

The Valdosta Daily Times

RETAIL, CLASSIFIED, AND NATIONAL RATES

Effective January 1, 2010

(229) 244-1880

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

P.O. Box 968 • Valdosta, GA 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.

PERSONNEL

J.H. (Sandy) SandersPublisher
 Julie KillionAdvertising Director
 Laura RogersMajor/National Advertising Manager
 Angela LynchClassified Manager
 Samuil NikolovCirculation Director

Daily Newspapers:
 Americus Times-Recorder
 Moultrie Observer
 Thomasville Times-Enterprise
 Tifton Gazette
 The Valdosta Daily Times

Weekly Newspapers:
 Cordele Dispatch
 Suwannee Democrat
 Jasper News
 Mayo Free-Press

Sunday Newspapers:
 The Valdosta Daily Times
 Thomasville Times-Enterprise
 Moultrie/Tifton Sunday Combo
 Cordele/Americus Sunday Combo

Target Publications/Services:
 The Volunteer (Military)

South Georgia Online
 TV Etc
 South Georgia 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
 Downhome Magazine

TMC Products:
 Thomas County Community Weekly
 Worth County Buyers Guide
 Sunbelt Shopper
 Colquitt Mailbox Post
 The Classified Marketplace – Valdosta
 Direct To You

REPRESENTATIVES

Represented Nationally by Newspaper Holdings, Inc.

RETAIL ADVERTISING RATES

Annual Bulk Rates Per Column inch
 OPEN RATE Sunday \$23.35 • Daily \$21.25

Contract Inches	Rate	
	Sunday	Daily
200	\$19.90	\$18.95
375	\$19.30	\$18.40
500	\$18.85	\$17.95
750	\$18.60	\$17.80
1,200	\$18.50	\$17.60
1,800	\$18.30	\$17.45
2,500	\$18.15	\$17.30
3,750	\$17.60	\$16.75
5,500	\$17.35	\$16.55
7,500	\$17.15	\$16.35
9,375	\$17.05	\$16.20
11,250	\$16.65	\$15.85
15,000	\$16.40	\$15.60
18,750	\$16.25	\$15.50
20,000	\$16.10	\$15.35

An advertiser not meeting the contract level will be re-billed at the end of the contract period to the level actually achieved.

All Display Ads posted on the Internet at:
 www.ValdostaDailyTimes.com cost \$15 per week

All contracts signed after October 15, 2010
 are subject to 2011 rates.

Daily Business Builders
 Every day, 30 daily insertions (per inch).....\$415.50
 Value Added: The ad will also run 4 times in the Moody Volunteer at no 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 Volunteer at no additional charge.

COLOR ADVERTISING RATES
 Black + 1: \$200, Black + 2 (PMS Spot): \$350, Black + 3: \$500
 "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 handwritten 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).....	\$260.00
Front of Homefront (2x2.5).....	\$110.00
Front of Sports (3x2).....	\$150.00
Bridal Page (pci 2x2).....	\$13.50
Comics – All South Georgia Papers	
6x10.5.....	\$500.00
6x2.....	\$150.00
6x5.....	\$250.00

SPECIALTY PRODUCT

The Volunteer (Moody AFB) – 4,100.....\$6.40
 Ask for contract rates

DIRECT MAIL

Direct To You – 6,600.....\$9.70

SUNDAY SELECT

Requested Sunday Preprint delivery
 Lowndes County – 8,500.....\$30 cpm

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.	

CLASSIFIED ADVERTISING RATES

Annual Bulk Rates Per Column inch (6 column format)

OPEN RATE Sunday \$23.20 Daily \$22.10

Contract Inches	Rate	
	Sunday	Daily
250	\$20.20	\$19.25
500	\$19.95	\$19.00
750	\$19.80	\$18.85
1000	\$19.65	\$18.70
1,500	\$19.30	\$18.40
2,500	\$19.20	\$18.25
4,000	\$18.95	\$18.05
6,000	\$18.65	\$17.75
8,000	\$18.30	\$17.45
10,000	\$17.85	\$17.00
15,000	\$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.

All display ads posted on internet at www.valdostadailytimes.com. Cost \$10 per week

Classified Monthly Business Builders

Every day, 30 daily insertions (per inch) \$441.00
Value Added: The ad will also run 4 times in the Moody Volunteer at no additional charge.

Classified Every Other Days Business Builders

Every other day, 15 daily insertions (per inch) \$245.00
Value Added: The ad will also run 2 times in the Moody Volunteer 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 (call for rates)		

- Post-It Notes
- Polybags
- Product Samples

PREPRINT INSERT RATES - CPM *\$5 cmp discount for Full Run

Annual Volume	Single Sheet	4-8 pg Tab	10-12 pg Tab	14-16 pg Tab	18-20 pg Tab	22-24 pg Tab	26-28 pg Tab
1 – 12	\$50	\$66	\$68	\$70	\$72	\$74	\$76
13 – 24	\$48	\$64	\$66	\$68	\$70	\$72	\$74
25 – 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

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

• **We do not offer inserts on Mondays**
• **Minimum:** 5000
• **Delivery Date:** 7 business days prior to insertion date. 10 days for Holiday insertions

• **Additional cpm charges may apply for late delivery.**

• **Shipping Address:** 311 W. Central Ave., Valdosta, GA 31601

• **Delivery Hours:** Monday-Friday, 8:00am - 5:00pm

• **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 and Christmas Inserts will not be zoned, full run quantities needed on day prior, day of and day after holiday.**

TV.....Daily
TV/Entertainment.....Sunday
PARADE.....Sunday
Wedding & Engagement.....Sunday

SPECIAL SERVICES

- Electronic tear sheets
- 2 tearsheets 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, Fastchannel, and AdTransit.com

ADVERTISING POLICIES

• **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, phraseology, 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.

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.

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 – 12,965\$6.35

DEADLINES

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

PUBLICATION DATE	SPACE RESERVATION
Sunday	Thursday - 5pm
Monday	Thursday - 5pm
Tuesday	Friday - 5pm
Wednesday.....	Monday - 5pm
Thursday	Tuesday - 5pm
Friday	Wednesday - 5pm
Saturday	Thursday - 5pm
The Marketplace.....	Friday - 5pm
Shopper	Thursday - 3pm

- 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
Best Real Estate Day	Sunday
Church Page	Saturday
Comics (color)	Sunday
Comics (B&W).....	Daily
Family & Parenting	Saturday
Local, State, National News	Daily
Stock Market Report	Tues. – Sat.