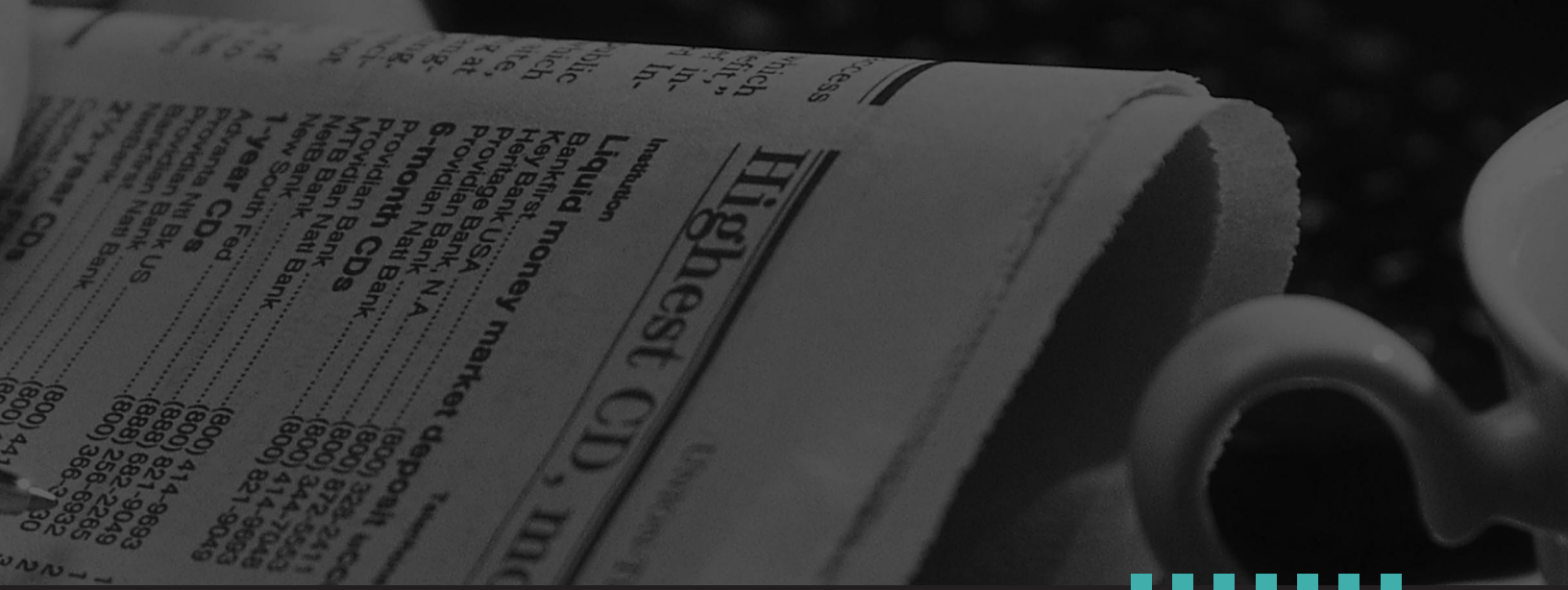


Winston-Salem Journal Rates 2002/2003



Co-op Rates

9.30.02 - 9.28.03



1. personnel

William Downey336-727-7335
Advertising Director wdowney@wsjournal.com

Pat Ranson336-727-7471
Classified Advertising Director pranson@wsjournal.com

Rick Shelton336-727-7421
Regional Advertising Manager rshelton@wsjournal.com

Donna vonClausburg.....336-727-7418
National/Co-Op Account Exec. dvonclausburg@wsjournal.com

Martha Martz336-727-7429
National Recruitment Specialist mmartz@wsjournal.com

Classified Advertising336-727-7425

Fax Number336-727-7268
 Toll Free800-642-0925
 418 N. Marshall Street, Winston-Salem, N.C. 27101

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.

5. co-op advertising rates

Annual Expenditure	Daily Mon–Fri	Sat or Sun
Open	\$62.80	\$68.96
\$25,000	57.52	63.48
\$45,000	51.00	56.04
\$90,000	47.60	52.36
\$250,000	44.36	49.32
\$400,000	40.20	44.12

frequency discounts

Repeat an advertisement within four days of a full-price ad and earn a 50% discount, subject to the following:

- No copy changes are allowed.
- The highest priced insertion in the schedule will be billed full price with the balance discounted 50%.
- No discounts on Sunday ads.

extra sundays

To give advertisers maximum reach on Memorial Day, 4th of July, Labor Day, Thanksgiving Day and Christmas Day, the *Winston-Salem Journal* will be distributed to both weekday and Sunday subscribers. This will increase circulation by approximately 17,000 copies over a typical weekday. Sunday rates will apply.

