

The Weston Democrat Inc.

306 Main Avenue
P.O. Box 968
Weston, WV 26452

ADVERTISING RATE CARD
Effective August 1, 2007
Published Each Wednesday

(304) 269-1600
Fax: (304) 269-4035
ads@westondemocrat.com

1. PERSONNEL

Robert Billeter, Publisher/Editor
Connie Sharpe, Advertising Director
Shannon Williams, Office Manager

2. REPRESENTATIVES

American Newspaper
Representatives
1000 Shelard Parkway, Suite 1000
Minneapolis, MN 55426
1-800-341-7959

West Virginia Press Services, Inc.
3422 Pennsylvania Avenue,
Charleston, WV 25311
(304) 342-6908
Fax: (304) 343-5879

3. COMMISSIONS AND TERMS OF PAYMENT

Local retail rate is non-commissionable.
National rates only are commissionable
(See 5b.) Terms: Net 30 Days

4. ADVERTISING RATE POLICIES

Rates may be raised on 30 days notice.
Alcohol and Tobacco Advertising accepted.
These terms applicable to rate and effective
August 1, 2007.

5. ADVERTISING RATES

a. Retail Advertising Rate
(Non-commissionable)
Open Rate \$4.14 per column inch.
A 25% Preferred Placement Fee Applicable.

b. National Advertising Rate Commissionable
\$5.85 per column inch (Commissionable)
15% allowed to recognized advertising
agencies.

c. Composition Charges

No charge for composition work.
Velox of ad (Reproduction Slick) \$3.00
each unit.

d. CANCELLATIONS

Final cancellations Monday @ 11am

***We reserve the right to charge a fee
for any advertising cancelled after
this time.**

***We also reserve the right to charge
a composition fee for any ad that is
completed by our graphics dept. and
later cancelled.**

Print Rates

Singles sheet up to 4 pages	\$50 per M	\$300
4 full or 8 tab pages	\$55 per M	\$330
6 full or 12 tab pages	\$60 per M	\$360
full or 16 tab pages	\$65 per M	\$390
10 full or 20 tab pages	\$70 per M	\$420
12 full or 24 tab pages	\$75 per M	\$450

Minimum preprint size is 7" on fold by 5" high
and maximum size is 17-5/16" on fold by
12-9/16" high

Inserts should be sent to:

Clarksburg Publishing Company
324 Hewes Avenue, Clarksburg, WV 26301
& Should be Clearly Labeled
Weston Democrat
Delivery Accepted between 9am and 4pm
Mon-Fri.

6. GROUP COMBO RATES

(Does Not Apply)

7. COLOR RATES

\$50 One Color \$130 Full Color*
\$90 Two Color

8. SPLIT RUN

(Does not apply.)

9. SPECIAL SERVICES

(Does not apply.)

**10. SPECIAL DAYS/PAGES/
FEATURES**
(Check with Advertising Manager)

11. ROP DEPTH REQUIREMENTS

- a. Standard page: Minimum display advertisement acceptable:
1 column x 3 inch = \$12.42
- b. Advertisements over 19" will be billed at column length

12. COPY REGULATIONS

- a. We reserve the right to insert the word "advertisement" in all ads, especially "all-copy" ads which may be mistaken for news articles.
- b. Liability for errors in advertisements shall not exceed the cost of the space occupied by the error.
- c. All advertising accepted is subject to the approval of the publisher. We shall have the right to revise or reject in whole or in part any advertisement.
- d. Every effort will be made to meet reasonable position requests. Failure to meet those requests will not constitute cause for adjustments, refunds or reruns.
- e. We reserve the right to revise rates on 30 days written notice to the advertiser.

13. DEADLINES

Full Color & Spot Color Ads due Friday @ 11:00 a.m.
Real Estate Ads due Thursday @ 11:00 a.m.
Classified (Line) due Monday @ 11:30 a.m.
B/W Ads due Monday @ 12:00 p.m.

* Friday with a Monday or Tuesday Holiday
**Wednesday with a Monday or Tuesday Holiday

14. MECHANICAL MEASUREMENTS

Page: 6 Columns(12") x 20.5 Inches
Printed Offset
1 Column - 1.875 inches
2 Column - 3.875 inches
3 Column - 5.875 inches

4 Column - 7.875 inches
5 Column - 9.937 inches
6 Column - 12 inches

15. CLASSIFIED RATES

- a. National Classified Rate
(Does not apply.)
- b. Local Classified
Word Rate: \$3.80 first 20 words, 10¢ a word over. (Non-commissionable - add 50¢ for tearsheet) Payable in Advance

16. IN MEMORIES & THANK YOU

\$3.00 first 20 words, 5¢ a word over

17. COMICS

(Does not apply.)

18. MAGAZINES

(Does not apply.)

19. CIRCULATION

Published Each Wednesday
Average paid circulation, 7400
as of September 21, 2006
(Post Office-Statement of Ownership)
Trade area-6,019 needed for inserts

20. LEGAL AD RATE

12 cents per word. Normal legal advertising is Helvetica type face in 7 point with 8 point leading. (Cost is adjusted for different type sizes.) The cost is 75% of first week for each following week.

21. INTERNET ADS

Available Monthly on Website-\$20 a month for a basic ad or \$40 a month for a banner ad. Call Advertising Manager for details.

LEWIS COUNTY PROFILE:

Population: 17,223
Households: 6,615
Income per capita: \$8,561

