

automotive

RATES

effective September 29, 2008

get out there...



**Media
General**
NORTH CAROLINA
Media Group

 **THE NEWS HERALD**
437-2161 www.morganton.com

www.morganton.com

Automotive

Local classified automotive rates are available to licensed automotive dealerships offering new and used vehicles to consumers via an outlet within the greater Morganton retail trading zone.

Note: Agreement rates are non-commissionable. Advertisers must meet or exceed annual dollar volume requirements throughout agreement year. If the Annual Contract Investment is not fulfilled, a short rate will occur.

Classified Display		Impact Ads									
Investment	Classified Display	Full Page/ Full Color			Half Pages/ Full Color			Quarter Page/Full Color			
	Morganton	1x	2x	3x	1x	2x	3x	1x	2x	3x	
OPEN	\$9.09										
D	\$1,000	\$6.73	\$757	\$616	\$554	\$398	\$323	\$291	\$209	\$170	\$152
	\$2,500	\$6.53									
	\$5,000	\$6.38									
	\$7,500	\$6.11									
C	\$10,000	\$5.91	\$641	\$521	\$469	\$337	\$274	\$247	\$176	\$144	\$129
	\$13,000	\$5.73									
	\$17,000	\$5.55									
	\$23,000	\$5.34									
B	\$30,000	\$5.16	\$587	\$477	\$429	\$308	\$251	\$225	\$162	\$132	\$119
	\$38,000	\$5.00									
	\$47,000	\$4.86									
	\$58,000	\$4.71									
A	\$75,000	\$4.54	\$508	\$413	\$371	\$267	\$217	\$195	\$140	\$114	\$103
	\$96,000	\$4.37									
	\$120,000	\$4.22									
	\$142,000	\$4.10									
	1/4 Page	\$3.93	\$451	\$367	\$330	\$237	\$193	\$174	\$125	\$102	\$91
Over	\$182,000	25% Spot 33% Full Color									
	15" Plus 30% Spot 40% Full Color										

Call For Rates

Display color charges are a percent of space charges. • Single insertion color ads under 15" will be charged at 15" rate.

Cross-Market/ Cross Platform Solutions

- Co-op
- Direct Marketing
- Design Services
- www.morganton.com
- Comic Advertising

Daily Newspapers

- Winston-Salem Journal (Concord-Kannapolis)
- Independent Tribune
- Hickory Daily Record
- Statesville Record & Landmark
- Morganton News-Herald (no Saturday)
- McDowell News (no Saturday or Sunday)

Bi-Weekly and Weekly Newspapers

- Mooresville Tribune
- Lake Norman Navigator
- Harrisburg Horizons

Weekly Publications

- Starwatch (Forsyth County)
- The Buzz (Hickory)
- The Buzz (Morganton)
- The Express (Marion)



Terms and Conditions

1. Retail advertising rates apply only to:

A. The sale of advertising space to any single firm or individual advertiser to promote its selling at retail directly to the public within The News Herald's retail trading areas.

B. The sale of advertising space to promote retail sales directly to the public from on-going, non-transient inventories by a group of retailers in contiguous locations within the retail trading area; or State and Federal offices.

C. The sale of space for political advertising.

2. Local National rates apply only to

A. Manufacturers and distributors for advertisements containing their signature or a dealer list. A co-op contract must be on file with The News Herald to earn discounted rates.

B. The sale of advertising space to promote some special interest or event occurring in The News Herald's retail trading area, the cost of which is to be shared among multiple sponsors. Such advertising is acceptable at the sole discretion of The News Herald and is acceptable only if the reference to individual sponsors appears only in a list of sponsor's names, unless the advertisement is an insert that includes advertisers who are predominantly located outside of the retail trading area.

3. National advertising rates apply to the sale of all advertising space that does not otherwise meet the criteria of paragraphs 1 or 2, above, including but not limited to the sale of advertising space for employment/recruiting purposes and the sale of advertising space to businesses not having an established or permanent location in The News Herald's retail trading area.

4. An advertising agency commission program is available to recognized advertising agencies for National and Local National rate advertising at 15%. Contact The News Herald's National Advertising Account Executive for details.

5. Forwarding of an order by the advertiser is construed as an acceptance by the advertiser of all rates and conditions under which advertising space is at the time sold by The News Herald. Failure to make an order correspond in price, or otherwise, with the applicable rate card is regarded only as a clerical error and publication shall be made and charged for based upon the rates and terms of the applicable rate card, without further notice. Special clauses in an order shall not be accepted if they relate to legal liability or circulation guarantees; the terms and conditions of any form advertising contract prepared and tendered by the advertiser shall be inapplicable to the extent that they are inconsistent with the terms and conditions stated herein. Execution of The News Herald's form advertising contract by the advertiser is construed as an acceptance of all rates and conditions under which advertising space is at the time sold by The News Herald; provided, however, that to the extent said rates and conditions are inconsistent with the provisions of The News Herald's form advertising contract, the provisions of the contract shall apply.

