

PERRY NEWSPAPERS, INC.

Wednesday Edition

TACO TIMES
Since 1961

Circulation - 5,000

P.O. Box 888 • Perry, FL 32348
123 S. Jefferson St. • Perry, FL 32347

Phone: (850) 584-5513
Fax: (850) 838-1566

www.perrynewspapers.com
e-mail ads@perrynewspapers.com

Friday Edition

PERRY NEWS-HERALD
Since 1889

Circulation - 5,000

RETAIL ADVERTISING RATE INFORMATION

National Ad Rate (commissionable).....\$10.29

Open Commercial Rate.....\$8.95

Special Discounted Frequency Rates
and Annual Volume Contract Rates
are available upon request.

Advertising clients agreeing to run three or more ads per month may qualify for Frequency Rates. Those clients agreeing to a contract specifying the number of column inches to be used in a year are eligible for special discounted rates depending on the total number of inches to be run in a year.

Please contact Advertising Director concerning special discounted Frequency and Annual Volume Contract Rates.

PRE-PRINTED INSERTION RATE
\$75.00 per thousand (2,000 minimum)
(Contracts on request)

MECHANICALS

- Six column format, 10.125 inches wide by 21 1/2 inches deep.
- All advertising cash, certified check or money order with copy until 30-day account is established.
- This publication will not be responsible for claims resulting from typographical or composition errors beyond the cost of the space involved and affected by the error. No responsibility will be assumed for more than one incorrect insertion. Claims of error must be made within 30 days of publication.
- All accounts must be paid within 30 days of billing.
- Deadline: 48 hours prior to publication.
- Open 8 a.m. until 5 p.m. Monday through Thursday, 8 a.m. until 3 p.m. Friday.
- Shipping address: 123 S. Jefferson St. Perry, FL 32347
- Any advertising over 19 inches in height will be billed for full column.
- Delinquent accounts will be charged 1 1/2 percent interest per month. (APR 18%)

<p>Spot Color \$75.00 Full Color \$150.00</p>

<p>Column Widths 1 col. - 1.56 in. 2 col. - 3.27 in. 3 col. - 4.99 in. 4 col. - 6.70 in. 5 col. - 8.41 in. 6 col. - 10.125 in.</p>

<p>Tabloid Column Widths 1 col. - 1.93 in. 2 col. - 4.01 in. 3 col. - 6.09 in. 4 col. - 8.17 in. 5 col. - 10.25 in.</p>

ANNUAL VOLUME CONTRACT

I agree to use _____ inches of advertising space per month for 12 consecutive months. In consideration of the discounted rate of _____ per column inch, I agree to pay all statements within 30 days of billing. If payments are not made within 30 days or if I fail to meet the inches contracted for, I agree to pay the open rate. This contract is automatically renewable and may be canceled by either party with a 30 day notice after the first year.

Accepted for Perry Newspapers by:
Effective January 1, 2017

Name of Business:

Authorized By: