

RETAIL ROP RATES

Use the enclosed rates for full run ROP (Run of Press) products if you have a local storefront presence and have not been established as a national or classified rate category. Investment levels indicate an annual investment in North Carolina Media Group products and services. An advertiser has 12 months to fulfill the Investment agreement. All products and services count toward investment level fulfillment except commercial printing and postage.

Extra Sunday

To give advertisers maximum reach on Thanksgiving 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.

COLOR CHARGES

Ad Size	Full Color	Spot Color	
Full Pages	25%	19%	Color charges are a percent of space charges.
Half plus	33%	25%	
Quarter plus	41%	31%	Single insertion color ads under 15" will be charged at 15" rate.
15" plus	50%	38%	

RETAIL RATES

Investment Level	MT	WT	FS	SUN
OPEN	\$47.53	\$54.65	\$61.19	\$66.76
D	\$1,000	\$41.98	\$48.28	\$52.48
	\$2,500	\$40.22	\$46.25	\$50.27
	\$5,000	\$38.89	\$44.71	\$48.60
	\$7,500	\$40.19	\$43.82	\$47.62
C	\$10,000	\$37.18	\$42.77	\$46.48
	\$13,000	\$36.69	\$42.18	\$45.86
	\$17,000	\$36.16	\$41.60	\$45.22
	\$23,000	\$35.60	\$40.93	\$44.50
	\$30,000	\$34.74	\$39.95	\$43.43
B	\$38,000	\$34.30	\$39.44	\$42.87
	\$47,000	\$33.89	\$38.97	\$42.37
	\$58,000	\$33.51	\$38.53	\$41.87
A	\$75,000	\$32.68	\$37.59	\$40.86
	\$96,000	\$32.23	\$37.07	\$40.29
	\$120,000	\$31.82	\$36.57	\$39.76
	\$142,000	\$31.49	\$36.22	\$39.37

25% Premium for Position Guarantee

PREPRINT RATES Sunday Rate (per 1000)

Tab Pages	10,000 to 60,000	60,001 to 90,000	Over 90,000	Over 175,000
SingleSht.	\$43	\$41	\$39	\$37
4	\$66	\$64	\$62	\$53
8	\$83	\$81	\$77	\$64
12	\$96	\$93	\$88	\$73
14	\$100	\$97	\$92	\$76
16	\$104	\$101	\$96	\$79
20	\$110	\$107	\$101	\$84
24	\$115	\$112	\$106	\$90
28	\$121	\$116	\$110	\$93
32	\$124	\$121	\$113	\$97
36	\$128	\$124	\$116	\$100
40	\$131	\$127	\$119	\$102
44	\$133	\$129	\$123	\$104
48	\$136	\$132	\$125	\$106

PREPRINT DISCOUNTS

Investment Level	Winston-Salem	Community	Full Market
Open	NA	NA	NA
D \$1,000-7,500	3%	5%	4%
C \$10,000-23,000	5%	10%	8%
B \$30,000-58,000	7%	18%	12%
A \$75,000-142,000	10%	26%	16%



MULTI-INSERTION AD PROGRAM

Our Multi-Insertion Ad Program allows contract Advertisers to stretch their advertising investment to get the most frequency possible.

- All ads must be run in a 7-day period, ordered at one time, no size changes.
- Minimal copy changes relating to dates only.

VIP ADS

Investment Level	Action Ads (4x -7 days incl. Sundays)	Triple Play (3x -7 days incl. Sundays)	Double Play (2x -7 days incl. Sundays)
D \$1,000-7,500	\$24	\$28	\$37
C \$10,000-23,000	\$22	\$26	\$35
B \$30,000-58,000	\$21	\$25	\$33
A \$75,000-142,000	\$20	\$24	\$32
full color premium	25%	35%	45%

Full color charges are a percent of space charges - Spot color charge is 80% of full color premium

FULL RUN ADVERTISING

FLEX PROGRAMS

The Flex Program allows you maximum flexibility to choose the best weeks to run your ads this year. Graduating weeks require different annual investment levels. To qualify, advertisers must run at least one insertion per week for the contracted number of weeks. Weeks can be non-consecutive. Advertiser must choose to enroll in this program.

