

CHERRYVILLE ZONE

Effective January 1, 2019

2019 Rates & Information

1400 copies distributed every Wednesday



SPECIAL POSITION RATES

- **Front Page Billboard**.....\$100⁰⁰ (4" x 2")
- **Front Page Anchor**.....\$175⁰⁰ (6 col. " x 2")
- **Business Service Directory**.....(No Copy Changes)
 - 26 Weeks.....\$18 week
 - 52 Weeks.....\$15 week
- **Church Page Sponsor**\$12 week
- **Player of the Week Sponsor**\$25 week
- **Sports Page Anchor**\$150 week
- **Sports Page Billboard**.....\$100 week

Pre-Printed Insert Rate: \$50 Per Thousand
(Full Run of 1400 Required • Up To a 20 Page Tab)

*Inserts to be delivered to: Cherryville Eagle
c/o Winston-Salem Journal Production Facility
2051 East 5th Street, Winston-Salem, NC 27101
Receiving hours are 8:00am-4:00pm M-F*

LEGAL NOTICES

Legal notices are based on the black & white column inch open rate, plus affidavit and notary fees.

Estate Notices \$100 (4 week run) includes notary and affidavit.

OBITUARY PRICE GUIDE

Up to 300 words without pic = \$25 w/pic = \$30
301 to 400 words without pic = \$35 w/pic = \$40
401 to 500 words without pic = \$45 w/pic = \$50
501 to 600 words without pic = \$55 w/pic = \$60
601 to 700 words without pic = \$65 w/pic = \$70
701 to 800 words without pic = \$75 w/pic = \$80

Business Classified Rate:
\$10.00 Per Week

Rates Based On 20 Words or Less (30¢ For Each Additional Word Over 20)

Classifieds also run in The Kings Mountain Herald, Banner News, Shelby Shopper & Info and Rutherford Weekly

ELECTRONIC SPECIFICATIONS

DIGITAL FILE REQUIREMENTS: The production department suggests that ads submitted for publication be done on a Macintosh platform in Indesign CS6 with ALL supporting artwork (Illustrator eps files, etc.), or as a High Resolution for Print PDF file. All logos should be submitted as vector art if possible.

WE DO NOT ACCEPT Microsoft Publisher or WordPerfect documents. If you are using Microsoft Word to lay out an ad, text formatting and fonts may change. We suggest you create a PDF file of your ad with the fonts embedded and in a CMYK color mode.

CANCELLATION OR CORRECTION DEADLINE: The cancellation deadline is the same as the order deadline because much of our cost is involved in the production of the ad itself. If you have to cancel an ad after deadline, it may be necessary to charge for the time and materials we've already spent on preparing the ad. Display & Classified Deadline is Friday at 12 p.m.

APPROVAL: All advertising is accepted subject to completed billing application and approval by the publisher.
ERRORS: We want your ad to be accurate and correct, and normally there will be no errors. However, should there be an error and it is our fault, we will give you a correction letter and return (or give credit) for the actual space occupied by the incorrect item. Of course you should notify us of the error, before the ad runs a second time.

\$8⁵⁰ pci Full Color **\$6⁵⁰** pci Black & White
Under Half Page Ads (up to 59 Column Inches)

\$7⁵⁰ pci Full Color **\$5⁵⁰** pci Black & White
Half Page Ads or Larger (60-119 Column Inches)

\$6⁵⁰ pci Full Color **\$4⁵⁰** pci Black & White
Full Page & Double Truck Ads (120 & 240 Column Inches)

Guaranteed Position Sold First Come First Serve Basis

Advertising Deadline Is Friday at 12:00pm

COLUMN MEASUREMENTS & ROP DISPLAY AD SIZES

Column Width	Picas	Inches
1	9p0.656	1.509
2	19p1.312	3.185
3	29p1.968	4.861
4	39p2.624	6.538
5	49p3.28	8.214
6	59p3.936	9.890

QUICK GLANCE AD SIZES

Full Page 120 column inches	6 col. x 20"
1/2 Page 60 column inches	4 col. x 15"
1/2 Page Vertical 60 column inches	3 col. x 20"
1/2 Page Horizontal 60 column inches	6 col. x 10"
1/4 Page 30 column inches	3 col. x 10"

A Publication of



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Member Of



CHERRYVILLE
CHAMBER OF COMMERCE