3. commission/payment terms

- 15% agency commission for all national rates.
- 15% agency commission for all national classified rates.
- 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.
- Advertising is sold for cash in advance unless credit has been approved by the business office.

4. general rate policy

- Co-op rates apply to: single form advertising placed by a business located outside the *Journal's* designated retail trade area but within the state of North Carolina. Counties in the retail trade area are: Forsyth, Davison, Davie, Stokes, Guilford, Surry, Wilkes, and Alleghany.
- 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.
- The sale of advertising space to promote some special interest or event occurring in the *Journal's* retail trading area, the cost of which is to be shared among multiple sponsors. Such advertising is acceptable only if the reference to individual sponsors appears 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.

general information

- Almost any preprinted piece - sales flyer, circular, brochure - can be inserted into the *Journal* and delivered for less than the cost of mailing them.
- As with ROP advertising, the Publisher has the right to review and reject all insert material.
- Any inserts whose size, weight or overall condition interferes with the timely delivery of our newspapers will not be inserted.
- Any costs incurred by our newspapers related to jogging, straightening or otherwise preparing preprints for insertion into our papers will be passed along to the advertiser.
- Multi-advertiser preprints sold and produced by unauthorized outside agents will not be accepted.
- A supplement line, listing the name of our newspaper, is not required.
- The number of insertions on a given day is mechanically restricted, so reservations are accepted on a first-come, first-served basis.
- The advertiser's scheduling of preprints with us signifies the acceptance of these conditions.

preprint rates

Pages	Full Run	Part Run
Up to 2-tab	\$49.60	\$52.04
4T-2S	63.72	69.00
8T-4S	81.44	86.52
12T-6S	86.92	94.64
16T-8S	95.80	103.24
20T-10S	102.44	110.20
24T-12S	107.36	115.28
28T-14S	111.00	120.48
32T-16S	114.72	123.88
36T-18S	119.20	127.40
40T-20S	122.80	130.60
44T-22S	126.48	135.92
48T-24S	130.00	139.24

*These sizes can run any Sunday and on some weekdays, subject to availability.
All prices are costs per thousand copies. A \$2.00 per thousand premium applies to Sunday circulation.*

Frequency Discounts

4-6 times per year	3%
7-9 times per year	5%
10 or more times per year	7%

preprint quantities

Pages	Full Run	Forsyth County	TMC
Sunday	108,000	75,000	
Saturday	105,000	73,000	
Weekday	91,000	64,000	75,000

Selected zip code zoning is available. Some restrictions apply.

Full run includes the counties of Alleghany, Ashe, Davidson, Davie, Forsyth, Rockingham, Stokes, Surry, Watauga, Wilkes and Yadkin.

All prices are cost per thousand copies.

Multiply appropriate CPM by your required run and subtract contract discount. Please increase quantities by 3% for spoilage.

Non-subscriber coverage is available through our Total Market Coverage (TMC) Program. 15% surcharge may apply.

journal 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.

Deadlines

The deadline for preprint reservations is 14 days prior to publication, 21 days prior to Thanksgiving insertion. 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 the *Winston-Salem Journal* Production Facility, 2051 E. Fifth Street, Winston-Salem, North Carolina, 27101.

7. full circulation color rates

- Black and one color\$730 per ad
- Black and multi-color\$1,225 per ad

The number of color ads is available for any given issue may be limited due to press requirements. Color positions are sold on a first-come first-serve basis with consideration given for frequency. (15% agency commission on all color rates.)

11. special features

New York Stock Exchange and Mutual Funds Island Positions

2-column by 8-inch position on the Mutual Page or NYSE page of the *Journal* (Tuesday through Saturday), respectively. Sold on a first-reserved basis with a 13-week commitment. Advertising space will be billed at advertiser’s contract rate.

Op-Ed Page

2-column by 21-inch space on the first inside back of the *Journal* (Monday through Saturday). Subject to availability. Sold on a first-reserved basis with a 13-week commitment. Contract rates apply.

