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Retail and Classified Advertising Rates



Michigan International Speedway, Brooklyn, Michigan

Rates effective January 1, 2003

THE JACKSON

CITIZEN  **PATRIOT**

More Than Words
Jackson, Michigan

Display Advertising Space and Copy Deadlines for

The Jackson Citizen Patriot

<u>Publication</u>	<u>Deadline</u>	<u>Time</u>
Monday	Wednesday	12 noon
Tuesday	Thursday	12 noon
Wednesday	Friday	12 noon
Thursday	Monday	12 noon
Friday	Tuesday	12 noon
Saturday	Tuesday	12 noon
Sunday	Tuesday	4 p.m.

TV Magazine

<u>Publication</u>	<u>Deadline</u>	<u>Time</u>
Saturday	Monday	9 a.m.

The Sun

<u>Publication</u>	<u>Deadline</u>	<u>Time</u>
Tuesday	Thursday	4 p.m.

Jackson Citizen Patriot sales representatives

<p>Terry Braun 517-768-4893 tbraun@citpat.com</p>	<p>Jackie Norkey 517-768-4897 jnorkey@citpat.com</p>	<p>Julie Craft 517-768-4894 jcraft@citpat.com</p>	<p>Steve Watson 517-768-4892 swatson@citpat.com</p>	<p>Steve Mather 517-768-4896 smather@citpat.com</p>
<p>Margaret Parshall <i>Advertising Director</i> 517-768-4885 mparshall@citpat.com</p>	<p>Jim Richmond 517-768-4876 jrichmond@citpat.com</p>	<p>Terry Valentine 517-768-4887 tvalentine@citpat.com</p>	<p>Terry Winchell 517-768-4877 twinchell@citpat.com</p>	<p>Mike LaRocque <i>Sales Manager</i> 517-768-4895 mlarocque@citpat.com</p>



THE JACKSON

CITIZEN PATRIOT

More Than Words

214 South Jackson Street, Jackson, MI 49201
 Phone (517) 787-2300 • Fax (517) 787-4053
 Classified (517) 789-1240 • Fax (517) 789-1249

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1. PERSONNEL

Publisher: Sandy Petykiewicz, (517) 768-4810	publisher@citpat.com
Advertising Director: Margaret Parshall, (517)768-4885	mparshall@citpat.com
Sales Manager: Mike LaRocque, (517) 768-4895	mlarocque@citpat.com
Major Accounts Rep: Terry Braun, (517) 768-4893	tbraun@citpat.com
Classified Sales Manager: George Otis, (517) 768-4875	gotis@citpat.com
Business Writer: (517) 768-4910	jcpnews@citpat.com

2. REPRESENTATIVES

Booth Newspapers, Inc., Newhouse Newspapers	
Kim Brown	Mary Alexander
P.O. Box 2168	P. O. Box 2027
Grand Rapids, MI 49501	Ann Arbor, MI 48104
(616) 222-5821	(734) 994-6976

3. TERMS

1. All local rates are noncommissionable
2. For Display and Classified contracts, amounts paid according to the terms of the contract (not later than the 15th day of the month following that in which advertising was published) will receive a 3% discount on all ROP related charges. All other charges are net 15th of the month following billing. PAYMENTS MUST BE RECEIVED AT THE JACKSON CITIZEN PATRIOT BY 15TH TO QUALIFY.

3. Payment is due upon receipt of the bill for non-contract advertisers.
4. For billing inquiries, please call (517) 768-4826.

4. ADVERTISING POLICIES

General

1. Publisher reserves the right, at its absolute discretion and at any time, to reject any advertising copy, whether or not it has been previously acknowledged and/or published.
2. The word "advertisement" will be placed with copy which, in Publisher's opinion, resembles editorial matter.
3. All restrictions, including without limitation, positioning, facings, editorial adjacencies or other stipulations are at the sole discretion of the Publisher.
4. Failure to publish copy as ordered or material typographical errors by Publisher shall entitle advertiser to credit for actual space of error, which credit shall be the sole remedy to advertiser.
5. Advertiser shall indemnify and save Publisher harmless from any loss or expense, including reasonable attorney fees, resulting from all claims of suits based on the contents of the copy submitted to Publisher and published.
6. The make-up and composition of the Jackson Citizen Patriot advertising and news content is the sole property of the Jackson Citizen Patriot and may not be reproduced without our expressed permission.
7. All display advertising takes the "run of the paper," unless otherwise specifically requested in each case. Every effort will be made to comply with the request but acceptance of the order does not imply a guarantee. No allowance will be made for advertisements appearing in other than requested positions, unless a guaranteed position charge has been made.
8. The terms and conditions shown on this rate card shall govern the relationship between Publisher and the advertisers. Unless expressly agreed to in writing by Publisher, no other terms or conditions in contracts, orders, copy, instructions or otherwise will be binding on the Publisher.
9. The Jackson Citizen Patriot does not accept "sequential liability." Payment for advertising orders placed by agencies are subject to terms and conditions established by the Publisher.

