



advertisingrates: august 1, 2009

per column inch:

open	\$	17.40
nonprofit	\$	8.70
agency	\$	18.30

volume contracts:

150"	\$	13.80
350"	\$	12.15
500"	\$	11.20
750"	\$	10.30
1000"	\$	9.45
3000"	\$	8.65

frequency - 52 weeks:

(Ads must be scheduled in advance.)

1" to 5"	\$	10.40
6" to 10"	\$	9.05
11" to 20"	\$	8.40
Over 20"	\$	7.00

frequency - 26 weeks:

(Ads must be scheduled in advance.)

1" to 5"	\$	12.25
6" to 10"	\$	10.80
11" to 20"	\$	9.90
Over 20"	\$	8.45

frequency - 13 weeks:

(Ads must be scheduled in advance.)

1" to 5"	\$	14.00
6" to 10"	\$	12.35
11" to 20"	\$	11.35
Over 20"	\$	9.65

(Above Contracts are Net)

repeat discount:

1st ad - open rate	2nd ad - 20% discount
3rd ad - 30% discount	4th ad - 40% discount

Ads to be run consecutively and not in conjunction with other discounts.
Pricing based on Open Rate.

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

for advertising information:

Contact Wyatt Emmerich, 601.977.0470, wyatt@northsidesun.com,
www.northsidesun.com, switchboard:601.957.1122

mechanicals:

Full broadsheet page measures 6 columns (10.25") wide by 16" deep and conforms to industry standards for Standard Advertising Units (SAU).
Printed at 85 line screen (150 dpi minimum).

Ads may be submitted electronically in PDF format.

ad sizes & dimensions:

1 column (width)	1.6"
2 column (width)	3.3"
3 column (width)	5"
4 column (width)	6.75"
5 column (width)	8.5"
6 column (width)	10.25"

Ads are accepted in inch and half inch increments in depth.

Maximum ad depth is 16".

inserts:

direct ship to: McComb Enterprise Journal

c/o The Northside Sun

112 Oliver Emmerich Dr., McComb, MS 39648

16 pages.....\$60 per thousand

24 pages.....\$70 per thousand

32 pages.....\$80 per thousand

Inserts over 8" x 10" must be folded.

deadlines:

space reservation deadline: 11:00 a.m. Monday

copy deadline: 2:00 p.m. Monday

In order to be guaranteed a proof, ad materials must be submitted by noon Monday. Two proofs will be provided at no charge.

Additional proofs will be **\$10 per proof.**

Special section and **holiday** deadlines will be published in advance.

office location:

Northside Sun

246 Briarwood Dr.

Jackson, MS 39206

mailing address:

P. O. Box 16709

Jackson, MS 39236

web address:

www.northsidesun.com

for more information contact:

Wyatt Emmerich

wyatt@northsidesun.com

601.977.0470

main switchboard: 601. 957.1122