

**Grant County Press
& Weekender
RATE CARD
Effective July 1, 2022**

New

1. PERSONNEL

Camille Howard, Editor
Tara Pratt, Advertising Manager
Erin Camp, News Editor
Peggy Hughes, Bookkeeping/Accounting
Mary Simmons, Circulation
Bailey Kimble, Graphics/Web Management
Richard Knight, Commercial Printing
Publisher: Grant County Press LLC

2. REPRESENTATIVES

West Virginia Press Association
National Newspaper Association

3. TERMS and CONDITIONS

All rates subject to change with 30 days notice
All local rates non-commissionable

4. POLICY INFORMATION

***RETAIL RATES** — Apply only to those firms doing business from a regular retail outlet and apply only to that firm's business.

ERRORS — In the event of a typographical error, the *Grant County Press* at the request of the advertiser, will furnish a letter stating the correct information which is to be posted by the advertiser. The *Grant County Press* assumes no liability for goods sold at the incorrect price. Corrections will be published upon request of the incorrect copy only, not the entire ad.

OBJECTIONABLE COPY — The *Grant County Press* reserves the right to revise or reject any advertisement which it considers to be objectionable or offensive in subject matter, phraseology or set up.

GOING OUT OF BUSINESS — Cash in advance. Any outstanding balance must be paid prior to publication. WV State Law requires license number and date of expiration to be published within any advertisement.

CONTRACT RATES — Not interchangeable with legal advertising.

PAYMENT FOR & USE OF ADV. SPACE — Contract rates stipulated in this rate card apply only when advertiser has no past due balance. Otherwise open rates apply.

5. GRANT COUNTY PRESS COMMISSIONABLE/OPEN RATE

\$10.50 per column inch

6. EARNED RATE DISCOUNTS

Earned rate discounts shown below apply only when advertiser has no past due balance.

PRESS MONTHLY SPACE RATES*

Based on Calendar Month • Prices are Net
Cost Per Inch Based On:

Inches Per Month	Per Col Inch Rate
1 - 10 inches.....	\$6.70
11 - 50 col. inches.....	\$6.60
51 - 126 col. inches.....	\$6.50
Over 126 col. inches.....	\$6.20
Banner Ads	
Top of Section B ... 6 col. x 2 in.....	\$165
Top of Any Color Page 6 col. x 2 in.....	\$150
Top of Any B&W Page ... 6 col. x 2 in.....	\$130
Bottom of Front Page, Color.....	\$175

7. COLOR RATES

Process Color.....\$80

8. SPECIAL SERVICES

A. Outproofs: 30 inch minimum

B. Tearsheets: Maximum 10 tearsheets
E-tearsheets available

C. Art Services: Includes special layouts, all newspaper art services.

D. Co-op: Complete dept. including separate co-op bills and tearsheets with regular statement if notified when scheduling ad.

9. SPECIAL DAYS

Best Food Day: Tuesday

10. CONTRACT COPY & REGULATIONS

A. All copy subject to publisher's approval

B. Advertisers cannot lend rate to anyone else

C. Contract automatically renewed unless canceled on expiration.

D. Contract rates do not apply if there is an outstanding balance.

11. SPECIAL AD CLASSIFICATIONS

LEGAL NOTICES: 11.5 cents per word x WV State formula

HAPPY ADS: 1x4 with color photo \$25.00 (CASH IN ADVANCE)

POLITICAL: (Net cash in advance) Earned retail rates prevail. State laws require that all political advertising must be identified by source, be designated as "paid" advertising, state who authorized the publication, and state the candidate on whose behalf the advertisement was placed.

Federal law requires that all political advertising must state who or what organization paid for the advertisement and whether or not it was authorized by the candidate, this fact must be stated in the ad.

TRANSIENT: (Net Cash in Advance) Circuses, carnivals, stage and tent shows, etc.

NOTICE: West Virginia State Law forbids lottery, other than state owned and bingo advertisements.

12. PRESS

MECHANICAL MEASUREMENTS

A. Page Width.....10 inches

Page Depth.....21½ inches

B. Column Widths.....

Column.....Inches

1 Col.....1½

2 Col.....3¼

3 Col.....4¾

4 Col.....6½

5 Col.....8¼

6 Col.....10

13. PRESS DISPLAY CLASSIFIEDS ADVERTISING RATES

\$5.10 per column inch

14. PRESS CLASSIFIED PAGE MEASUREMENTS

9 Columns

Column.....Inches

1 Col.....1⅛

2 Col.....2¾

3 Col.....3⅝

4 Col.....4¾

5 Col.....6¼

6 Col.....7¾

7 Col.....8⅝

8 Col.....10

15. CLASSIFIED LINE RATES

Non-business classified ads are FREE only if 25 words or less. Does not include thank-you, personals or posted notices

All other: \$7.00 per 25 words or less

15¢ each additional word

Blind Ads: \$14.00 per 25 words,

30¢ each additional word. \$14.00 minimum.

16. PRE-PRINT RATES

Total Market or Zoned Coverage available up to 14,000+ households in Hampshire, Grant and Pendleton counties in West Virginia. Ask for zip code breakdown.

Single Sheet (8½ x 11 / 9 x 12).....\$63/M

4-8 page tab.....\$66/M

10-12 page tab.....\$68/M

14-16 page tab.....\$79/M

18-20 page tab.....\$82/M

22-24 page tab.....\$86/M

Over 24 pages.....Call for rate

17. GUARANTEED POSITIONING

No advertising on front or editorial pages - elsewhere guaranteed page positioning available at \$25 per ad.

18. PAYMENT

All payment for advertising, commercial printing or other services rendered is due by the 15th of the month following billing. Payment up front for non-account holders.



NEED HELP?

Free assistance available for layout, copywriting and photography for your advertising.

Call 304-257-1844 and ask for Tara

Fax: 304-257-1691

E-mail: ads@grantcountypress.com
47 S. Main St., Petersburg, WV 26847