

automotive

RATES

effective September 29, 2008

get out there...



WINSTON-SALEM
JOURNAL

**Media
General**
NORTH CAROLINA
Media Group

Automotive

Local classified automotive rates are available to licensed automotive dealerships offering new and used vehicles to consumers via an outlet within the Winston-Salem 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		Winston-Salem Impact Ads								
Investment Level	Classified Display (per inch)	Full Pages with Full Color				Half Pages with Full Color				
	Winston Salem	1x	2x	3x	4x	1x	2x	3x	4x	
OPEN	\$61.40									
E	\$1,000	\$49.67	\$4,608	NA	NA	NA	\$2,350	\$1,968	NA	NA
	\$2,500	\$46.08								
	\$5,000	\$43.36								
	\$7,500	\$41.77								
D	\$10,000	\$40.65	\$3,591	\$2,936	NA	NA	\$1,831	\$1,534	\$1,353	NA
	\$13,000	\$39.62								
	\$17,000	\$38.57								
	\$23,000	\$37.39								
C	\$30,000	\$36.34	\$3,242	\$2,652	\$2,141	NA	\$1,654	\$1,385	\$1,222	\$1,044
	\$38,000	\$35.42								
	\$47,000	\$34.59								
	\$58,000	\$33.76								
B	\$75,000	\$32.76	\$2,906	\$2,377	\$1,918	\$1,664	\$1,482	\$1,241	\$1,095	\$935
	\$96,000	\$31.79								
	\$120,000	\$30.92								
	\$142,000	\$30.26								
A	\$182,000	\$29.28								
	\$232,000	\$28.33								
	\$282,000	\$27.57								
	\$332,000	\$26.93								
	\$385,000	\$26.35								
Over \$450,000	1/4 Page 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
- Journalnow.com
- Comic Advertising

DAILY NEWSPAPERS

Winston-Salem Journal
(Concord-Kannapolis)
Independent Tribune
Hickory Daily Record
Statesville
Record & Landmark
Morganton News-Herald
McDowell News (no 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 Winston-Salem Journal's retail trading area. The Winston-Salem Journal's retail trading area includes the counties of Forsyth, Davie, Davidson, Stokes, Surry, Watauga, Wilkes, Yadkin, Alleghany, and Ashe.

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 Winston-Salem Journal to earn discounted rates.

B. The sale of advertising space to promote some special interest or event occurring in the Winston-Salem Journal'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 Winston-Salem Journal 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 Winston-Salem Journal'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 Winston-Salem Journal'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 Winston-Salem Journal. 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 Winston-Salem Journal'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 Winston-Salem Journal; provided, however, that to the extent said rates and conditions are inconsistent with the provisions of the Winston-Salem Journal's form advertising contract, the provisions of the contract shall apply.

6. Submission of an advertisement to a sales representative of the Winston-Salem Journal does not constitute a commitment by the Winston-Salem Journal 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 Winston-Salem Journal 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 Winston-Salem Journal shall be refunded.

7. Acceptance and publication of advertising does not constitute any extension of credit. The Winston-Salem Journal 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 Winston-Salem Journal 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 Winston-Salem Journal 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 Winston-Salem Journal 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 Winston-Salem Journal shall bill the advertiser for the exact space ordered.

10. The Winston-Salem Journal 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 Winston-Salem Journal prior to the effective date of the amendments, cancel its advertis-

ing 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 Winston-Salem Journal shall be void and of no effect.

11. The Winston-Salem Journal 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 Winston-Salem Journal 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 Winston-Salem Journal 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 Winston-Salem Journal 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 Winston-Salem Journal 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 Winston-Salem Journal 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 Winston-Salem Journal has the exclusive right to choose the appropriate form of adjustment.

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

15. The Winston-Salem Journal 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 Winston-Salem Journal in ample time to follow. Cancellations shall be allowed at no charge when received by the Winston-Salem Journal 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 Winston-Salem Journal 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 Winston-Salem Journal 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 Winston-Salem Journal 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 Winston-Salem Journal's masthead or news type be used for advertising purposes.

19. No advertising contract is valid unless signed by the Winston-Salem Journal'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 Winston-Salem Journal 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 Winston-Salem Journal 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 Winston-Salem Journal, in which event the advertiser shall pay at the rate earned.

21. The Winston-Salem Journal 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 Winston-Salem Journal'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 Winston-Salem Journal, 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 Winston-Salem Journal, shall be the property of the Winston-Salem Journal. No such advertisement or any part thereof may be reproduced without the prior written consent of the Winston-Salem Journal. The Winston-Salem Journal shall not be held liable or responsible for any original art work, drawings, or materials supplied by the advertiser that are left at the Winston-Salem Journal'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 Winston-Salem Journal 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 Winston-Salem Journal 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 Winston-Salem Journal's selection.

27. The advertiser agrees to hold the Winston-Salem Journal harmless for all fees and expenses, including but not limited to expenses and reasonable attorneys' fees for the counsel of the Winston-Salem Journal's selection, incurred by the Winston-Salem Journal 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 Forsyth 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 3 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

Monday

JOURNAL 3:00 p.m., Thursday

Tuesday

JOURNAL 3:00 p.m., Friday

Wednesday

JOURNAL 3:00 p.m., Monday

Thursday

JOURNAL 3:00 p.m., Tuesday

Friday

JOURNAL 3:00 p.m., Wednesday

Saturday & Sunday

JOURNAL 3:00 p.m., Thursday

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 charges will apply: 10% extra for a specific section; 25% extra for a specific page and section. All paid position requests are subject to first availability.

Opposite Editorial (Op Ed) Page

Ad Guideline Effective September 1, 2008

1. Some types of paid advertising can be sold to appear on the right hand two columns of the daily Op Ed page.
2. No political advertisements of any kind can appear on the op-ed page. Local, regional, state or national controversial issues prompting paid advertisements cannot appear on the Op Ed page. This includes both overt political ads such as those for candidates in elections and advertisements on controversial issues. (Example - which local hospital should get to build a new branch?)
3. No paid advertisements that are to appear in a form of essays or columns can be run on the op-ed page. This includes advertisements that are accompanied by the label "advertisement."

Preprint Deadlines

The deadline for preprint reservations is 14 days prior to publication, except Thanksgiving week which is 21 days prior. Printed materials must be

delivered to the Winston-Salem Journal 10 days prior to publication.

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, 8:30 a.m.-4:00 p.m.

Preprint Shipping

Shipments are to be delivered to:

Winston-Salem Journal Production Facility
2051 E. Fifth Street
Winston-Salem, North Carolina, 27101

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

Retail, National and Local National ROP Electronic ad submission details at www.journalnow.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: 1.083"
2 columns: 2.25"
3 columns: 3.417"
4 columns: 4.583"
5 columns: 5.75"
6 columns: 6.917"
7 column: 8.083"
8 columns: 9.25"
9 columns: 10.417"
10 columns: 11.625"

21 inches per column, 210 inches per page, or 441 inches. Minimum space for a double truck to be centered is 17 columns by 21 inches deep. Advertisements requiring use of the gutter, and less than 21 inches deep, must be a full 21 columns wide.

Ads measuring more than 18 inches in depth will be charged for full column depth of 21 inches.

Average Paid Circulation

82,175	Winston-Salem Journal (Morning)
93,868	Winston-Salem Journal (Sunday)

Source: ABC Audit Report Sept. 30, 2007

Newsstand Price

Weekday Journal	\$0.75
Sunday Journal	\$1.25

Readership

192,864	Readers Daily
265,469	Readers Sunday

Source: Scarborough Research 07

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



Winston-Salem Journal

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