

# A la carte PRICING:

# CREATE YOUR OWN PACKAGE

## ★ NEWSPAPER:

### One-week color rates

Full-page .....	\$1,352
3/4-page .....	\$1,053
2/3-page .....	\$953
Half-page .....	\$704
1/3-page .....	\$504
1/4-page .....	\$379
1/6-page .....	\$280
1/7-page .....	\$241
1/8-page .....	\$198
2 col. by 5" .....	\$140
2 col. by 4" .....	\$106
2 col. by 3" .....	\$87
2 col. by 2" .....	\$68

### Two-week color rates

Full-page .....	\$1,232/week
3/4-page .....	\$963/week
2/3-page .....	\$873/week
Half-page .....	\$644/week
1/3-page .....	\$464/week
1/4-page .....	\$349/week
1/6-page .....	\$259/week
1/7-page .....	\$234/week
1/8-page .....	\$183/week
2 col. by 5" .....	\$141/week
2 col. by 4" .....	\$98/week
2 col. by 3" .....	\$81/week
2 col. by 2" .....	\$64/week

### Monthly color rates

Full-page .....	\$898/week
3/4-page .....	\$713/week
2/3-page .....	\$651/week
Half-page .....	\$476/week
1/3-page .....	\$393/week
1/4-page .....	\$296/week
1/6-page .....	\$235/week
1/7-page .....	\$213/week
1/8-page .....	\$165/week
2 col. by 5" .....	\$119/week
2 col. by 4" .....	\$89/week
2 col. by 3" .....	\$74/week
2 col. by 2" .....	\$59/week

### One-week B/W rates

Full-page .....	\$1,202
3/4-page .....	\$903
2/3-page .....	\$803
Half-page .....	\$604
1/3-page .....	\$404
1/4-page .....	\$304
1/6-page .....	\$205
1/7-page .....	\$176
1/8-page .....	\$148
2 col. by 5" .....	\$100
2 col. by 4" .....	\$81
2 col. by 3" .....	\$63
2 col. by 2" .....	\$43

### Two-week B/W rates

Full-page .....	\$1,082/week
3/4-page .....	\$813/week
2/3-page .....	\$723/week
Half-page .....	\$544/week
1/3-page .....	\$364/week
1/4-page .....	\$274/week
1/6-page .....	\$184/week
1/7-page .....	\$159/week
1/8-page .....	\$133/week
2 col. by 5" .....	\$91/week
2 col. by 4" .....	\$73/week
2 col. by 3" .....	\$56/week
2 col. by 2" .....	\$39/week

### Monthly B/W rates

Full-page .....	\$748/week
3/4-page .....	\$563/week
2/3-page .....	\$501/week
Half-page .....	\$376/week
1/3-page .....	\$293/week
1/4-page .....	\$221/week
1/6-page .....	\$160/week
1/7-page .....	\$138/week
1/8-page .....	\$115/week
2 col. by 5" .....	\$79/week
2 col. by 4" .....	\$64/week
2 col. by 3" .....	\$49/week
2 col. by 2" .....	\$34/week

\*In order to qualify for monthly rate, ads must be published a minimum of 4 consecutive weeks. All Ads are in full color. The price already includes one week of advertising on the website for \$5 per week.

## ★ FRONT PAGE ADS:

### BANNERS\*

<u>MAIN NEWS: (Top of the page)</u>		<u>PER WEEK:</u>
Quarterly .....		\$155
Monthly .....		\$165
Weekly .....		\$195

<u>MAIN NEWS: (Bottom of the page)</u>		<u>PER WEEK:</u>
Quarterly .....		\$105
Monthly .....		\$115
Weekly .....		\$135

<u>SPORTS:</u>		<u>PER WEEK:</u>
Quarterly .....		\$90
Monthly .....		\$100
Weekly .....		\$120

<u>PEOPLE</u>		<u>PER WEEK:</u>
Quarterly .....		\$110
Monthly .....		\$120
Weekly .....		\$145

### DOG EARS\* (top of page)

<u>MAIN NEWS:</u>		<u>PER WEEK:</u>
Quarterly .....		\$65
Monthly .....		\$70
Weekly .....		\$85

\*Ads are reserved on a first-come, first-serve basis. In order to qualify for quarterly rate, ads must be published a minimum of 12 consecutive weeks.