Contracts

1. Frequency contract week is Sunday through Saturday. To increase space and/or frequency commitments, contracts may be rewritten at any time without short-rate penalty. A discount will apply only for current month.
2. Unfulfilled contract commitments will be subject to a short-rate charge to the best rate earned for all space used.
3. Cancellation of any portion of an advertising contract by or on behalf of the advertiser automatically nullifies any rate protection. If a space discount has been deducted in paying for prior insertions on such a cancelled contract, the advertiser shall reimburse Publisher for any difference between the rate paid and the rate earned.
4. No space may be used or resold by the advertiser for the promotion, either directly or indirectly, of any business organization or enterprise other than that for which a contract is specifically written.
5. Earned ROP discounts are earned and applied by calendar month.
6. For Display and Classified contracts, amounts paid according to the terms of the contract (not later than the 15th day of the month following that in which advertising was published) will receive a 3% discount on all ROP related charges. All other charges are net 15th of the month following billing. PAYMENTS MUST BE RECEIVED AT THE JACKSON CITIZEN PATRIOT BY 15TH TO QUALIFY.

Rates

1. Retail rates apply to firms doing a retail to consumer business exclusively through their own retail outlet or outlets.
2. Rates may not be made retroactive, beyond current month.
3. Publisher reserves the right to revise the rates listed herein at any time upon 30 days written notice.
4. Orders which contain rates which vary from the rates listed herein shall not be binding on Publisher and may be inserted and charged for the actual schedule of rates.
5. For Display and Classified contracts, amounts paid according to the terms of the contract (not later than the 15th day of the month following that in which advertising was published) will receive a 3% discount on all ROP related charges. All other charges are net 15th of the month following billing.

PAYMENTS MUST BE RECEIVED AT THE JACKSON CITIZEN PATRIOT BY 15TH TO QUALIFY.

Credit

1. All advertisements are sold on cash in advance basis unless credit approval has been granted.
2. All political and going out of business advertising must be paid in advance.
3. Any amounts not paid when due shall be subject to a time price differential at the rate of 15% per annum. However, so long as the advertiser is not in default under any agreement with or obligation owing to the Jackson Citizen Patriot, the time price differential will be waived if payment in full is made within twenty-five (25) days after the month of insertion.

5. DISPLAY ROP and PREPRINT RATES

All rates and space based on 6 column format.

OPEN RATE:

Daily \$30.35 per column inch
 Sunday \$34.65 per column inch

A. DISPLAY ROP FREQUENCY CONTRACTS

ROP Frequency Contract Base Rates:

Daily - \$24.25 per column inch
 Sunday - \$28.25 per column inch

Frequency discounts are available on a 52-week contract basis for a weekly space minimum option of 2", 8", or 16". Advertisers will be billed at the end of the month for all ROP space run during that month in accordance with the applicable discount schedule below. Discounts are from the ROP Frequency Contract Base Rates. At least one ad must be inserted each week. Minimum ad size is 2" except for church page, TV Magazine, Directory (including church) ads and correction ads, which may be 1".

Note for all ROP Frequency Contracts:

For 8" weekly minimum and above, advertiser must run no less than 50% of weekly minimum in any given week. However, advertiser must reach the minimum requirement for the month (e.g., 8" weekly advertiser may run 4" in a given week as long as advertiser runs at least 32" for the month).

Note: 3% cash discount on ROP for payment by 15th on all contracts.

52 WEEK FREQUENCY CONTRACT:

2" Weekly Minimum	
ROP space for month	Discount
8 - 22"	13%
23 - 65"	16%
66 - 131"	17%
132 - 200"	18%
Above 200"	20%

8" Weekly Minimum	
ROP space for month	Discount
32-65"	15%
66-131"	18%
132-200"	19%
201-400"	22%
Above 400"	23%

16" Weekly Minimum	
ROP space for month	Discount
64-131"	17%
132-200"	20%
201-400"	21%
401-700"	24%
Above 700"	26%

A-1. 13-TIME TV MAGAZINE AND DIRECTORY RATE

1"8% Discount

B. ANNUAL REVENUE

\$1,000 Annual Revenue Contract Base Rate:

Daily-\$24.25 per column inch
 Sunday-\$28.25 per column inch

ROP space for month	Discount
Schedule 1A	
1-65"	12%
66-131"	15%
132" & Above	16%

NOTE:
Applicable discounts apply to The Sun ROP space and color rates.

C. ROP REVENUE CONTRACTS

ROP Revenue Contract base Rates:

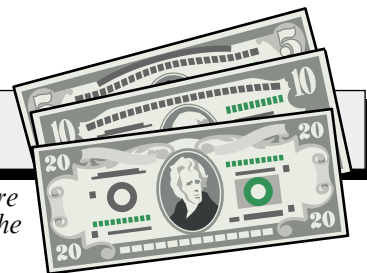
Daily - \$24.25 per column inch
 Sunday - \$28.25 per column inch

Annual revenue contracts are available on a calendar year basis except for new advertisers who may sign revenue contracts for a partial year. Fourteen annual revenue level commitments (net of discounts) are available. All display advertising expenditures for ROP, preprints, color, velox, and positioning count toward the revenue levels. The discounts earned under the revenue contract are determined by only JCP ROP space run in any given month. This earned discount is applied to ROP charges, color, and The Sun ROP and color, net of other discounts.

Advertiser will be billed on a monthly basis for all ROP space run during the month in accordance with the applicable discount schedule below. Discounts are from ROP Revenue Contract Base Rates. Minimum ad size is 2" except for Church Page, TV Magazine, Directory ads, and Correction ads. Multiple page camera ready we-prints count toward annual revenue, but are already discounted and do not receive the monthly earned ROP discount.

