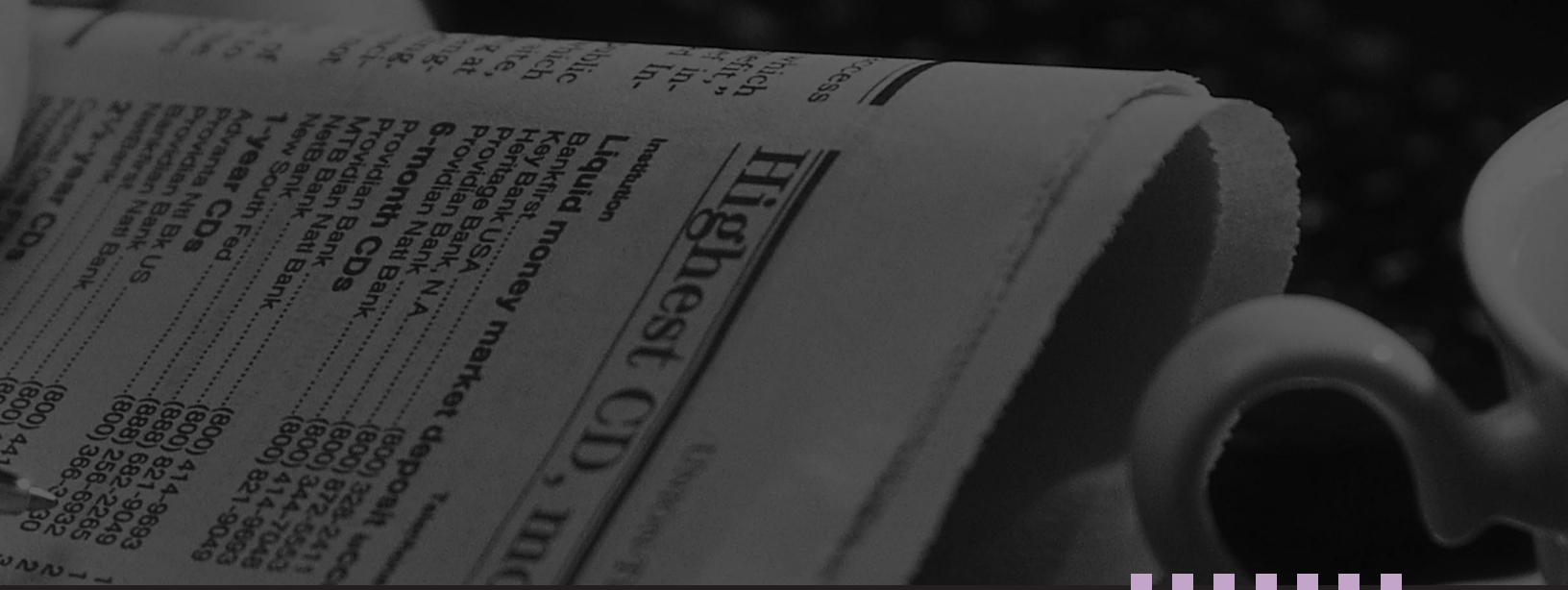


# Winston-Salem Journal Rates 2002/2003



## Classified Rates

9.30.02 - 9.28.03



## 1. personnel

William Downey .....336-727-7335  
*Advertising Director* wdowney@wsjournal.com

Pat Ranson .....336-727-7471  
*Classified Advertising Manager* pranson@wsjournal.com

Jennifer Graham .....336-727-7431  
*Inside Classified Adv. Manager* jgraham@wsjournal.com

Martha Martz.....336-727-7429  
*National Recruitment Specialist* mmartz@wsjournal.com

Winston-Salem Journal/Classified Ad. ....336-727-7425  
Fax Number .....336-727-7424

Toll Free .....1-800-642-0925

418 N. Marshall Street, Winston-Salem, N.C. 27101

### We Can Help You Find the Right Solution

The *Winston-Salem Journal* wants to do more than just sell you advertising space. We want to help you get the best results from your advertising dollars. If you have questions, or need more information, please call.

## 2. representatives

NC Press Association  
The Newspaper Network  
Metro-Puck Comics Network

Members: ABC, AD-EXPRESS, AD-SEND, SNPA, NAA, INMA, NCPA, NACON, METRO-PUCK, INDA, SCAMA, NATMA, NSSN, SAU.

## 3. commission/payment terms

- A. 15% agency commission for all national classified rates will be charged.
- B. Payment for all advertising space and preprint distribution is due 15 days after billing. Accounts over 60 days past due will be assessed a finance charge of 1.5% per month.
- C. All advertising rates, unless commissionable to agencies, are net.

## 4. general rate policy

### Acceptable Advertising

In the interest of maintaining our standards of accuracy and good taste, we reserve the right to refuse or cancel advertising at any time.

### Copy Corrections

Despite our best efforts, copy errors occasionally occur in material that we typeset for our advertisers. If it happens to your ad, we will adjust your charges for the first insertion, based on the actual value of the space occupied by the incorrect copy. However, you must notify us of the error in time for us to correct it before the second insertion.

### Ads that Imitate News Material

Any advertising designed to imitate news material will have the word "advertisement" set in bold type above the ad.

### Taxes

As the law requires, our charges will include any federal, state or local taxes imposed on the printing of advertising material or on the sale of advertising space.

## 5. classified display advertising rates

- Rates are net and non-commissionable.
- All dollars (excluding commercial printing) invested in the *Winston-Salem Journal's* publications count toward fulfillment of revenue agreement.
- Refer to revenue agreement regulations and copy requirements on pages 5 and 6 for specifics
- Effective September 30, 2002.

### classified rates per column inch

Annual Expenditure	Daily Mon–Sat	Sunday
Open	\$59.36	\$60.62
\$1,200	37.24	38.22
\$3,000	36.40	37.10
\$6,000	35.56	36.40
\$12,000	35.28	36.12
\$18,000	33.88	34.44
\$24,000	33.60	34.16
\$48,000	32.76	33.60
\$84,000	30.80	31.50
\$156,000	29.12	29.82
\$204,000	26.74	27.16

### extra sundays

To give advertisers maximum reach on Thanksgiving Day and Christmas Day, the *Winston-Salem Journal* will be distributed to both weekday and Sunday subscribers. This will increase circulation by approximately 10,000 copies over a typical weekday. Sunday rates will apply.

### repeat ads save even more

All display ads repeated on Saturday, Monday or Tuesday are half-price subject to the following:

- one full-price ad is run for each half-price ad
- half-price ad runs within 5 days of full price ad
- no copy change is made

## 7. full circulation color rates

**Black and One-Color Rate:** .....\$535 per ad  
**Black and Multi-Color Rate:** .....\$900 per ad  
**Publisher's Choice Color Rates:**  
**One-Color Rate:** .....\$350 per ad

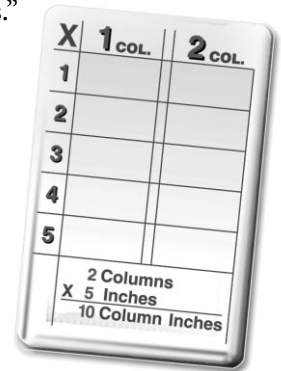
*Publisher reserves the right to change color or drop color from these advertisements. No other discounts apply to publisher's choice rates.*

*Ads measuring less than 105 column inches may have one color added for a rate of \$470.00. Publisher reserves the right to place more than one color ad on a page. All color requests subject to availability.*

## 12. advertising measurements

All rates are based on "column inches." To figure out the area of an ad, multiply its height in inches by the number of columns. A classified column is 1.25" wide.

*Example: 2 columns wide by 5 inches deep equals 10 column inches.*



## 11. special section calendar

### October:

**Parade of Homes** Publishes: October 11 and 18  
Deadlines: September 24

### November:

**College Basketball** Publishes: November 14  
Deadlines: November 6

**Guide to the Holidays** Publishes: November 29  
Deadlines: November 15

### February:

**Auto Racing** Publishes: February 9  
Deadlines: January 31

**Triad Home & Garden** Publishes: February 20  
Deadlines: February 5

### March:

**ACC Basketball** Publishes: March 6  
Deadlines: February 26

**NCAA Tournament** Publishes: March 13  
Deadlines: March 7

### April:

**Spring Fashion** Publishes: April 3  
Deadlines: March 20

**Spring Home & Garden** Publishes: April 5  
Deadlines: March 29

### May:

**Mother's Day** Publishes: May 7  
Deadlines: April 24

### August:

**College Football** Publishes: August 21  
Deadlines: August 14

### September:

**Pro Football** Publishes: September 4  
Deadlines: August 27

**Fall Fashion** Publishes: September 25  
Deadlines: September 11

**City Guide** Publishes: September 24  
Deadlines: August 21

## 14. deadlines

Publication Day	Line Ad Deadline	Display Deadline
SUNDAY (Homeplace)	Friday 1:30 p.m.	Wednesday 3:00 p.m.
SUNDAY (Main)	Friday 1:30 p.m.	Thursday 3:00 p.m.
MONDAY	Friday 1:30 p.m.	Thursday 3:00 p.m.
TUESDAY	Monday 1:30 p.m.	Friday 11:00 a.m.
WEDNESDAY	Tuesday 1:30 p.m.	Monday 11:00 a.m.
THURSDAY	Wednesday 1:30 p.m.	Monday 3:00 p.m.
FRIDAY	Thursday 1:30 p.m.	Tuesday 3:00 p.m.
SATURDAY	Friday 1:30 p.m.	Wednesday 2:00 p.m.

Holiday Copy Deadlines TWENTY-FOUR (24) hours in advance of Regular Copy Deadlines (see above) or as notified.

### proofs

Copy received after deadline cannot be guaranteed proof service and is given to the newspaper for reproduction at the advertiser's risk. Deadline for proof changes is 2 p.m. the day prior to publication.

### holiday deadlines

TWENTY-FOUR (24) hours in advance of Regular Copy 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; 40% extra for page three of main news. All paid position requests are subject to availability.

## 13a. terms & 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, Guilford, Stokes, Surry, Watauga, Wilkes, Yadkin, Alleghany, Rockingham and Avery.

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. Co-op 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. General 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 co-op 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 therefor 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 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 *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 cash or certified 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 Winston-Salem, 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.

The *Winston-Salem Journal* will bill for contract classified advertising on the schedule listed below. The twelve billing cycles are divided into four five-week periods and eight four-week periods.

- Period One** Monday, September 30, 2002 through Sunday, November 3, 2002
- Period Two** Monday, November 4, 2002 through Sunday, December 1, 2002
- Period Three** Monday, December 2, 2002 through Sunday, December 29, 2002
- Period Four** Monday, December 30, 2002 through Sunday, February 2, 2003
- Period Five** Monday, February 3, 2003 through Sunday, March 2, 2003
- Period Six** Monday, March 3, 2003 through Sunday, March 30, 2003
- Period Seven** Monday, March 31, 2003 through Sunday, May 4, 2003
- Period Eight** Monday, May 5, 2003 through Sunday, June 1, 2003
- Period Nine** Monday, June 2, 2003 through Sunday, June 29, 2003
- Period Ten** Monday, June 30, 2003 through Sunday, August 3, 2003
- Period Eleven** Monday, August 4, 2003 through Sunday, August 31, 2003
- Period Twelve** Monday, September 1, 2003 through Sunday, September 28, 2003

Camera-ready art, slicks, veloxes.  
Halftone screen 85 lines, offset press

**STANDARD PAGE:** 10 columns (210")  
Width 13"; Depth 21"

**TABLOID PAGE:** 8 columns (94")  
Width 10.25"; Depth 11.75"

**column widths**

1 column — 1.25"	6 columns — 7.75"
2 columns — 2.5"	7 columns — 9.0625"
3 columns — 3.8125"	8 columns — 10.375"
4 columns — 5.125"	9 columns — 11.6875"
5 columns — 6.4375"	10 columns — 13"

21" per column, 210" per page, 420" per double truck. Minimum space for double truck to be centered is 18 columns by 21" deep. Advertisements requiring use of gutter, and less than 21" deep, must be a full 20 columns wide. Double trucks less than 20 columns wide by 21" deep incur a \$230 gutter charge.

The measurements for classified display advertising are 14 agate lines to one column inch – 294 agate lines to a column and 2,940 agate lines to a ten-column page.

16. classified service directory

Advertisers purchasing space in the daily Service Directory contract to publish advertisements without change of copy for 30 consecutive days. The following are sample rates:

Lines Per Day	CONTRACT	OPEN
	Total Cost Per Month	Total Cost Per Month
3	\$115.80	\$131.70
4	154.40	175.60
5	193.00	219.50
6	231.60	263.40
7	270.20	307.30
8	308.80	351.20
9	347.40	395.10
10	386.00	439.00

**classified card ad discounts**

Card ads are display ads scheduled for 28 consecutive days or 3 days per week (minimum) during a 28-day period. Copy can be changed once each calendar week. Card ad inches do not count toward annual volume.

