Daily: 4,700
SGS North	Americus/Cordele		Daily: 11,250
Tifton	5 days		Daily: 9,350
Moultrie	5 days		Daily: 7,825
SGS Central	Tifton/Moultrie		Daily: 16,500

REFERRAL LINE AD RATE

3 lines per day.....\$3.50

DEADLINES

Classified/Retail (Display Ads)

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

PUBLICATION DATE.....	COPY DEADLINE
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
Lowndes Co. Preview.....	Thursday • 5 PM
Shopper.....	Thursday • 12 NOON

Classified Line Ads

Deadlines for the line ads in the classified section Monday through Friday are 12 Noon prior to the next days publication. Sunday's deadline is 3 PM Friday.

OBJECTIONAL COPY

For the mutual protection of the advertiser, the reader and the newspaper, South Georgia Media Group reserves the right to edit or reject any advertisement at any time or cancel any advertising order whether or not the same has been already acknowledged and/or previously published.