

Advertising Rates 2012

www.thetruecitizen.com • www.themillennews.com • www.fortgordonsignal.com

The True Citizen

The True Citizen is an award-winning paid circulation newspaper serving growing Burke County since 1882, the largest dry land county in the state of Georgia. Published on Wednesday, **The True Citizen** serves Waynesboro (30830), Sardis (30456), Midville (30441), Keysville (30816) and Girard (30426); also Hephzibah (30815) in south Richmond County.

Circulation: 5,200 Weekly
Open Retail \$7.35 Per Column Inch
National Agency Rate: \$8.66 Per Column Inch
3" Minimum Ad
Deadline for Retail Advertising Monday at 5 p.m.
Classified &
Legal Advertising Deadline Monday at 11 a.m.

The Millen News

The Millen News, since 1903, is the only community weekly newspaper covering Jenkins County including Millen (30442) and Perkins (30822). **The Millen News** has a Wednesday dateline.

Circulation: 2,200 Weekly
Open Retail \$6.35 Per Column Inch
National Agency Rate: \$7.43 Per Column Inch
3" Minimum Ad
Deadline for Retail Advertising Monday at 11 a.m.
Classified
& Legal Advertising Deadline Monday at 11 a.m.

The Signal

The Signal is the only medium you need to reach the Fort Gordon community. **The Signal** is the only authorized civilian enterprise newspaper at Fort Gordon. It is a command information publication for the U.S. Army Signal School and Fort Gordon, Georgia. **The Signal** is published each Thursday with a Friday dateline. The newspaper is distributed Thursday evenings through official Army channels at Fort Gordon including housing, commissary, PX, Eisenhower Army Medical Center, barracks, guest housing and other points of interest on the military installation. Off-post distribution includes major grocery stores and other locations military, retired military and their dependents frequent. (See attached distribution sheets).

Swap & Shop contains line and classified display advertising as well as public service announcements. Classified line advertising is offered free to military, civilian employees and retired military (certain restrictions apply).

Circulation: 14,000 Weekly
Open Retail \$11.35 Per Column Inch
National Agency Rate: \$13.32 Per Column Inch
3" Minimum Ad
Deadline For Advertising: Thursday at 5 p.m.
 All advertising copy must be approved by the Public Affairs Office at Fort Gordon no later than 5 p.m. Tuesday prior to publication.

Full Page Ad Measures 11.5" by 21"

- The True Citizen \$926.10
- The Millen News \$800.10
- The Signal \$1,430.10
- Add \$10 for Web

Half Page Ad Measures 11.5" by 10.5"

- The True Citizen \$463.05
- The Millen News \$400.05
- The Signal \$715.05
- Add \$10 for Web

Quarter Page Ad Measures 5 11/16" by 10.5"

- The True Citizen \$231.53
- The Millen News \$200.03
- The Signal \$357.53
- Add \$10 for Web

Eighth Page Ad Measures 3 3/4" by 8"

- The True Citizen \$117.60
- The Millen News \$101.60
- The Signal \$181.60
- Add \$10 for Web

Sixteenth Page Ad Measures 3 3/4" by 4"

- The True Citizen \$58.80
- The Millen News \$50.80
- The Signal \$90.80
- Add \$5 for Web

Business Card Ad Measures 3 3/4" by 2.5"

- The True Citizen \$36.75
- The Millen News \$31.75
- The Signal \$56.75
- Add \$5 for Web

Contract Discounts

Guarantees Discount Off Current Open Rate
 Contract discounts allowed only if paid with order or by the 15th of the month following billing.

50% Off Pickup Rate

Receive 50% off any of our sister publications
 (example: purchase an ad in *The True Citizen* at your rate and receive the same ad in the same week in our sister publications at a 50% discount.)

Pickup rate is for 50% off only, no other discounts apply.

2-Week Run	15% off
4-Week Run	20% off
8-Week Run	25% off
12-Week Run	30% off
26-Week Run	35% off
39-Week Run	40% off
52-Week Run	50% off

Web charge not discountable

Color and Preprint Services

Color: Black + 1	\$50
Full Color	\$250
Inserts Per Thousand	\$55
Partial or Targeted Distribution Per Thousand	\$65
4 Inserts Per Year Per Thousand	\$50
13 or More Inserts Per Year Per Thousand	\$45

Inserts larger than 11.5 by 10.5 should be half folded, boxed or skidded. Receiving hours are 8-5 Monday-Thursday shipped to The True Citizen, 547 E. 6th St., Waynesboro, GA 30830; Phone: 706-554-2111.