D. DISCOUNTS

Any ad that qualifies for more than one discount will receive the single largest discount only.



Annual Revenue Contracts ROP Discount Schedules. (Each schedule indicates required annual expenditure.)

Net Annual Commitment	1	2	3	4	5
\$5,000	\$10,000	\$15,000	\$25,000	\$50,000	
ROP space for month	D I S C O U N T S				
1-12"	12%	12%	12%	12%	12%
13-22"	14%	14%	14%	14%	14%
23-40"	15%	15%	15%	15%	15%
41-80"	16%	16%	17%	17%	18%
81-120"	17%	18%	19%	20%	21%
121-200"	18%	19%	20%	21%	22%
201-400"	19%	20%	21%	22%	23%
401-700"	20%	21%	22%	23%	24%
701-1000"	21%	22%	23%	24%	25%
1001-1499"	21%	23%	24%	25%	26%
1500"+	23%	25%	26%	27%	28%

Net Annual Commitment	6	7	8	9	10
\$75,000	\$100,000	\$150,000	\$200,000	\$250,000	
ROP space for month	D I S C O U N T S				
1-12"	12%	12%	12%	12%	12%
13-22"	14%	14%	14%	14%	14%
23-40"	15%	15%	16%	16%	16%
41-80"	18%	18%	18%	19%	19%
81-120"	22%	23%	24%	25%	25%
121-200"	23%	24%	25%	26%	27%
201-400"	24%	25%	26%	27%	28%
401-700"	25%	26%	27%	28%	29%
701-1000"	26%	27%	28%	29%	35%
1001-1499"	27%	28%	29%	30%	36%
1500" +	30%	31%	32%	34%	38%

Net Annual Commitment	11	12	13
\$300,000	\$400,000	\$500,000	
ROP space for month	D I S C O U N T S		
1-12"	12%	12%	12%
13-22"	14%	14%	14%
23-40"	18%	18%	18%
41-80"	19%	19%	19%
81-120"	26%	27%	27%
121-200"	28%	29%	29%
201-400"	29%	30%	31%
401-700"	30%	31%	32%
701-1000"	35%	35%	35%
1001-1499"	36%	36%	36%
1500" +	42%	44%	48%

NOTE: Applicable discounts apply to The Sun - ROP space and Color Rates

REPEAT DAILY DISCOUNT

If a JCP ad runs Monday-Thursday and picks up with no changes Tuesday-Friday the ad receives a \$10.10/per column inch discount. Ads must publish during the same calendar week. Any earned ROP discount will be applied to the net ROP rate.

SATURDAY PICK-UP DISCOUNT

If a JCP or The Sun ad runs any day Sunday through Friday and is run also on Saturday with NO change within the 7-day period, the Saturday ad will receive a \$7.40 per ROP inch discount. Any earned ROP discount will be applied to the net ROP rate.

SATURDAY DISCOUNT

Any ad 22-inches or larger that does not qualify for the Saturday pick-up discount run on Saturday will receive a \$3.80 per ROP inch discount off established daily rate and will count toward contract fulfillment. Any earned ROP discount will be applied to the net ROP rate.

SUNDAY/MONDAY ROP PICK-UP DISCOUNT

If a JCP Sunday ROP ad is picked up and repeated on the following Monday with NO change, the Monday ad will receive a \$12.25 per ROP inch discount. Any earned ROP discount will be applied to the net ROP rate.

IN TOWN & AROUND/TV MAGAZINE ROP PICK-UP DISCOUNT

If a JCP In Town & Around ROP ad is picked up and repeated in the following TV Magazine with NO change, the TV Magazine ROP ad rate will be \$5.25 per column inch. Any earned ROP discount will be applied to this rate. Back Cover and Front Page TV Magazine ads DO NOT qualify for \$5.25 rate. (Note: Ad must first run in the In Town & Around and ad size must conform to TV Magazine format, i.e., 1, 2 or 3 columns wide and 2" to 10" high). No other Saturday discounts will apply (e.g., Saturday pick-up of \$7.40 inch). Note, however, the TV Magazine/The Sun rate of \$3.05 would apply to those ads run in The Sun from the TV Magazine.

WEEKDAY (MONDAY THROUGH SATURDAY) PREPRINT/ROP COMBO BUY DISCOUNT

FULL RUN Weekday Preprint: If you run an ROP ad mentioning* your full run (36,000) preprint on the same weekday that preprint is distributed, you're eligible for a special discount of \$18.00 per thousand if the ad is 36 inches or more. If the ad is less than 36 inches, the discount is limited to ad size in inches.

Example: run a 44-inch ROP ad on the same weekday you run a 36,000 distribution preprint, deduct \$648.00 from the cost of the preprint. Run a 22-inch ad, deduct \$396 from the cost of the preprint.

*Correction notices do not qualify.

PART RUN Weekday Preprint: If you run an ROP ad mentioning* your part-run (zoned) preprint on the same day that the preprint is distributed, you're eligible for a \$9 per thousand discount, limited by the smaller of the ad size in inches or the number in thousands of preprints distributed.