## ★ SPECIAL SECTIONS

Full-page .....	\$750
Half-page .....	\$440
1/4-page .....	\$250
1/8-page .....	\$150

## ★ SPONSOR POSTS

750 words .....	\$300
600 words .....	\$250
450 words .....	\$200
300 words .....	\$150
Photos .....	\$50 each

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## ★ WEB ADVERTISING

Online at: [newtoncountyappeal.com](http://newtoncountyappeal.com)

The screenshot shows the Newton County Appeal.com website. At the top, there's a navigation bar with links for HOME, E-EDITION, ADS, SUBSCRIBE, NEWS, SPORTS, OPINION, and SOCIAL. Below the navigation bar, there are several featured articles and advertisements. One ad is for M & W Appliances, LLC, another for 'We Deliver to Newton County!', and a third for 'Players of the Week for Sept. 11'. There are also smaller ads for 'GLENCO Automotive' and 'STEPHENS Funeral Home'.

\*Two rotations available. Leaderboards, Top of Story List, Right Column Below Feed/Stories appear on Homepage, Index and Taxonomy feeds (authors, story tags, location, etc.) In-Story Ads automatically appear in stories. Site map showing specific locations available upon request.

## ★ DIGITAL ADVERTISING

Reach people digitally by using local print, email, website and social media strategies.

### MarketMail

Your most affordable option including local newspaper advertising and targeted email campaigns. Each package includes up to 15,000 email addresses per targeted email campaign.

- 2 Print Ads (both 1/8 pages)
- 1 Targeted Email Campaign
- 2-Week Web Presence on [NewtonCountyAppeal.com](http://NewtonCountyAppeal.com)  
Starting at **\$120/wk \$480 total**

### TrackerMail

Targeted banner display advertising add-on that appears in potential customers' web browsers and websites on any device, and is included with MarketMail's targeted email campaign. Each package includes up to 15,000 email addresses per targeted email campaign.

- 2 Print Ads (both 1/8 pages)
- 1 Targeted Email Campaign
- Native Banner Ads
- 2-Week Web Presence on [NewtonCountyAppeal.com](http://NewtonCountyAppeal.com)  
Starting at **\$150/wk \$600 total**

### FaceLink

Get in front of your customers on the social media platform with digital, in-feed display advertising utilizing Facebook. These digital ads are included with MarketMail's targeted email campaign. Each package includes 15,000 email addresses per targeted campaign.

- 2 Print Ads (both 1/8 pages)
- 1 Targeted Email Campaign
- Native Banner Ads
- 2-Week Web Presence on [NewtonCountyAppeal.com](http://NewtonCountyAppeal.com)  
Starting at **\$150/wk \$600 total**

### MobileTarget

Geo-targeted mobile phone campaign reaching potential customers with digital advertising via web browsers and opened apps, plus an advertising presence in your local newspaper. Each package includes 37,500 mobile phone ad impressions.

- 2 Print Ads (both 1/8 pages)
- 37,500 Geo-Targeted Ad Campaign
- 2-Week Web Presence on [NewtonCountyAppeal.com](http://NewtonCountyAppeal.com)  
Starting at **\$120/wk \$600 total**

**TOP LEADERBOARD\*** (BANNER 1)  
900 x 185 pixels .....\$300 per mo.  
20,000 impressions/mo. (\$15/M)

**SECOND LEADERBOARD\*** (BANNER 2)  
900 x 185 pixels .....\$290 per mo.  
20,000 impressions/mo. (\$14.5/M)

**TOP OF STORY LIST\*** (LIST 1)  
450 x 375 pixels .....\$250 per mo.  
15,000 impressions/mo. (\$12.5/M)

**TOP RIGHT COLUMN\*** (RIGHT 1 OR 2)  
450 x 200 pixels .....\$200 per mo.  
20,000 impressions/mo. (\$10/M)

**BELOW FEED/STORIES\*** (BELOW LIST 2-5)  
450 x 375 pixels .....\$150 per mo.  
15,000 impressions/mo. (\$10/M)

**RIGHT COLUMN\*** (RIGHT 3-10)  
450 x 375 pixels .....\$300 per mo.  
15,000 impressions/mo. (\$10/M)

**TOP IN-STORY** (IN-STORY 1)  
450 x 375 pixels ....\$150 per mo.  
15,000 impressions/mo. (\$10/M)

**RUN OF SITE ADS** (LIST 3-4)  
450 x 375 pixels ....\$100 per mo.  
10,000 impressions/mo. (\$10/M)

**PREMIUM AD CONTENT** (VIDEO, CUBE OR OTHER)  
**\$100 one-time fee per new creative**  
by ad staff.