Star Watch: Total Market Coverage (TMC)

You can extend your *Journal* reach to include every household in Forsyth County. Each Wednesday, Star Watch is delivered to all households which do not subscribe to the *Winston-Salem Journal*. Delivery is through Piedmont Delivery Service.

Rate:
\$12.12 per column inch

Color Rates:
One-Color: \$220.00
Multi-Color: \$355.00

Closing Time:
Wednesday at 5pm



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 advertiser 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.

13b. billing information

The *Winston-Salem Journal* will bill for contract 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

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

five

14. closing time for ROP advertising

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

Monday JOURNAL	Thursday 4 p.m.
Tuesday JOURNAL	Friday 3 p.m.
Wednesday JOURNAL	Monday 12 Noon
Thursday JOURNAL	Monday 4 p.m.
Friday JOURNAL	Tuesday 4 p.m.
Saturday JOURNAL TV JOURNAL	Wednesday 4 p.m. Tuesday 3 p.m.
Sunday JOURNAL THE ARTS ACCENT HOMEPPLACE BUSINESS NEWS and SPORTS	Wednesday 4 p.m. Wednesday 4 p.m. Wednesday 4 p.m. Wednesday 4 p.m. Wednesday 4 p.m. Wednesday 4 p.m.



Retail Trading Zone Coverage

15. mechanical requirements

Camera-ready art, slicks, veloxes.
 Halftone screen 85 lines, offset press
 Retail, National and Co-Op ROP

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

TABLOID PAGE: (58.75") 5 columns
 Width 10 1/4"; Depth 11 3/4"

column widths

1 column - 1.833" 3 columns - 5.750" 5 columns - 9.667"
 2 columns - 3.792" 4 columns - 7.708" 6 columns - 11.625"

21 inches per column, 126 inches per page, 252 inches per double truck. Minimum space for a double truck to be centered is 10 columns by 21 inches deep. Advertisements requiring use of the gutter, and less than 21 inches deep, must be a full 12 columns wide. Double trucks less than 12 columns wide by 21 inches deep will incur a \$305 gutter charge.

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

18. comic advertising rates

(4-Color — Sunday Only)

Full Page (11 5/8" x 20")	\$3,290
2/3 Page (11 5/8" x 13")	\$2,310
1/2 Page (11 5/8" x 10")	\$1,940
1/3 Page (11 5/8" x 6.5")	\$1,270
1/6 Page (11 5/8" x 3)	\$655
Spadeas	\$6,368
Gatefolds	\$3,825

sunday comic spadea & gatefold deadlines

Comics closing date is 35 days prior to publication. Advertiser must furnish plates or veloxes.

Comics press preprints and Spadea closings are 35 days prior to publication if proof is required, 28 days prior to publication if proof is not required.

All Sunday comics press preprints and Spadeas must be scheduled with the *Journal* advertising department 35 days prior to the date of publication. All Sunday comics press inserts are accepted on a first-come, first-served basis.

19. specialty publications target your advertising market

K-12

Looking for parents of school aged children? K-12 is delivered monthly to the parents of all 49,000 school children in Forsyth County.

Carolina Weddings

Carolina Weddings is distributed to brides-to-be at the news-paper (as they register announcements) and at the Carolina Weddings shows in Greensboro and Winston-Salem through-out the year. This book of wedding advice and information is the source for brides and their families in this marketplace.

New Neighbor

Reach area newcomers (within 48 hours of moving) with New Neighbor. In conjunction with BellSouth, Piedmont Delivery Service delivers a phone book in a Welcome Bag of special offers to newcomers. The New Neighbor Guide publishes bi-monthly and is included in the welcome package.



Destinations

Published semi-annually, Destinations delivers information about travel to interested readers in select zip codes in Forsyth County. Copies are also available at local accommodations and the Visitor's Center.

20. gross paid circulation

91,875	<i>Winston-Salem Journal</i> (Morning)
102,407	<i>Winston-Salem Journal</i> (Sunday)

Source: ABC Audit Report, September 30, 2001.

Newsstand Price:

Weekday <i>Journal</i>	.50
Sunday <i>Journal</i>	\$1.25

readership

198,000	Readers daily
266,000	Readers Sunday

Source: Belden Research, Inc. December 2000.