Example: Run a 20-inch ad on the same day as a 22,000 preprint, deduct \$180 from cost of preprint (\$9 x 20). Run a 24-inch ad on the same day as a 23,000 preprint, deduct \$207 from the cost of the preprint (\$9 x 23).

TOTAL MARKET COVERAGE

Any Jackson Citizen Patriot display ROP ad repeated in our Weekly TMC product, The Sun (30,000 distribution to non-subscribers) will be charged at \$6.20 an inch. The discount earned each month for JCP ROP space applies to all The Sun ROP space run in same month.

CAMERA-READY DISCOUNT for 33" and LARGER ROP ADS

Single advertisers only
 JCP 33" to 65"12¢ per inch Discount
 The Sun 33" to 64"12¢ per inch Discount
 JCP 66" & Larger, but less than full page ..32¢ per inch Discount
 The Sun full page.....32¢ per inch Discount
 JCP Full page.....\$1.28 per inch Discount

E. GUARANTEED POSITION CHARGES Earned monthly ROP discount applies to these pages

Section Position (Main, Family, Sports) \$160 extra
 Front Page of Saturday TV Magazine \$135 extra
 Back Page of Saturday TV Magazine \$97 extra

F. MULTIPLE PAGE CAMERA-READY WE-PRINT RATES

These rates available to single contract advertisers only (see contract provision #3 on page 1). These rates do not qualify for the earned monthly ROP discount rate and We-print inches do not count towards monthly ROP space accumulation.

	JCP Distribution (Daily 36,000 Sunday 41,000)		TMC Distribution (Daily 66,000 Sunday 71,000)	
	Less Than 26 Times Cost Per M	More Than 26 Times Cost Per M	Less Than 26 Times Cost Per M	More Than 26 Times Cost Per M
4 Full/8 Tab	\$114	\$95	\$95	\$88
6 Full/12 Tab	\$144	\$124	\$124	\$114
8 Full/16 Tab	\$179	\$157	\$157	\$138
10 Full/20 Tab	\$209	\$188	\$188	\$163
12 Full/24 Tab	\$242	\$212	\$212	\$185

Above costs include 1-color on cover page. Composition rates for non-camera ready multiple page sections (4 through 12 full) will be quoted individually.



G. THE SUN ROP RATES

Carrier-delivered FREE Tuesday to 30,000 households in your primary market. Open Rate \$6.50 per column inch. Pick-up Rate from JCP \$6.20 per column inch. In addition, JCP monthly earned ROP discount applies. See section H (TV Magazine) for pickup ads.



H. TV MAGAZINE

Regular Saturday Rates Apply

NOTE: 4-inch depth and smaller TV magazine ads run in The Sun will be charged at \$3.05 per column inch. (JCP monthly earned ROP discount applies.)

Service Directories -- No Premium
 TV Front Page Spadea — \$1000 (includes 4 color)

COLOR
 Red, Yellow or Blue -- \$38 Page
 Guaranteed Position -- Back page -- \$97 extra
 Guaranteed Position -- Front page -- \$135 extra
 Deadline: Monday, 9 a.m. preceding Saturday publication

I. ROP COLOR RATES

Note: The earned ROP discount earned each month will be applied to these charges

LESS THAN FULL PAGE COLOR ADS
 1 color and black\$355
 2 colors and black\$655
 3 colors and black\$875

FULL PAGE COLOR ADS
 1 color and black\$165
 2 colors and black\$385
 3 colors and black\$450

THE SUN COLOR
 1 color and black\$102
 2 colors and black\$175
 3 colors and black\$240

COLOR COMICS RATES
 Regular Rates -- No Color Charge
 DeadlineThree weeks in advance

J. SPECIAL CLASSIFICATION ROP RATES

Churches	Friday	\$11.35
Civic, Charities	Saturday	\$11.35
	Daily	\$17.80
	Sunday	\$20.75
Tie in Rate	Daily	\$22.45
	Sunday	\$25.55
*Political Advertising (Open Rate)	Daily	\$30.35
	Sunday	\$34.65

Affidavits \$5.00 each

*Cash in advance, contracts available at regular contract rates

K. PREPRINT RATES

Preprint Costs Per Thousand Are:

	1-4 Times CPM		5-25 Times CPM	
	Full-Run Coverage	Zoned Coverage	Full-Run Coverage	Zoned Coverage
Card (not folded)	35.50	40.80	30.75	33.00
4 Page Tab	41.50	46.35	36.50	38.15
4 Full/8 Tab	57.40	61.80	54.20	55.65
6 Full/12 Tab	66.61	71.05	63.58	65.90
8 Full/16 Tab	79.94	83.43	76.46	77.77
10 Full/20 Tab	91.25	94.79	88.68	90.65
12 Full/24 Tab	94.28	97.87	92.87	93.98
14 Full/28 Tab	96.35	99.94	93.93	95.04
16 Full/32 Tab	101.51	104.03	99.69	100.95
18 Full/36 Tab	109.59	112.31	105.34	107.92
20 Full/40 Tab	115.70	118.47	111.71	113.32
22 Full/44 Tab	120.85	123.62	116.86	119.48
24 Full/48 Tab	126.35	132.15	121.75	123.85