Per Column Inch Inches Per Day	Daily Card Ad (28 Times)	3 Times/Week (12 Times)
	Total Cost	Total Cost
1	\$21.42	\$23.80
2	\$599.76	\$285.60
4	1,199.52	571.20
6	2,399.04	1,142.40
8	3,598.56	1,713.60
10	4,798.08	2,284.80
12	5,997.60	2,856.00
	7,197.12	3,427.20

## blind box charges

Advertisers who wish to remain anonymous may use our confidential, blind box service.

Replies Picked Up .....\$47.40  
 Replies Mailed .....\$69.00

## national advertising rates

Martha Martz, National Recruitment Specialist  
 Phone: 336-727-7429 Fax: 336-727-7424

### Daily Rates (Monday–Saturday)

Line Ads .....\$11.15/line Display Ads .....\$156.10/inch

### Sunday Rates

Line Ads .....\$12.43/line Display Ads .....\$174.02/inch

Rates are discounted 15% for agencies.

Second Sunday insertions receive 25% discount. Display ads can repeat within 5 days on a Saturday, Monday or Tuesday at half price. Classified display ads are rounded up to the nearest 1/4" increment.

## ad adjustments

Advertisers should check their ads on the first day of publication. The *Journal* is not responsible for more than one incorrect insertion. Adjustments for errors will not exceed the cost of the space occupied by the error.

Requests for adjustments should be made within 7 days of publication. In the event of a typographical error that advertises goods at less than the specified price, the *Journal* will furnish a letter to the advertiser stating the correct price. The *Journal* is not responsible for goods sold at the incorrect price.

## classified line-ad rates

Line ads appear in-column and are priced separately from display ads. The size of the ad and the number of consecutive insertions determines line rate. Rate cards available upon request.

## local employment display rates per column inch

Annual Expenditure	Daily Mon–Sat	Sunday
Open	\$71.68	\$72.80
\$1,200	44.80	45.78
\$3,000	43.68	44.80
\$6,000	42.98	43.68
\$12,000	42.56	43.26
\$18,000	40.60	41.72
\$24,000	40.18	41.16
\$48,000	39.48	40.32
\$84,000	37.10	38.08
\$156,000	35.00	35.84
\$204,000	32.20	32.62

## special services

### Marketing Services

A complete research department offers advertisers detailed market studies. Studies include data that may be used in trending by categories of merchandise and individual retailers. The Creative Art Department provides creative ad layouts for individual promotions as well as campaigns. The art service includes illustration of all types, logo design and other graphic techniques. There may be a charge for these services. Art services are billed at \$30 per hour.

### Photography Department

Complete photo services are available to advertisers at special rates. Studio shots, \$15 each; location photos within Winston-Salem city limits, \$20 each; Forsyth County, \$25. Any reprint \$10 each. Rates for photos not designed for publication are available upon request.

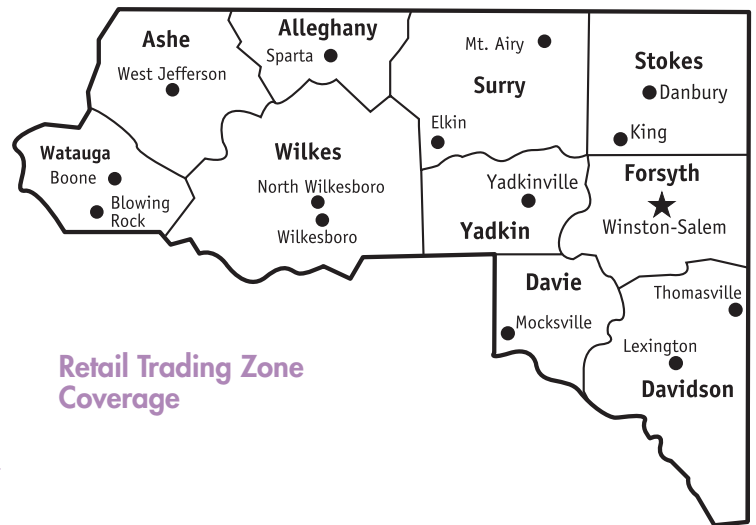
## 20. gross paid circulation

91,875 *Winston-Salem Journal* (Morning)  
 102,407 *Winston-Salem Journal* (Sunday)

Source: ABC Audit Report, September 30, 2001.

### Newsstand Price:

Weekday *Journal* .50  
 Sunday *Journal* \$1.25



Retail Trading Zone Coverage