

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
	\$1,000	\$41.98	\$48.28	\$52.48	\$57.24
D	\$2,500	\$40.22	\$46.25	\$50.27	\$54.84
	\$5,000	\$38.89	\$44.71	\$48.60	\$53.01
	\$7,500	\$40.19	\$43.82	\$47.62	\$51.95
	\$10,000	\$37.18	\$42.77	\$46.48	\$50.70
C	\$13,000	\$36.69	\$42.18	\$45.86	\$50.02
	\$17,000	\$36.16	\$41.60	\$45.22	\$49.32
	\$23,000	\$35.60	\$40.93	\$44.50	\$48.53
	\$30,000	\$34.74	\$39.95	\$43.43	\$47.38
B	\$38,000	\$34.30	\$39.44	\$42.87	\$46.77
	\$47,000	\$33.89	\$38.97	\$42.37	\$46.22
	\$58,000	\$33.51	\$38.53	\$41.87	\$45.68
	\$75,000	\$32.68	\$37.59	\$40.86	\$44.57
A	\$96,000	\$32.23	\$37.07	\$40.29	\$43.95
	\$120,000	\$31.82	\$36.57	\$39.76	\$43.37
	\$142,000	\$31.49	\$36.22	\$39.37	\$42.95

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
Single Sht.	\$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
D	\$1,000-7,500	3%	4%
C	\$10,000-23,000	5%	8%
B	\$30,000-58,000	7%	12%
A	\$75,000-142,000	10%	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

Journalnow.com

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 Monday, 4:00 p.m.
Relish Friday, 4:00 p.m.

Friday
JOURNAL Tuesday, 4:00 p.m.

Saturday
JOURNAL Wednesday, 4:00 p.m.
Select TV 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 Effective September 1, 2008

- 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 28, 2009 through November 1, 2009
November	November 2, 2009 through November 29, 2009
December	November 30, 2009 through December 27, 2009
January	December 28, 2009 through January 31, 2010
February	February 1, 2010 through February 28, 2010
March	March 1, 2010 through March 28, 2010
April	March 29, 2010 through May 2, 2010
May	May 3, 2010 through May 30, 2010
June	May 31, 2010 through June 27, 2010
July	June 28, 2010 through August 1, 2010
August	August 2, 2010 through August 29, 2010
September	August 30, 2010 through September 26, 2010