	26-47 Times CPM		48 Times or More CPM	
	Full-Run Coverage	Zoned Coverage	Full-Run Coverage	Zoned Coverage
Card (not folded)	25.10	26.10	25.10	26.10
4 Page Tab	29.35	30.90	29.85	30.90
4 Full/8 Tab	45.80	47.75	44.75	46.65
6 Full/12 Tab	55.35	57.87	54.29	56.81
8 Full/16 Tab	69.69	72.92	67.51	70.55
10 Full/20 Tab	81.36	85.09	78.63	82.11
12 Full/24 Tab	83.63	87.26	81.36	84.79
14 Full/28 Tab	86.81	90.85	84.49	88.38
16 Full/32 Tab	92.16	96.30	89.28	93.32
18 Full/36 Tab	97.01	101.40	94.23	98.58
20 Full/40 Tab	103.12	109.84	100.44	104.99
22 Full/44 Tab	109.28	116.20	105.95	110.65
24 Full/48 Tab	112.50	118.00	109.25	114.95

See Section "E. DISCOUNTS" for Weekday PREPRINT/ROP COMBO BUY DISCOUNT

Non-contract advertisers add \$5 per thousand to above rates.

Any full run JCP and Sun will earn the more than 48 CPM rate.

Preprint sizes 26 Full/52 tab and larger will be quoted individually.

Mini-Tab - Any tab which is more than 51 square inches up to and including 93.5 square inches will be ordered as a mini-tab and billed at a CPM equivalent to a regular tab insert at one-half the number of pages. There is a minimum charge of \$500 for this size preprint. Mini-Tabs must be at least 8 pages to qualify.

Tab - Any preprint measuring between 94 and 162 inches per page.

Catalog - Any 4-page preprint or larger which is 50 square inches or less must be a minimum of 6" along the fold, less than 6" will receive a surcharge to cover hand insertion. Catalogs will be

billed at actual page count. There is a minimum charge of \$750 for this size preprint.

Tri-Folds - Are opened up flat and measured at total size.

SPECIAL DISTRIBUTION

Various zone and combinations available. Ask your Advertising Representative for details. Minimum charge of \$150 to contract and non-contract advertisers regardless of number delivered.

As of 1-1-03

JCP Daily Distribution.....	36,000
JCP Sunday Distribution	41,000
TMC & Daily Distribution	66,000
TMC & Sunday Distribution	71,000

PREPRINT OPTIONS

"JCP Only" are preprints distributed in the JACKSON CITIZEN PATRIOT — our daily newspaper — either daily evenings (Monday through Friday) or Saturday and Sunday mornings. The preprints are machine stuffed into the newspaper in our plant, and the complete package is then trucked to the carrier ready to deliver.

"Full Run JCP" are preprints delivered to ALL of our daily or Sunday subscribers. Current requirements for full run JCP inserts are 36,000 daily and 41,000 Sunday.

NOTE: Inches run for a preprint do not count toward ROP discount.

"The Sun Only" are preprints that run only in our weekly newspaper, The Sun. Preprints are machine inserted into The Sun in our plant, and trucked to carriers and motor route drivers in ready-to-deliver form. The Sun is delivered free on Tuesday to non-subscribers in our delivery area. Full-run Sun only requirement: 30,000.

"Zoned JCP" — Less than full run. Zones are as small as 1,000 inserts delivered, minimum charge \$150.

"Combination" preprint delivery using JCP and The Sun means we can reach subscribers and nonsubscribers. Minimum cost is \$150.

- 1,000 zoned TMC 8 page tabs will cost \$150
- 2,000 zoned TMC 8 page tabs will cost \$150
- 7,000 zoned TMC 8 page tabs will cost \$432.60

"TMC" or "EMC"—Are marketing acronyms for "Total Market Coverage" or "Total Market Circulation" or "Extended Market Coverage". Current requirements: daily TMC 66,000; Sunday TMC 71,000. This covers Jackson County and the adjoining townships in adjacent counties.

Jackson County only, 50,000 minimum
All runs count toward the preprint frequency discount

PREPRINT REQUIREMENTS

Multi-page and single card preprinted supplements are machine inserted in our plant daily and Sunday. Folded supplements should not exceed 10 1/2 inches x 11 1/2 inches. Cover page of each supplement may carry the line: "Supplement to Jackson Citizen Patriot" or "Newspaper Supplement", however, this is not mandatory. Pallet shipment to arrive prepaid 10 days prior to publication.

Inserts having more than 26 full pages and inserts on non-newsprint stock will be accepted and quoted individually. Preprint rates subject to change on 30-day written notice.

United States Postal regulations prohibit use of Bulk Rate permit stamp on newspaper inserts.

Please have all pre-printed inserts delivered to our warehouse at 615 Hupp Ave., Jackson, MI 49201, 517-787-2159

6. SPECIAL SERVICES

REPRODUCTION SERVICES

Veloxes (Halftones)
 Up to 8" x 10"\$5.00
 8" x 10" thru full page\$9.00

REVERSES AND SCREENS

Up to 5" x 7"\$7.00
 5" x 7" thru 8" x 10"\$12.00
 8" x 10" thru full page\$17.00
 Velox special effects\$20.00 per hour plus materials

COLOR PHOTO SEPARATIONS

Up to full page\$75.00 per photo

COLOR GLOSSY SOUVENIR PAGES

Up to full page\$75.00

PROOF SERVICE

Proofs for ads 30" or more will be delivered when requested. Corrections must be made according to schedule stamped on proof. Proofs are submitted to check for typographical errors only, copy alterations should be avoided. Excess alterations will be made when time permits at a charge of \$1.50 per line.

