

Fairfield Bay News

Ozark Mountain Lake Resort & Community • www.FairfieldBayStartsToday.com



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ADVERTISING RATE CARD

Fairfield Bay News 2,000 Circulation
Distributed weekly on Wednesdays, via mail and racks in Cleburne & Van Buren Counties.

Subscription:
\$35 per year

Personnel

Publisher.....FFB Community Club
Managing Editor.....Dan S. Feuer
Production Manager.....Dan Feuer
Advertising Representative.....Mike Fricke

Commission & Payment Terms

- 15% of National Rate to recognized advertising agencies.
- Payments for advertising are due 15 days after receiving invoice. Pre-payment is required for all advertisers or agencies outside of local trade area.
- All local rates are non-commissionable.
- Credit may be extended immediately to new advertisers on Visa, MasterCard or other major credit cards. Those who desire an open account with the newspaper may establish credit through completion of a credit application provided by the newspaper.
- Advertising will not be accepted from accounts that have uncontested balances of 60 days or more past due. Balances that exceed 90 days past due will be subject to formal collection procedures.

Advertising Rate Policies

All advertisers receiving contract rates must have valid signed contracts. Contract advertisers are subject to assessment at open rate for unfulfillment of contract. Advertisers have the option of canceling contracts because of a rate increase. All our advertising is based on the Preferred Ad Submission Size (NARROW).

Closing Times and Deadlines

Office Hours Mon.–Thu 7 a.m. to 4 p.m. CST
Fri. 7 a.m. to 4 p.m. CST

Newspaper Deadlines *unless otherwise noted*

•Weekly Deadlines Thursday at 4 p.m.

Advertising Rates

Effective January 1, 2016

National Commissionable Rate

Applicable to all regular and special issues \$10.20/CI

Display Rates

Local Weekly Open Rate:	\$7.50/CI
Local Classified Rate (35 words or less)	\$7.00
4+ Consecutive Weeks	\$6.00
Classified with Icon	\$7.50
Additional words (per word)	15¢
Legal Notices	30¢ per word

Column Agreements

• *Continuous Ad Rates*

400 CI (Approx. 8" per week)	\$7.25/CI
600 CI (Approx. 11.5" per week)	\$6.75/CI
1000+ CI (Approx. 19" per week)	\$6.25/CI

Only with Signed Contract

Pre-Printed Inserts \$60/Thousand
Half-folds preferred, quarter folds accepted.
\$12 folding charge per thousand. 11" x 13" or larger.

INTERNET RATES

Published Wednesdays

Link Buttons 125x125	\$100.00/Mo.
Banner 480x100	\$200.00/Mo.
Large Button 250x250	\$100.00/Mo.

Religious & Non-Profit Rate \$6.00/CI

IRS Form 501(c)(3) must be provided to receive this rate

Political Rate

\$8.00b/CI

No discounts apply, payment in advance required

Community Business Directory

1x4 Display Ad	\$170 per Quarter
1x2 Display Ad	\$100 per Quarter
1x1 Display Ad	\$70 per Quarter
Line Listing	\$50 per Quarter

No copy changes allowed during quarter.

Church Directory

\$30 per year

Color Charges

One color	\$70
Three colors	\$130

Mechanical Measurements

Fairfield Bay News pages: 6 columns x 21" deep, Narrow, Web 22" size.

Column Widths:

1 col. 1.551"	4 col. 6.62"
2 col. 3.241"	5 col. 8.31"
3 col. 4.931"	6 col. 10"