

A lot has changed in 50 years and The Northside Sun has been there for it all! What began as a weekly community newspaper covering the northern portion of Jackson in 1967, has grown with the community we cover. Today The Northside Sun is a multimedia news and advertising source covering the city of Jackson and the surrounding communities of Ridgeland and Madison. We are still the largest printed weekly newspaper in the state as well as offering a large digital presence at northsidesun.com, and a robust social network on Facebook, Twitter and Instagram. The Northside Sun also publishes a monthly magazine in print and online.

Through printed and online readership, The Northside Sun publications reach more than 318,000 readers every month. The printed newspaper holds a unique and favored place with readers in the market still mailing to the homes of more than 8,000 weekly subscribers. An additional 1,600 copies are placed on promotional racks. The monthly Northside Sun magazine is published digitally and is available in print primarily as a pick-up publication. The Northside Sun newspaper and magazine is the most physically visible with 60 rack locations and more than 200 drop off locations in high traffic areas throughout Jackson, Ridgeland, Madison and Flowood, MS., including upscale waiting areas and physicians' offices.

- **In print**
- **Online**
- **Influencer**

We know the news, the people, the stories and the best places and events in the area. Looking for the key to the market? Let us introduce you to The Northside.

PRINT

NEWSPAPER

9,097

PRINT SUBSCRIBERS

52

WEEKLY EDITIONS

MONTHLY MAGAZINE

78,000

READERSHIP

12

ISSUES

DIGITAL

45,000

UNIQUE

MONTHLY USERS

- NEWSPAPER AND MAGAZINE FORMATTED FOR ONLINE VIEWING
- PAST ISSUES ONLINE FOR ONE YEAR
- SEARCHABLE ARCHIVE

www.northsidesun.com

SOCIAL

Facebook

@TheNorthsideSun

Twitter

@NorthsideSun

Instagram

@NorthsideSun

SPECIAL PUBLICATIONS

THE LOOK
SPRING FASHION

THE LOOK
FALL FASHION

OUR TOWN

HOLIDAY
GIFT GUIDE

DEMOGRAPHICS:

Male: 48% | Female: 52% | Married: 62%
 Median household income: \$100,000
 47% have been in the same home more than 5 years.

NORTHEAST JACKSON

39211	EASTOVER/NORTHEAST JACKSON	2,058
39206	CHEROKEE HEIGHTS/COUNCIL CIRCLE	201
39216	WOODLAND HILLS	285
39202	BELHAVEN	220
39236	LEFLEUR POST OFFICE	82
39296	NORTH JACKSON SATELLITE POST OFFICE	28
39205	DOWNTOWN JACKSON POST OFFICE	21
39201	DOWNTOWN JACKSON	34
39286	NORTH JACKSON SATELLITE POST OFFICE	10

TOTAL: 2,939

WEST JACKSON

39218	RICHLAND	9
39213	WEST JACKSON	16
39209	WEST JACKSON	16
39215	WEST JACKSON POST OFFICE	15
39056	CLINTON	67
39170	TERRY	30
39272	BYRAM	9

TOTAL: 162

SOUTH JACKSON

39212	SOUTH JACKSON	20
39204	SOUTH JACKSON	16
39225	SOUTH JACKSON POST OFFICE	7

TOTAL: 43

MADISON COUNTY

39110	MADISON	1,846
39130	MADISON POST OFFICE	67
39157	RIDGELAND	996
39158	RIDGELAND POST OFFICE	40
39046	CANTON	107
39071	FLORA	36

TOTAL: 3,092

RANKIN COUNTY

39042	BRANDON	110
39043	BRANDON POST OFFICE	14
39208	PEARL	51
39047	RESERVOIR	318
39073	FLORENCE	18
39232	FLOWOOD	177

TOTAL: 688

OUTSIDE TRI-COUNTY AREA

TOTAL: 375

OUT OF STATE

TOTAL: 267

SUN NEWSPAPER RACKS

NORTHEAST JACKSON	620
DOWNTOWN JACKSON	150
LAKELAND/FLOWOOD	200
MADISON/RIDGELAND	530

TOTAL: 1,500

Approximately 9,097 copies published weekly.
 Approximately 30,020 readership weekly.
 Approximately 45,000 unique digital readers each month.

PER COLUMN INCH:

OPEN	\$ 24.17
NONPROFIT.....	\$ 12.10
AGENCY	\$ 25.43

VOLUME CONTRACTS:

150"	\$ 19.19
350"	\$ 16.87
500"	\$ 15.55
750"	\$ 14.31
1000"	\$ 13.13
3000"	\$ 12.01

FREQUENCY - 52 WEEKS:

(Ads must be scheduled in advance.)

1" TO 5"	\$ 14.45
6" TO 10"	\$ 12.57
11" TO 20"	\$ 11.67
OVER 20"	\$ 9.73

FREQUENCY - 26 WEEKS:

(Ads must be scheduled in advance.)

1" TO 5"	\$ 17.01
6" TO 10"	\$ 15.01
11" TO 20"	\$ 13.76
OVER 20"	\$ 11.73

FREQUENCY - 13 WEEKS:

(Ads must be scheduled in advance.)