7. SPECIAL DAYS & FEATURES

Each day, seven days a week, the Jackson Citizen Patriot provides Local, State, Nation, World, Sports and Living Today news. In addition, on specific days, the following features are provided.

- SUNDAY—** Builders News, Business Section, Parade, Travel News, Color Comics, Weddings
- MONDAY—** Food, Community Journal, Money, Personal Technology
- TUESDAY—** Business News, Kid News
- WEDNESDAY—** Business News, Health & Fitness
- THURSDAY—** In Town & Around Entertainment At Home, Business News
- FRIDAY—** Business News, Religious News, Real Estate Properties
- SATURDAY—** TV Magazine, Venture Outdoor

8. ROP DEPTH REQUIREMENTS

Advertisements which are greater than 20 inches in depth but less than 22 inches in depth will be floated in space and charged for 22 inches depth.

For tabloids, ads more than 10" depth will be charged for full-page depth of 11 1/2".

9. (Deadlines) CLOSING TIME



Display Advertising Space Reservation Deadlines

Publication	Deadline	Time
Monday	Wednesday	12 Noon
Tuesday	Thursday	12 Noon
Wednesday	Friday	12 Noon
Thursday	Monday	12 Noon
Friday	Tuesday	12 Noon
Saturday	Tuesday	12 Noon
Sunday	Tuesday	4 P.M.

SPECIAL SECTIONS

2 Weeks in advance of publication date

HOLIDAY DEADLINES

2 Days ahead of the normal deadline

SATURDAY TV MAGAZINES

9 a.m. Monday - preceding Saturday publication

THE SUN

4 p.m. Thursday preceding Tuesday publication

CANCELLATION CHARGE

10% of ad cost for ads cancelled after 9 a.m. day following deadline.

10. MECHANICAL MEASUREMENTS

6 Column Format Classified 10 Column Format

LAYOUT SIZE

All space billed to next half inch

Width11 5/8 inches

Depth21 3/4 inches

6 COLUMN BROADSHEET FORMAT

1 13/16 inch column, 1/8 inch space between columns

Page width 11 5/8 inches, depth 21 3/4 inches

Column Widths

1 Col. - 1 13/16 inches 4 Col. - 7 11/16 inches

2 Col. - 3 13/16 inches 5 Col. - 9 11/16 inches

3 Col. - 5 3/4 inches 6 Col. - 11 5/8 inches

Double Truck

24 1/8 inches wide x 21 3/4 inches depth

NOTE: All ads are shortened by 1/8 inch. This allows white space between each ad and prevents the border of one ad from touching the border of another ad.

5 COLUMN TABLOID FORMAT

Column Widths

1 Col. - 1 13/16 inches 4 Col. - 7 11/16 inches

2 Col. 3 13/16 inches 5 Col. - 9 11/16 inches

3 Col. 5 3/4 inches

3 COLUMN MAGAZINE FORMAT

TV Magazine

1 13/16 inch column, 1/8 inch space between columns

Page width 5 1/2 inches, depth 9 3/4 inches

Column Widths

1 Col.	1 13/16 inches
2 Col.	3 13/16 inches
3 Col.	5 1/2 inches

Display Advertising Depth Approximate Measured Depth

1 inch	7/8 inches
2 inches	1 7/8 inches
3 inches	2 7/8 inches
4 inches	3 7/8 inches
5 inches	4 7/8 inches
6 inches	5 7/8 inches
7 inches	6 7/8 inches
8 inches	7 7/8 inches
9 inches	8 7/8 inches
10 inches	9 7/8 inches

PRINTING SPECIFICATIONS

- *Newsprint roll widths: 12 1/2", 25", 37 1/2", 50"
- *Single sheet size: 12 1/2" x 22 3/4"
- *Photo composition, offset printing
- *Camera-ready ads should have SOLID 5-7% highlight dots and/or SOLID 85-93% shadow dots.
- *All halftones should be 85 line screens
- *Camera work on a "camera-ready" ad for resizing purposes will lessen the quality of the ad.
- *Camera-ready ads should have screens no finer than 20% for best reproduction
- *Black and white photographs will always reproduce better than color prints
- *Line shots and/or drawings should have FIRM lines no smaller than four-thousandths in width
- *Reverse copy should be set in bold face type for best reproduction
- *Color separations should be full color separations with no grey component reduction techniques used. Separations should be 100 line screen, 5-7% highlight dots and 85-93% shadow dots. Separations should be supplied in negative form on emulsion coat, matte finish film.



11. CLASSIFIED RATES 10 COLUMN FORMAT

Recruitment Ads and Other Classifications will be online at ja.mlive.com.

