

# MADISON COUNTY JOURNAL

www.madisoncountyjournal.com

**ESTABLISHED IN 1982**, *The Madison County Journal* is delivered by US Mail every Thursday primarily to homes and businesses in Madison and Ridgeland with more than 60 rack locations.



## 2016 Retail Rates

Open Rate.....\$10.65  
Agency rate.....\$12.00

### NEWSPAPER MODULAR RATES

#### MOM & POP

4 - 2x3s  
**\$199** per mo.  
 Add Color \$50



#### STANDARD

4 - 2x7s  
**\$499** per mo.  
 Add Color \$50



#### PLUS

1 - 1/4 pg. , 2 - 2x7s,  
4 - business card sizes  
**\$524** per mo.  
 Add Color \$50



#### ADVANTAGE

4 - 1/4 pg. , FREE Web Button  
**\$915** per mo.  
 Add Color \$50



#### PREMIUM

2 - 1/4 pg. , 2 - 1/2 pg.,  
FREE Web Button  
**\$1600** per mo.  
 Add Color \$50



#### Color (net) per run:

1" to 5" — \$50 / 11" to 20" — \$100 / 60" to 75" — \$200  
6" to 10" — \$75 / 21" to 59" \$150 / Over 75" — \$300

#### Standard ROP (6 col. x 21.5")

1 column 1.71"      2 column 3.569"      3 column 5.429"  
4 column 7.289"      5 column 9.149"      6 column 11"

#### Classified Page (6 col. x 21.5")

1 column 1.71"      2 column 3.569"      3 column 5.429"  
4 column 7.289"      5 column 9.149"      6 column 11"

#### Tabloid Sizes

1/4 page = 5.2" x 5.6"      1/2 Page = 10.5 x 5.6"  
Full = 10.5" x 11.3"      1/2 Page Vertical = 5.2" x 11.3"

Line Screen = 85

Advertising accepted in inch and 1/2 inch increments

## NEWSPAPER ADVERTISING WORKS.

More than 1.5 million Mississippians read their local newspaper weekly.

### Primary Paid Circulation Area

\$100,000 Annual household income and nearly 9,000 readers in 39157 and 39110

## The Web

Leaderboard \$199 (719 x 99 pixels)

Skyscraper \$199 (160 x 528 pixels)

Big Box \$199 (295 x 255 pixels)

Button \$199 (300 x 124 pixels)

**Limit 60kb file size at above pricing. Contact your rep for larger file pricing.**

### FOR ADVERTISING INFORMATION:

**Phone (601) 853-4222 / Fax (601) 856-9419**

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# MADISON COUNTY

Rates Valid  
January 1, 2016 -  
January 2017

www.madisoncountymagazine.com

## The Rates

"Madison County Magazine is a lifestyle supplement to the *Madison County Journal*, a locally-owned award-winning community newspaper. The Magazine caters to an upscale audience, covering the arts, culture, entertainment and multi-faceted social life of the people of Madison County. There are 15,000 copies of *Madison County Magazine* distributed bi-monthly."

### The Rates

	6 Issues .....	3-5 Issues .....	Open Rate
• Full.....	\$1,100	\$1,225	\$1,300
• 1/2 .....	\$600	\$725	\$850
• 1/4 .....	\$395	\$450	\$525
• Back Cover.....	\$1,500	\$1,950	\$2,100
• Inside Front.....	\$1,450	\$1,575	\$1,700
• Inside Back.....	\$1,450	\$1,575	\$1,700
• First, Last Page .....	\$1,400	\$1,525	\$1,650
• 2 Page Spread .....			\$2,500

### The Specs

	Width .....	Depth
Full Page (Live Area).....	7.375	9.875
1/2 Page, Vertical .....	3.604	9.875
1/2 Page, Horizontal .....	7.375	4.854
1/4 Page, Vertical .....	3.625	4.854
1/3 Page, Vertical.....	2.347	9.875
1/6 Page, Vertical.....	2.347	4.854
Junior Page .....	4.868	9.875

With Bleed	Width .....	Depth
Full Page.....	8.604	11.125
(Live area).....	7.375	9.875
1/3 Page, Vertical.....	3.597	11.125
(Live area).....	2.347	9.875
Junior Page .....	6.111	11.125
(Live area).....	4.868	9.875

\*Rates are gross and per insertion.

\*\*Add 10% for guaranteed placement on any other page.

#### General Mechanical Specifications

Size:..... 8.375" x 10.875" (trim size)

..... 8.625" x 11.125" (bleed size)

..... 7.375" x 9.865" (live area)

Printing Method: Web offset press; printed at 150 line screen

Binding: Saddle-Stitch