RETAIL FLEX PROGRAM

WKS	MIN. INCHES	MT	WT	FS	SUN
6	4	\$36.69	\$42.18	\$45.86	\$50.02
12	5	\$35.60	\$40.93	\$44.50	\$48.53
18	6	\$34.64	\$39.83	\$43.29	\$47.23
25	8	\$33.33	\$38.34	\$41.67	\$45.45

MONDAY TUESDAY IMPACT AD PROGRAM

Investment Level	FULL PAGE	HALF PAGE	QUARTER PAGE	EIGHTH PAGE
D	\$2,823	\$1,553	\$812	\$424
C	\$2,663	\$1,465	\$766	\$400
B	\$2,532	\$1,393	\$728	\$380
A	\$2,403	\$1,322	\$691	\$360

WINSTON-SALEM
JOURNAL

418 North Marshall St., Winston-Salem, NC 27101 | 336-727-7211
800-642-0925 | www.journalnow.com

Logistics

ROP Deadlines

PROOFS:

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

Deadlines

Monday JOURNAL	Wednesday, 4:00 p.m.
Tuesday JOURNAL	Thursday, 4:00 p.m.
Wednesday JOURNAL	Friday, 4:00 p.m.
Thursday JOURNAL Relish	Monday, 4:00 p.m. Friday, 4:00 p.m.
Friday JOURNAL	Tuesday, 4:00 p.m.
Saturday JOURNAL Select TV	Wednesday, 4:00 p.m. Tuesday, 3:00 p.m.
Sunday JOURNAL	Wednesday, 4:00 p.m.

Holiday Deadlines

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

Guaranteed Position

If possible, we will honor all requests for a particular position. If you wish to guarantee a certain position the following additional charges will apply: 10% extra for a specific section; 25% extra for a specific page and section. All paid position requests are subject to first availability.

Opposite Editorial (Op Ed) Page Ad Guideline

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

Preprint Deadlines

The deadline for preprint reservations is 14 days prior to publication, except Thanksgiving week which is 21 days prior. Printed materials must be delivered to the Winston-Salem Journal 10 days prior to publication.

Late Delivery

Late preprint deliveries may create extra handling in our production departments. A minimum surcharge of 10% will be billed for late delivery. Should the late delivery create any additional overtime in our production department, those charges will also be billed to the advertiser.

Delivery Hours

Monday–Friday, 8:30 a.m.–4:00 p.m.

Preprint Shipping

Shipments are to be delivered to:
Winston-Salem Journal Production Facility
2051 E. Fifth Street
Winston-Salem, North Carolina, 27101

Preprint Guidelines

A page measuring up to 63 column inches will be considered a tab page. All pages measuring more than 63 inches and up to 126 standard inches will be considered a standard page.

Inserts

Our insert program gives your business targeted ZIP code delivery for your preprinted insert or we'll print it for you at a low per-piece cost. For details on printing call 727-7430.

Preprint Quantities: Call for most recent distribution quantities. Selected zip code zoning is available. Some restrictions apply.

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

Forsyth County includes suburban Stokes, Davidson and Davie counties.

To insert on Thanksgiving Day we require a minimum quantity of 73,000.

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.

Mechanical Requirements

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

Retail, National and Local National ROP Electronic ad submission details at www.journalnow.com

STANDARD PAGE: (126") 6 columns

Width 9.889"; Depth 21"

TABLOID PAGE: (47.5") 5 columns

Width 9.889"; Depth 9.5"

Column Widths	Standard	Tab
1 column:	1.556"	1.889"
2 columns:	3.22"	3.889"
3 columns:	4.889"	5.889"
4 columns:	6.556"	7.889"
5 columns:	8.22"	9.889"
6 columns:	9.889"	

21 inches per column, 126 inches per page, 273 inches per double truck. Minimum space for a double truck to be centered is 11 columns by 21 inches deep. Advertisements requiring use of the gutter, and less than 21 inches deep, must be a full 13 columns wide.

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

Average Paid Circulation

74,804 Winston-Salem Journal (Morning)

87,965 Winston-Salem Journal (Sunday)

Source: ABC Audit Report March 29, 2009

Newsstand Price

Weekday Journal \$0.75

Sunday Journal \$1.25

Readership

192,405 Readers Daily

241,508 Readers Sunday

Source: Scarborough Research 08

Payment Policy

Media General Newspapers will bill for all retail advertising on the schedule listed below.

October	September 27, 2010 through October 31, 2010
November	November 1, 2010 through November 28, 2010
December	November 29, 2010 through December 26, 2010
January	December 27, 2010 through January 30, 2011
February	January 31, 2011 through February 27, 2011
March	February 28, 2011 through March 27, 2011
April	March 28, 2011 through May 01, 2011
May	May 02, 2011 through May 29, 2011
June	May 30, 2011 through June 26, 2011
July	June 27, 2011 through July 31, 2011
August	August 01, 2011 through August 28, 2011
September	August 29, 2011 through September 25, 2011