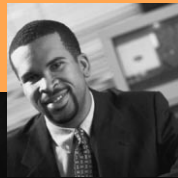
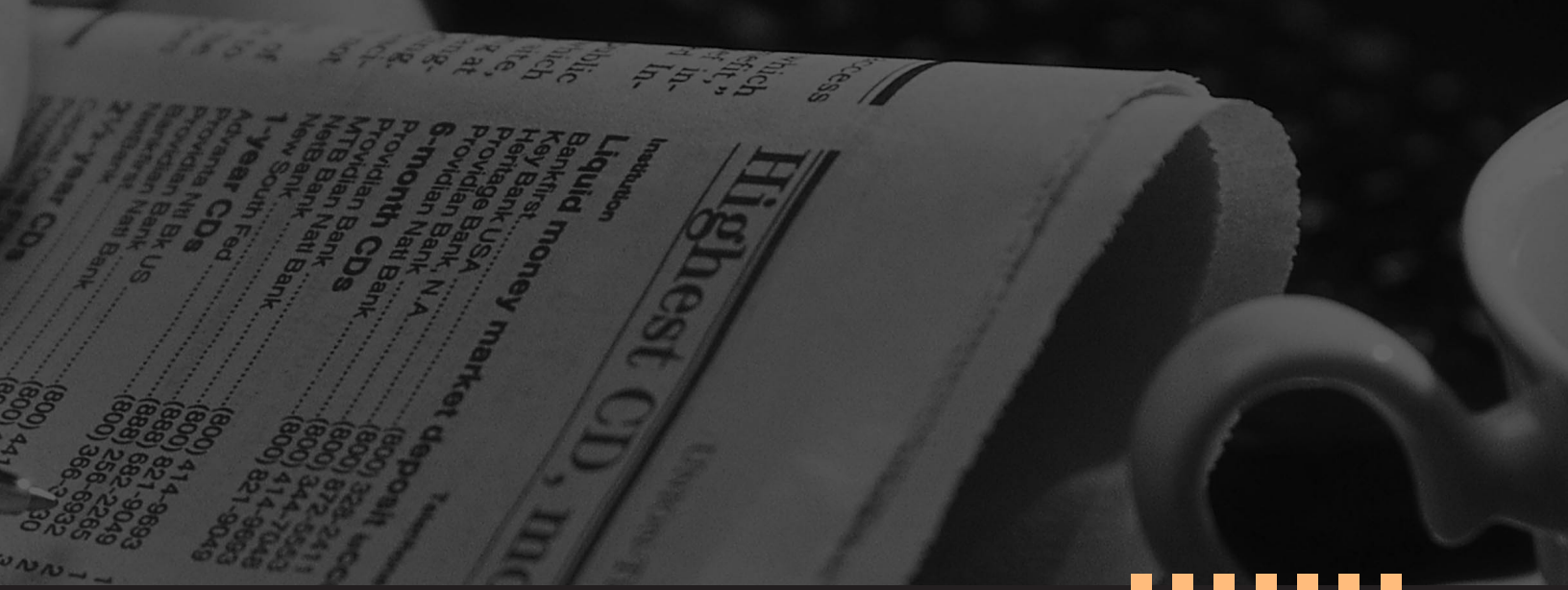


Winston-Salem Journal Rates 2002/2003



National Recruitment

9.30.02 - 9.28.03



1. personnel

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

Fax Numbers.....336-727-7424
 336-727-4094

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. rates

All line ads for national advertisers are billed at \$11.15 per line, per day for daily ads (Mon.–Sat.). The Sunday rate is \$12.43 per line. This rate is discounted 15% for recognized advertising agencies.*