6. Submission of an advertisement to a sales representative of The News Herald does not constitute a commitment by The News Herald to publish the advertisement. Only publication of an advertisement constitutes acceptance of the advertiser's order. Publication of an advertisement does not constitute an agreement for continued publication. The News Herald shall in no event be liable for failure to publish advertising when specified by the advertiser, provided that, if no advertising is published, any charges received therefore by The News Herald shall be refunded.

7. Acceptance and publication of advertising does not constitute any extension of credit. The News Herald may, at its sole discretion, extend credit upon completion of an application for credit, and/or personal guarantees by the advertiser, and/or any additional information and references deemed necessary. The advertiser should allow two working days for the processing of its credit application. When The News Herald extends credit, payments are due by the 15th of the month following publication. Continuation of credit privileges is dependent upon full and prompt payment. The granting of credit from time to time is an accommodation to the advertiser, the terms of which may be changed by The News Herald upon [30] days prior written notice to the advertiser.

8. Except as otherwise provided herein, all bills for advertising are net and are due and payable upon submission of statement. A charge of 1.5% per month (which accrues to 18% annually) shall be made on all unpaid advertising when the account becomes 60 days past due, and such charge shall appear on the subsequent monthly statement.

9. When The News Herald sets copy, a charge shall be made for the actual space occupied if such space is greater than the space specified in the order. If the actual space occupied is less than the space specified in the order, The News Herald shall bill the advertiser for the exact space ordered.

10. The News Herald reserves the right to amend or revise rates, terms, conditions, etc. upon 30 days written notice; all advertising contracts are acceptable subject to this reservation. If said amendments are not acceptable to the advertiser, the advertiser may, by written notice to The News Herald prior to the effective date of the amendments, cancel its advertising contract without liability for future obligations thereunder. Any agreements, rates, terms, or conditions not set forth herein or in the advertising contract

between the advertiser and The News Herald shall be void and of no effect.

11. The News Herald reserves the right to edit, reject, or cancel any advertisement for any reason it deems sufficient, including but not limited to any advertisement deemed objectionable in subject matter, illustration, or phraseology.

12. Proofs may be furnished to the advertiser prior to publication of its advertisement. The purpose of such proofs is to provide the advertiser an opportunity to inspect for typographical errors and to make any price changes. The News Herald shall make any other changes if time permits and at an additional charge of \$25.00 per hour, with a \$25.00 minimum charge. If the advertiser is furnished such proofs, The News Herald shall not be held liable or responsible for any error in any published advertisement unless the advertiser's proof correction requests are returned in ample time before publication and are not met. Whether or not such proofs are furnished, The News Herald shall assume liability for typographical errors ONLY for the first insertion of the advertisement, and its liability shall not exceed the cost of the space occupied by the error. In no event shall The News Herald be liable or responsible for errors that do not materially affect the value of the advertisement or for errors due to omission of material by the advertiser.

13. It is the advertiser's responsibility to examine its advertisement for any errors upon publication of the advertisement. The News Herald shall not be held responsible for errors beyond the first publication date of a multiple insertion. Requests for error adjustments must be made within 10 days of the publication date. Error adjustments shall be given in the form of either (A) additional advertising space or (B) cancellation of the charge or refund of any payment for the advertising space involved. The News Herald has the exclusive right to choose the appropriate form of adjustment.

14. In the event of The News Herald's error advertising goods at less than the specified price, The News Herald shall furnish a letter to the advertiser to be posted, noting the error and stating the correct price. The News Herald shall not assume any liability for goods sold at the incorrect price.

15. The News Herald shall not be responsible for orders, cancellations, or corrections given over the telephone. Written confirmations of orders, cancellations, or corrections must be received by The News Herald in ample time to follow. Cancellations shall be allowed at no charge when received by The News Herald no later than 24 hours after the regular deadlines. Copy set and not published shall be charged at \$10.00 per column inch. Cancellations received more than 24 hours after the regular deadlines and before 4:00 p.m. on the day prior to printing shall be subject to a charge of 25% of the cost of the space canceled. The News Herald shall accept no cancellations after 4:00 p.m. on the day prior to printing.

16. Positions may be requested for any page on which advertising is acceptable and shall be filled, if possible, depending upon editorial make-up and advertising space demands. Specifications on orders for the use or barring the use of any page, or relating to the kind of news or advertising on the page are treated as requests only. Every effort shall be made to comply with such position requests. Subject to the provisions of paragraph 11 hereof, The News Herald shall guarantee section position for an additional 10% of the cost of the advertisement, page position for an additional 25% of the cost of the advertisement, or page three of main news for an additional 40% of the cost of the advertisement subject to availability; provided, however, that in no event shall exact placement on a page be guaranteed.

