

EAST GASTON COUNTY ZONE

2019 Rates & Information

Banner News

Your Hometown Newspaper Since 1935

Effective January 1, 2019



DISPLAY ADVERTISING RATES

\$8.00 pci Full Color **\$6.00** pci Black & White

Under Half Page Ads (up to 44 Column Inches)

\$7.00 pci Full Color **\$5.00** pci Black & White

Half Page Ads or Larger (45 to 89 Column Inches)

\$6.00 pci Full Color **\$4.00** pci Black & White

Full Page & Double Truck Ads (90 & 180 Column Inches)

Guaranteed Position Sold First Come First Serve Basis

Ad Deadline Is Monday at 12 Noon

REQUIRED COLUMN MEASUREMENTS & ROP DISPLAY AD SIZES

Column Width	Picas	Inches
1	9p8	1.611
2	20p3	3.375
3	30p7	5.097
4	41p2	6.861
5	51p5	8.569
6	62p	10.333

QUICK GLANCE AD SIZES

Full Page 90 column inches	6 col. x 15"
1/2 Page 45 column inches	4 col. x 11.25"
1/2 Page Vertical 45 column inches	3 col. x 15"
1/2 Page Horizontal 45 column inches	6 col. x 7.5"
1/4 Page 22.5 column inches	3 col. x 7.5"

*Due to press specifications, all original size pages and ads are reduced 6% after final approval and prior to printing.

A Publication of



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128-C N. Main Street
Belmont, NC 28012

www.banner-news.com

4,000 Copies Distributed Every Thursday Morning Throughout:
Belmont • Cramerton • Lowell
McAdenville • Mount Holly • Stanley
and the Surrounding Areas.

Zip Code Coverage Area:

28012 • 28032 • 28098 • 28101 • 28120 • 28164

Pre-Printed Insert Rate: \$50 Per Thousand

(Full Press Run Required • Up To 8 Page Tab)

Inserts to be delivered to:

Bristol Herald-Courier Production Facility

Attn: Belmont Banner News

2120 Tech Lane, Bristol, TN 37620

Mon.-Fri. 8:30am-5pm.

SPECIAL POSITION RATES

- **Front Page Billboard**.....\$100⁰⁰ (4" x 2")
- **Front Page Anchor**.....\$175⁰⁰ (10.33" x 2")
- **Weather Sponsor**.....\$98⁰⁰ (10.33" x 2")

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

151 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 Cherryville Eagle, Kings Mountain Herald, Rutherford Weekly and Shelby Shopper & Info.**

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 Monday at 12:00 noon.

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. One Free copy of Banner News is available per household. Additional copies are available at our office for a charge.

Charter Member



Audited By