display advertising rates

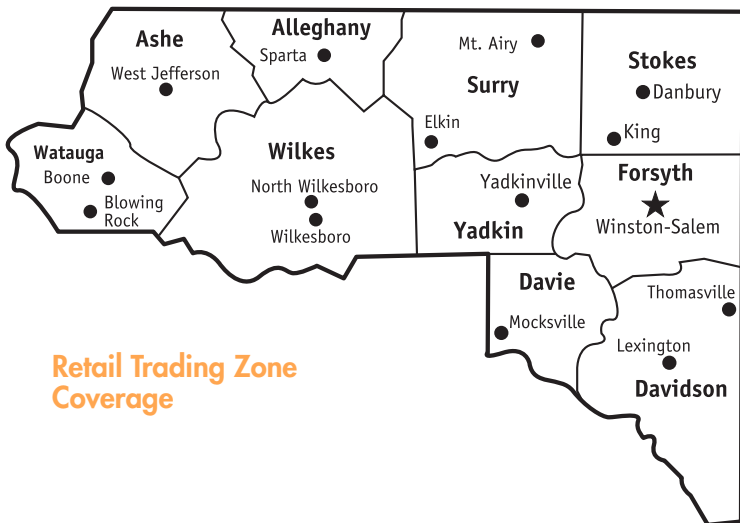
National Recruitment display rates are 15% agency commissionable to recognized advertising agencies.

Cost per column inch	Mon-Sat.	Sun.
1st Insertion	\$156.10	\$174.02
2nd Sunday Bonus		\$87.08

Monday, Tuesday or Saturday (half price: \$78.12)

7. color rates

Black and one color\$535
 Black and multi-color\$900



Retail Trading Zone Coverage

10. proofs

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

position charges

There is an extra charge for any ROP advertisement requiring specified position as follows; specified section, 10% extra; specified section and page, 25%; main news page 3, 40% extra. Guaranteed position charge for Sunday Comics is 25%. Paid positions are subject to availability.

14. deadlines

Advertising to be complete and in ad production

Publication Day	Deadline
Monday	
LINE AD.....	Friday, 1:30 p.m.
DISPLAY	Thursday, 3:00 p.m.
Tuesday	
LINE AD	Monday, 1:30 p.m.
DISPLAY.....	Friday, 11:00 p.m.
Wednesday	
LINE AD	Tuesday, 1:30 p.m.
DISPLAY	Monday, 3:00 p.m.
Thursday	
LINE AD	Wednesday, 1:30 p.m.
DISPLAY	Monday, 3:00 p.m.
Friday	
LINE AD	Thursday, 1:30 p.m.
DISPLAY	Tuesday, 3:00 p.m.
Saturday	
LINE AD.....	Friday, 1:30 p.m.
DISPLAY	Wednesday, 2:00 p.m.
Sunday (Homeplace)	
LINE AD.....	Friday, 1:30 p.m.
DISPLAY	Wednesday, 3:00 p.m.
Sunday (main)	
LINE AD.....	Friday, 1:30 p.m.
DISPLAY	Thursday, 3:00 p.m.

holiday copy deadlines

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

...helping national recruiters reach more prospects in Winston-Salem, North Carolina

15. mechanical requirements

Camera-ready art, slicks, veloxes.
Halftone screen 85 lines, offset press
Electronic ad submission details at www.journalnow.com.

STANDARD PAGE: (126") 6 columns
Width 13"; Depth 21"

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"

Minimum space for double truck to be centered is 18 columns by 21" deep. Advertisements requiring use of gutter, and is less than 21" deep, must be a full 20 columns wide. Any ad over 18" in depth will be charged full depth of 21".

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.

For electronic ad copy submission e-mail:
gbuie@wsjournal.com.

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 Journal	.50
Sunday Journal	\$1.25

An area rich in recruitment opportunities for...

Health Care Professionals

Engineering

Technical

White Collar

Managerial

Skilled Trades

...and so much more!

advantages...

- Increase frequency by picking up Sunday display ads at half price on Monday, Tuesday or Saturday.
- 50% discount on same ad repeated within one week of full-priced ad. Run the same copy within a four (4) week period and the second ad receives a 25% discount.
- National Recruitment display rates are 15% agency commissionable to recognized advertising agencies.*

*An advertising agency is defined as an organization with multi-client ad placement responsibilities.

www.journalnow.com

We are now offering display ads on-line with journalnow.com. Please contact your account executive or call (336) 727-7429 for more details.



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.