A. NON-CONTRACT (commercial transient)

Minimum 3-Lines

	Rate Per Line							
	1 or 2 Days	3 or 4 Days	5 or 6 Days	7 Days	8 Days	9 Days	10 Days	
3-7	2.40	1.98	1.85	1.73	1.69	1.57	1.42	
8-14	2.27	1.95	1.78	1.71	1.65	1.51	1.38	
OVER 14	2.09	1.85	1.74	1.67	1.59	1.49	1.34	

Sunday Classified Display, \$2.05 per inch surcharge

B. YEARLY CONTRACT RATES

Minimum 3-lines per day for 52 weeks

	Liner and Style Ads Rate Per Line					
	1 or 2 Days	3 or 4 Days	5 or 6 Days	7 Days	8 Days (inc. The Sun)	
3	2.13	1.58	1.34	1.21	1.06	
4 - 7	1.89	1.39	1.24	1.08	.94	
8 - 14	1.72	1.36	1.20	1.07	.93	
15 - 56	1.56	1.32	1.13	1.02	.89	
57 - 140	1.43	1.20	1.10	.99	.87	
141 - 280	1.33	1.13	1.07	.94	.84	
281 & More	1.22	1.07	1.02	.93	.82	

DISPLAY ADS

Sizes	Rate Per Inch						
	1 Day	2 Day	3 Day	4 Day	5 Day	6 Day	7 Day
4" - 10"	17.95	8.87	3.86	3.71	3.51	3.40	3.12
10.5"-21.5"	16.09	7.98	3.64	3.51	3.18	3.08	3.01
22"-55"	14.79	7.33	3.25	3.11	3.02	2.97	2.90
55.5"-110"	13.10	6.49	3.03	2.91	2.80	2.75	2.69
OVER 110"	12.14	5.98	2.82	2.71	2.70	2.65	2.53

Sunday Classified Display, \$2.05 per inch surcharge

The Sun CD Rate \$3.40 per inch if ad runs minimum of 3 times and The Sun is 4th day run charge is \$1.70.

C. SHORT TERM CONTRACT RATES

Minimum 3-lines per day for 13 weeks or more

	Liner and Style Ads Rate Per Line				
	1 or 2 Days	3 or 4 Days	5 or 6 Days	7 Days	8 Days (inc. The Sun)
3	2.32	1.75	1.52	1.33	1.17
4-7	2.03	1.59	1.40	1.22	1.08
8-14	1.93	1.56	1.36	1.19	1.06
15-56	1.70	1.52	1.27	1.16	1.03
57-140	1.59	1.34	1.24	1.13	.99
141-280	1.45	1.28	1.21	1.09	.96
Over 281	1.36	1.24	1.20	1.08	.95

Real Estate

PROPERTIES

I. REAL ESTATE PROPERTIES

Published every Friday in the Jackson Citizen Patriot and the following Tuesday in The Sun.

Tabloid Ad Size:

Full Page
10 3/8"x 11 1/2"\$798

Half Page
10" 3/8 x 5 5/8" or 5 1/16"x 11 1/2"\$458

Quarter Page
5 1/16"x 5 5/8"\$260

Eighth Page
2 9/16"x 5 5/8" or 5 1/16"x 2 13/16"\$151

Deadlines:

SpaceMondays 3:00 P.M.
CopyTuesday at noon
Proof CorrectionsThursday at Noon

12. CIRCULATION

The Jackson Citizen Patriot is audited by ABC.
Ask your sales representative for latest report.

13. ELECTRONIC FORMATS

The Jackson Citizen Patriot has a variety of electronic capabilities. If you have an ad created electronically please make sure it is compatible with the list below.

- Quark Xpress 4.0 or lower
- Adobe Illustrator 8.0 or lower
- Page Maker 6.0 or lower
- Adobe Photoshop 4.0 or lower
- Freehand 6.0 or lower

If you do not have the above formats, we can open files saved as pdf. in Adobe Acrobat 4.0 or lower.

Send your ads to prepress@citpat.com with your sales rep's last name and the publication date in the subject line.

The Citizen Patriot operates in a Macintosh environment. Please avoid saving in PC file formats. Due to limitations and cross platform compatibility not all formats can be opened.

WEB DELIVERY

The Jackson Citizen Patriot also has the ability to receive ads through our web site ads.citpat.com. This method allows us to receive ads that are too large for our e-mail server. We encourage our advertisers to use this site for ad delivery.

- If you need help preparing electronic files, or compressing files prior to sending, please visit our [Instructions](#) page on this site.
- If your files are ready to be sent, please fill out the form on our [Send Files](#) page.
- For contact information, please visit our [Contact](#) page.
- For further information please visit our web site at <http://ja.mlive.com>.

DISPLAY ADS

Rate Per Inch

Size	1 Day	2 Day	3 Day	4 Day	5 Day	6 Day	7 Day
4" to 10"	19.80	9.81	4.33	4.15	3.99	3.75	3.54
10 1/2" to 21 1/2"	17.98	8.96	3.98	3.80	3.73	3.56	3.42
22" to 55"	16.29	7.28	3.74	3.59	3.58	3.42	3.33
55.5" to 110"	14.65	8.13	3.40	3.27	3.25	3.08	3.00
Over 110"	13.36	6.67	3.29	3.08	3.02	3.00	2.90

Sunday Classified Display, \$2.05 per inch surcharge
The Sun CD Rate \$3.40 per inch if ad runs minimum of 3 times and The Sun is 4th day run charge is \$1.70.

D. BULK CONTRACTS

At Least Monthly

44"	20.32
88"	17.99
176"	15.99
264"	14.25
352"	12.65

*Liners do not count towards contract fulfillment

E. ANNUAL BULK RECRUITMENT RATES

	1st	2nd	3rd
1000 lines	\$3.32 per line	1.66	1.66
2500 lines	\$3.22 per line	1.61	1.61

Includes The Sun and online



F. THE SUN RATES

Pick Up Copy .43 Line
New Copy .49 Line

G. RECRUITMENT RATES FOR CLASSIFIED ADVERTISING

IN ONE WEEK	1st Day	2nd Day	3 or more
SUNDAY/DAILY	3.47	1.73	1.73

Recruitment ads are published online and in The Sun.

BOLD CHARGE IN A LINER AD — Minimum type size of 10 pt. - .25¢ per 6 pt. per day. (Example: 24 pt. would be \$1.00 per line per day.)

NOTE: One inch of depth equals 14 billable units. (Actual printed lines may be fewer than billed, but is correct.)

H. COLOR CHARGES - The Jackson Citizen Patriot

	Full Page Ads	Less Than Full Page
1 color and black	\$165	\$355
2 colors and black	\$385	\$655
3 colors and black	\$450	\$875

NOTE: For pick-up Display ads, the color charge is 50% of previous day's rate. (Not to exceed 2 day charge)

COLOR CHARGES - The Sun

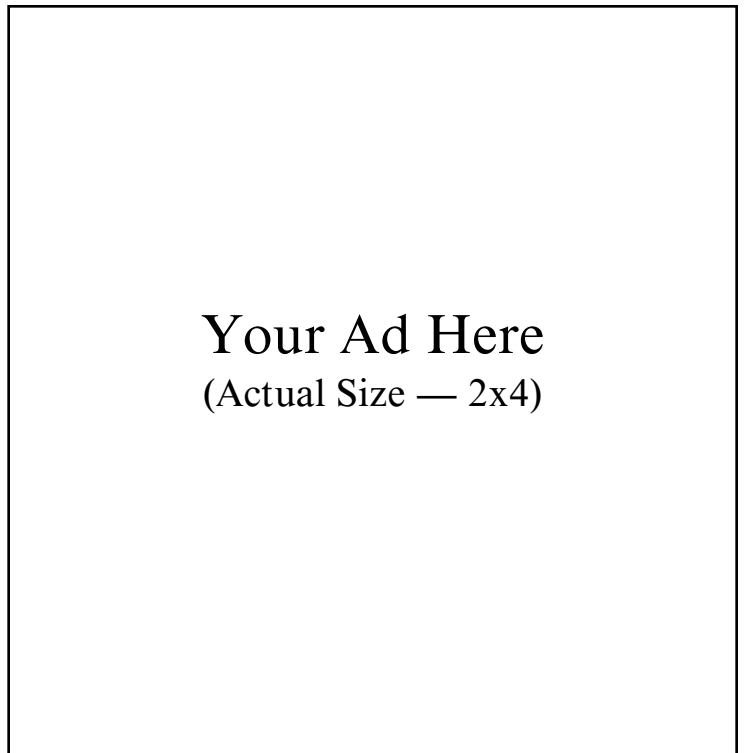
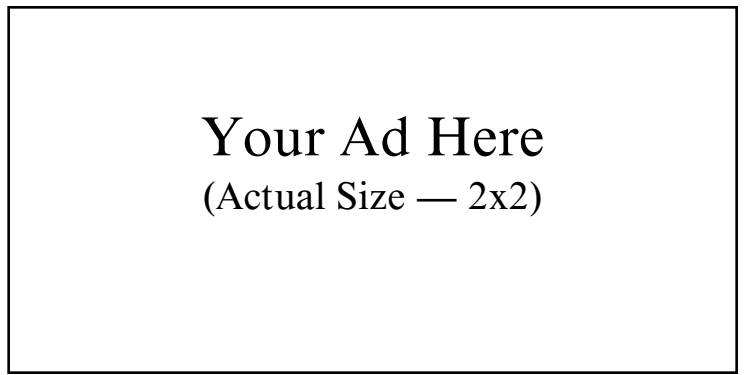
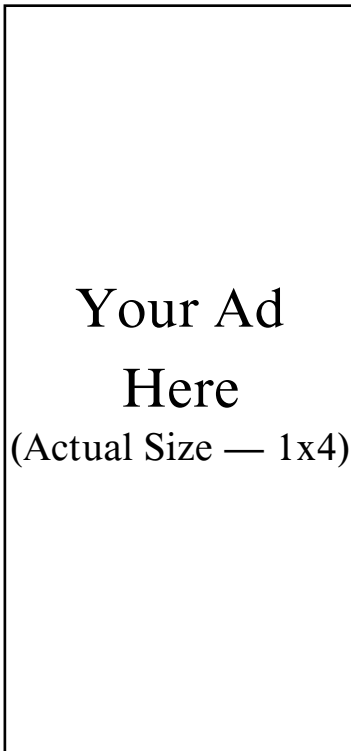
1 color and black	\$102
2 colors and black	\$175
3 colors and black	\$240

Sample Sizes:

On this page you will find several examples of ad sizes available. Remember these are just a few examples to get you started.

Your ad should contain a few key elements:

- Your business name and logo.
- Your address and phone number.
- One “benefit headline” for your business.
- Your web address, if possible.



Check us out online

@

www.mlive.com

or

www.citpat.com

