

CAROLINA  
**CLASSIFIED**  
MARKETPLACE

WINSTON-SALEM  
**JOURNAL**  
*the source*

[www.journalnow.com](http://www.journalnow.com)

**Hickory**  
DAILY  
**Record**  
FOR YOU. ABOUT YOU. EVERY DAY.

[www.hickoryrecord.com](http://www.hickoryrecord.com)

**Independent Tribune**

[www.independenttribune.com](http://www.independenttribune.com)

**The McDowell News**

[www.mcdowellnews.com](http://www.mcdowellnews.com)

THE  
MOORESVILLE  
**Tribune**

[www.moorevilltribune.com](http://www.moorevilltribune.com)

 **THE NEWS HERALD**  
437-2161 [www.morganton.com](http://www.morganton.com)

[www.morganton.com](http://www.morganton.com)

LAKE  
NORMAN  
NAVIGATOR

[www.navigatethelake.com](http://www.navigatethelake.com)

**HARRISBURG**  
**HORIZONS**

[www.harrisburghorizons.com](http://www.harrisburghorizons.com)

STATESVILLE  
**Record & Landmark**

[www.statesville.com](http://www.statesville.com)

in partnership with

**YAHOO! hotjobs**

national  
recruitment

# RATES

effective September 29, 2008

customize your strategy



**Media**  
**General**  
NORTH CAROLINA  
Media Group

## National Recruitment

National Recruitment display rates are 15% agency commissionable to recognized advertising agencies.



Investment levels indicate an annual investment in North Carolina Media Group products and services. An advertiser has 12 months to fulfill the Investment agreement.

### National Recruitment Display

Investment Level	Winston Salem (per inch)			All Community Papers			Media General NC Group		
	Sunday	Daily	3 Days <small>per day</small>	Sunday/Daily*	All Daily	3 days <small>per day</small>	Sunday/Daily **	Daily	3 days <small>per day</small>
Open	\$211	\$148	\$128	\$117.25	\$113.75	\$75.00	\$277	\$211	\$177
\$7,500	\$201	\$140	\$122	\$95.20	\$92.40	\$62.00	\$259	\$196	\$165
Over \$25,000	\$191	\$133	\$116	\$86.10	\$83.30	\$56.00	\$242	\$183	\$154

\*Sunday in Hickory, Concord, Morganton, & Statesville    \*\* Sunday in WS, Hickory, Concord, Statesville, Morganton  
 \* Daily in Marion, Mooresville, Lake Norman

### Individual Community Buy

Investment Level	Open		\$7,500		Over \$25,000	
	DAILY	SUNDAY	DAILY	SUNDAY	DAILY	SUNDAY
Concord	\$33.75	\$35.00	\$30.00	\$31.00	\$27.00	\$28.00
Hickory	\$33.75	\$35.00	\$23.00	\$24.00	\$21.00	\$22.00
Marion	\$14.06		\$12.00		\$11.00	
Mooresville	\$14.06		\$12.00		\$11.00	
Morganton	\$25.00	\$26.25	\$19.00	\$20.00	\$17.00	\$18.00
Statesville	\$25.00	\$26.25	\$21.00	\$22.00	\$19.00	\$20.00
Lake Norman	\$16.88		\$15.00		\$13.00	
Winston-Salem	\$148.00	\$211.00	\$140.00	\$201.00	\$133.00	\$191.00

### National Recruitment Liners

Market	Open		3 Day		7 Day	
	DAILY	SUNDAY	DAILY	SUNDAY	DAILY	SUNDAY
Concord	\$4.84	\$5.18	\$3.66	\$4.00	\$3.15	\$3.49
Hickory	\$4.84	\$5.18	\$3.66	\$4.00	\$3.15	\$3.49
Marion	\$1.88		\$1.41		\$1.23	
Mooresville	\$1.56		\$1.18		\$1.01	
Morganton	\$3.36	\$3.70	\$2.53	\$2.86	\$2.19	\$2.53
Statesville	\$3.49	\$3.83	\$2.63	\$2.96	\$2.28	\$2.61
Winston-Salem	\$13.95	\$15.49	\$11.16	\$12.39	\$10.46	\$11.62

PRICE INCLUDES AD PUBLISHED ON WEB IN CAREER SEEKER SITE.

## Cross-Market/ Cross Platform Solutions

### DAILY NEWSPAPERS

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

### BI-WEEKLY NEWSPAPER

Mooresville Tribune  
 (Wed. & Fri.)