17. Political advertisements must be paid in advance of publication by check and shall be set as display advertisements. A political advertisement must clearly state (A) that it is a "paid political advertisement," (B) the political party affiliation of a candidate for partisan office, (C) by whom the advertisement was paid, and (D) by whom the advertisement was authorized. In the event that the advertisement is not authorized by the candidate, his or her authorized political committee, or its agents, the advertisement must clearly state that it is not authorized by any candidate or candidate's committee and must include the name and residence address of the individual responsible for the advertisement. In no event may a political advertisement imply the incumbency of a candidate who is not in fact the incumbent.

18. Any advertisement simulating news matter must have the word "Advertisement" or the words "Paid Advertisement" at the top and/or bottom of the advertisement. The News Herald reserves the right to include such words if omitted by the advertiser and to determine the size of the word "Advertisement." The advertiser's failure to include such words may result in a charge for the additional space necessary to include them. In no event may The News Herald's masthead or news type be used for advertising purposes.

19. No advertising contract is valid unless signed by The News Herald's Advertising Director or a designated manager. All advertising contracts must be made in the advertiser's name and signed and titled by an owner or officer of the advertiser. All advertisements are accepted for publication entirely upon the representation that the advertiser and its agency (if any) are properly authorized to publish the entire contents and subject matter thereof. The advertiser acknowledges and agrees that the space reserved under the advertising contract is to be used by the advertiser signing the contract and used exclusively for the advertiser's present business

and cannot be sold, given, transferred, or assigned, in whole or in part, to any other firm, individual, corporation, or other entity.

20. The News Herald may cancel any advertising contract at any time for reasons satisfactory to the publisher. If the contract is canceled because the advertiser defaults in payment of any amount when due thereunder, becomes insolvent, makes an assignment for the benefit of creditors, is adjudged bankrupt, or a receiver is appointed, then the advertiser shall pay at the rate earned. If the contract is canceled by The News Herald for any other reason, the advertiser shall pay at the contract rate. The advertiser may cancel any advertising contract for any reason upon 30 days written notice to The News Herald, in which event the advertiser shall pay at the rate earned.

21. The News Herald shall not be liable for failure to furnish advertising space or to publish any advertisement due to public emergency or necessity, force majeure, restrictions imposed by law, acts of God, labor disputes or for any other cause, including equipment failures or any mechanical or electrical breakdowns, beyond The News Herald's control.

22. Any federal, state or local tax imposed on advertising published hereunder shall be an additional charge to the advertiser, over and above the rates set forth herein.

23. All property rights arising from the creation or production of advertisements for the advertiser by The News Herald, including but not limited to any copyright interest in any such advertisements which incorporate art work, creative ability, and/or typography furnished or arranged by The News Herald, shall be the property of The News Herald. No such advertisement or any part thereof may be reproduced without the prior written consent of The News Herald. The News Herald shall not be held liable or responsible for any original art work, drawings, or materials supplied by the advertiser that are left at The News Herald's offices for over 14 days.

24. Key numbers and coupons in advertisements are accepted at the advertiser's risk.

25. Advertising agencies are responsible for payment of all advertising ordered on behalf of their clients, but The News Herald reserves the right to hold the agency and the advertiser jointly and severally liable for all such payments.

26. In consideration of the publication of advertising, the advertiser and its agency (if any) hereby indemnify and agree to hold The News Herald harmless against any and all liability, loss or expense from any violations of law, claims for libel, unfair competition, unfair trade practice, violation of rights of privacy or rights of publicity, infringement of trademark, trade name, copyright or other proprietary rights, or any other claims, causes of action or the like arising directly or indirectly from the publication of advertising hereunder. The advertiser and agency (if any) further agree to pay the costs of any such actions, including but not limited to expenses and reasonable attorneys' fees for the counsel of The News Herald' selection.

27. The advertiser agrees to hold The News Herald harmless for all fees and expenses, including but not limited to expenses and reasonable attorneys' fees for the counsel of The News Herald's selection, incurred by The News Herald in enforcing payment of any amounts due under an advertising contract hereunder. It is agreed that the venue in any legal proceeding that may be taken to enforce an advertising contract hereunder shall be Burke County, North Carolina. The laws of North Carolina (without regard to any of its conflicts of laws provisions) shall govern the interpretation and enforcement of this contract in all legal proceedings.

28. Contracts must be endorsed by the advertiser and in the possession of the newspaper in advance of the first published advertisement. Open rates apply until the contract has been accepted by the newspaper. If the contract has not been activated within 30 days of the first published advertisement, open rate advertising will not be adjusted to contract rates.

29. The advertiser agrees to pay any production charges the newspaper may bill such as veloxes, halftones, screens, reverses, separations, etc.

30. The newspaper will not be held responsible for issuing credit for erroneously billed advertising after 12 months.

31. Notwithstanding anything to the contrary herein, under no circumstances shall publisher be liable to advertiser or agency for any consequential, punitive, incidental or special damages. In no event will the liability of publisher to advertiser, agency or any third party for damages, direct or otherwise, arising out of or in connection herewith exceed the total value of the monies payable to publisher for the services not performed in accordance with these terms and conditions.

32. Publisher shall use commercially reasonable efforts to in performing the services hereunder. Advertiser hereby acknowledges that publisher shall not be liable for immaterial deviations from the agreed services. Except as expressly stated in these terms and conditions, no warranties, conditions, guarantees, or representations are made by publisher, and publisher hereby disclaims all warranties, including but not limited to warranties of merchantability, fitness for a particular purpose, or other warranties, whether expressed or implied, in law or in fact, oral or in writing.

Logistics

Classified

PROOFS:

Copy received after deadline cannot be guaranteed proof service and is given to the newspaper for reproduction at the advertiser's risk.

Deadlines

Publishing Day	Copy & Space Deadline
Monday	5:00 p.m., Wednesday
Tuesday	5:00 p.m., Thursday
Wednesday	5:00 p.m., Friday
Thursday	5:00 p.m., Monday
Friday	5:00 p.m., Tuesday
Sunday	Noon Wednesday

Holiday Deadlines

TWENTY-FOUR (24) hours in advance of Normal ROP Deadlines (see above) or as notified.

Guaranteed Position

If possible, we will honor all requests for a particular position. If you wish to guarantee a certain position the following additional charge will apply: 25% extra. All paid position requests are subject to first availability.

Preprint Deadlines

Reservations for inserts must be made at least two weeks in advance. Printed material must be delivered to Media General Newspapers at least ten days prior to date of insertions. Inserts must be shipped freight prepaid. Receiving dock open Monday-Friday 8:00 a.m.-5:00 p.m.

Late Delivery

Late preprint deliveries may create extra handling in our production departments. A minimum surcharge of 10% will be billed for late delivery. Should the late delivery create any additional overtime in our production department, those charges will also be billed to the advertiser.

Delivery Hours

Monday-Friday, 8:00 a.m. to 5:00 p.m.
828-322-4510 Ext. 5602

Preprint Shipping

Shipments for Morganton are to be delivered to:

1100 Park Place
11th Avenue Boulevard SE
Hickory, NC 28602

Preprint Guidelines

A page measuring up to 63 column inches will be considered a tab page. All pages measuring more than 63 inches and up to 126 standard inches will be considered a standard page.

Mechanical Requirements

Camera-ready art, slicks, veloxes.
Halftone screen 100 lines, offset press

Electronic ad submission details at
www.morganton.com

STANDARD PAGE: (126") 6 columns
Width 11 5/8"; Depth 21"
TABLOID PAGE: (60") 5 columns
Width 10.188"; Depth 11.75"

Column Widths

1 column:	1.095"
2 columns:	2.265"
3 columns:	3.435"
4 columns:	4.605"
5 columns:	5.775"
6 columns:	6.945"
7 columns:	8.115"
8 columns:	9.285"
9 columns:	10.455"
10 columns:	11.625"

Classified pages are 21 inches per column, 210 inches per page. Double trucks are offered at a minimum of 17 columns by 21 inches deep. Full Double trucks are 21 deep by 21 columns wide. Ads measuring more than 18 inches in depth will be charged for full column depth of 21 inches.

Circulation

The News Herald	Circulation	Readership
Mon.-Fri.	11,185*	25,700
Sunday	11,849*	29,600

* paid circulation

Source: ABC Audit Report, Dec. 31, 2005.
Why Newspapers? Newspaper Association of America 2006

Payment Policy

Media General Newspapers will bill for all retail advertising on the schedule listed below.

October	September 29, 2008 through November 2, 2008
November	November 3, 2008 through November 30, 2008
December	December 1, 2008 through December 28, 2008
January	December 29, 2008 through February 1, 2009
February	February 2, 2009 through March 1, 2009
March	March 2, 2009 through March 29, 2009
April	March 30, 2009 through May 3, 2009
May	May 4, 2009 through May 31, 2009
June	June 1, 2009 through June 28, 2009
July	June 29, 2009 through August 2, 2009
August	August 3, 2009 through August 30, 2009
September	August 31, 2009 through September 27, 2009