### WEEKLY NEWSPAPERS

Lake Norman Navigator  
 Harrisburg Horizons

### WEEKLY PUBLICATIONS

(With Recruitment)  
 Starwatch (Forsyth County)  
 The Buzz (Hickory)  
 The Buzz (Morganton)  
 The Express (Marion)

### WEBSITES

www.journalnow.com  
 www.independenttribune.com  
 www.hickoryrecord.com  
 www.statesville.com  
 www.morganton.com  
 www.mcdowellnews.com  
 www.mooresvilletribune.com  
 www.navigatethelake.com  
 www.harrisburghorizons.com



### Multiple Publication Discount

\*does not include WSJ Display Ads

2 papers	20%
3 papers	25%
5 papers	30%
8 papers	35%

# 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 Media General Newspapers' 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 Media General Newspapers to earn discounted rates.

B. The sale of advertising space to promote some special interest or event occurring in Media General Newspapers' retail trading area, the cost of which is to be shared among multiple sponsors. Such advertising is acceptable at the sole discretion of Media General Newspapers 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 Media General Newspapers'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 Media General Newspapers'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 Media General Newspapers. 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 Media General Newspapers'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 Media General Newspapers; provided, however, that to the extent said rates and conditions are inconsistent with the provisions of Media General Newspapers's form advertising contract, the provisions of the contract shall apply.

6. Submission of an advertisement to a sales representative of Media General Newspapers does not constitute a commitment by Media General Newspapers 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. Media General Newspapers 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 Media General Newspapers shall be refunded.

7. Acceptance and publication of advertising does not constitute any extension of credit. Media General Newspapers 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 Media General Newspapers 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 Media General Newspapers 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 Media General Newspapers 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, Media General Newspapers shall bill the advertiser for the exact space ordered.

10. Media General Newspapers 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 Media General Newspapers 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 Media General Newspapers shall be void and of no effect.

11. Media General Newspapers 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. Media General Newspapers 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, Media General Newspapers 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, Media General Newspapers 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 Media General Newspapers 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. Media General Newspapers 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. Media General Newspapers has the exclusive right to choose the appropriate form of adjustment.

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

15. Media General Newspapers shall not be responsible for orders, cancellations, or corrections given over the telephone. Written confirmations of orders, cancellations, or corrections must be received by Media General Newspapers in ample time to follow. Cancellations shall be allowed at no charge when received by Media General Newspapers 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. Media General Newspapers 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, Media General Newspapers 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. Media General Newspapers 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 Media General Newspapers's masthead or news type be used for advertising purposes.

19. No advertising contract is valid unless signed by Media General Newspapers' 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. Media General Newspapers 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 Media General Newspapers 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 Media General Newspapers, in which event the advertiser shall pay at the rate earned.

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

27. The advertiser agrees to hold Media General Newspapers harmless for all fees and expenses, including but not limited to expenses and reasonable attorneys' fees for the counsel of Media General Newspapers' selection, incurred by Media General Newspapers 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 home county of Property. 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 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 Display Deadlines

### PROOFS:

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

Publishing Day	Copy & Space Deadline
Monday	3:00 p.m., Thursday
Tuesday	3:00 p.m., Friday
Wednesday	3:00 p.m., Monday
Thursday	3:00 p.m., Tuesday
Friday	3:00 p.m., Wednesday
Saturday & Sunday	3:00 p.m., Thursday

If a proof is required, deadline is the day before. Holiday Deadlines will be adjusted, please call.

## National & Agency Ad Submission and Contact:

Martha Martz — 336-727-7429  
mmartz@wsjournal.com

Jennifer McDaniel — 336-727-7427  
jmcdaniel@wsjournal.com

Fax: 336-727-7424

## Mechanical Requirements

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

## Column Widths

Classified Column Sizes:

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.

For Hickory please call.

## Average Paid Circulation

Circulation			
Publication	Daily	Sunday	Weekly
W-S Journal	83,263	93,744	
Concord	18,468	20,648	
Harrisburg Horizons			6,500
Mooreville	5,403		
Statesville	14,552	17,780	
Lake Norma Nav			20,587
Hickory	21,400	23,896	
Morganton	11,185	11,849	
The Buzz			18,500
Marion	5,662		
Express			8,000
<b>TOTAL</b>	<b>159,933</b>	<b>167,917</b>	<b>101,587</b>
<b>ALL PUBS</b>	<b>429,437</b>		

Readership			
Publication	Daily	Sunday	Weekly
W-S Journal	207,900	262,000	
Concord	43,476	51,620	
Harrisburg Horizons			14,950
Mooreville	12,427		
Statesville	33,470	44,450	
Lake Norma Nav			47,350
Hickory	49,220	59,740	
Morganton	25,726	29,623	
The Buzz			42,550
Marion	13,023		
Express			18,400
<b>TOTAL</b>	<b>384,241</b>	<b>447,433</b>	<b>233,650</b>
<b>ALL PUBS</b>	<b>1,065,324</b>		