1" TO 5"	\$ 19.45
6" TO 10"	\$ 17.16
11" TO 20"	\$ 15.78
OVER 20"	\$ 13.41

(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 INCLUDED IN ALL RATES
- 20% DISCOUNT FOR BLACK AND WHITE ADS

FOR ADVERTISING INFORMATION

Contact the Northside Sun at 601.957.1122 or email jennifer@northsidesun.com or sun@northsidesun.com

ADVERTISING SPECIFICATIONS

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:

Greenwood Commonwealth | 329 Hwy 82 West
 Greenwood, MS 38930

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.

**FOR MORE INFORMATION CONTACT YOUR
 NORTHSIDE SUN REP**

Misti Sims 601.957.1125	Jenny Woodruff 601.957.1124	Melissa Killingsworth 601.977.8179
Jennifer Stribling 601.977.8181	Amy Forsyth 601.977.8175	Nathan Cantrell 601.977.8176

OFFICE LOCATION

Northside Sun
 246 Briarwood Dr.
 Jackson, MS 39206

MAILING ADDRESS

P. O. Box 16709
 Jackson, MS 39236

WEB ADDRESS:
northsidesun.com

Approximately 15,000 copies published monthly.
 Approximately 78,000 readership monthly.
 Approximately 45,000 unique digital readers each month.

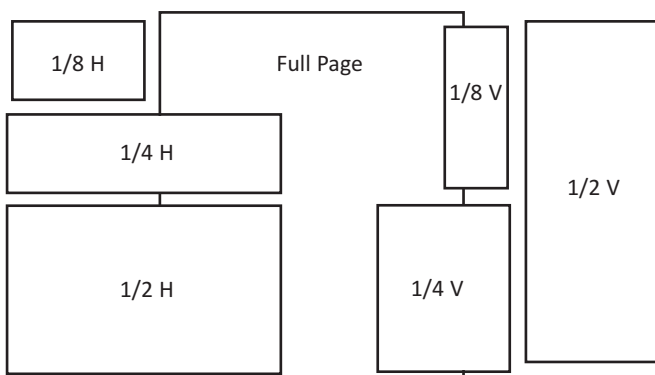
	(12 times)	(6 times)	(3 times)	(1 time)
BACK COVER	\$2,125	\$2,390	n/a	n/a
INSIDE BACK	\$1,730	\$1,849	n/a	n/a
INSIDE FRONT	\$1,995	\$2,255	n/a	n/a
PAGE 3 / PAGE 5	\$1,730	\$1,849	\$1,919	n/a
FULL PAGE	\$1,125	\$1,298	\$1,514	\$1,725
1/2 PAGE	\$838	\$898	\$1,044	\$1,190
1/4 PAGE	\$611	\$681	\$735	\$795
1/8 PAGE	\$324	\$362	\$384	\$399

REPEAT DISCOUNT: 1st ad - 1 x price 2nd ad - 20% discount
 3rd ad - 30% discount 4th ad - 40% discount

Ads to be run consecutively and without change. Same discount applies to pick-up ads run in the Northside Sun Newspaper.

SIZES & DIMENSIONS:

	WIDTH (in inches)	DEPTH
FULL PAGE (trim size)	9" (9.0)	x 10 3/4" (10.75)
FULL PAGE (bleed)	9 1/2" (9.5)	x 11 1/4" (11.25)
1/2 PAGE (horizontal)	7 7/8" (7.875)	x 4 5/8" (4.625)
1/2 PAGE (vertical)	3 7/8" (3.875)	x 9 1/2" (9.5)
1/4 PAGE (horizontal)	7 7/8" (7.875)	x 2 1/4" (2.25)
1/4 PAGE (vertical)	3 7/8" (3.875)	x 4 5/8" (4.625)
1/8 PAGE (horizontal)	3 7/8" (3.875)	x 2 1/4" (2.25)
1/8 PAGE (vertical)	1 7/8" (1.875)	x 4 5/8" (4.625)



ADVERTISING SPECIFICATIONS

DIGITAL DATA is required for all ad submissions

PUBLICATION TRIM SIZE: 9" by 10 3/4"

PRINTING METHOD: Web offset, printed at 133 line screen.

BINDING: Perfect Bound

COLOR REPRODUCTION: CMYK Process. (Ads are reproduced in "pleasing color." We strive to match our clients' color specifications but do not guarantee a perfect color match.)

DOCUMENT CONSTRUCTION:

- For full page ad, the bleed color or image must extend 1/4" beyond trim size on each side (bleed). All text or images must be at least 1/4" inside the final trim size (live area). Fractional ads do not bleed. Build fractional ads to given size specifications.
- All high resolution images, artwork and fonts must be included when the PostScript file is written.
- Use stylized fonts only. DO NOT apply style attributes to fonts.
- All color must be CMYK (process color) - no spot or pantone.
- Total area density should not exceed the SWOP (Standards for Web Offset Publications) standard of 300% in any area.
- All images should be placed at no more than 100% of size at 300 dpi (dots per inch).
- Images must be EPS, TIFF or JPEG maximum quality. Convert all fonts to outlines on EPS files.
- Digital ads are only accepted as PDF, TIFF, EPS, JPEG maximum quality or collected QuarkXPress files. Other formats, such as Publisher or Word, cannot be accepted.

FILE FORMATS:

- PDF is the preferred file format for digital ad submission. Instructions for proper document construction must be followed to ensure correct output. All high-resolution images and fonts must be embedded in the PDF. High-resolution PDFs should be created through your design program and then distilled to a PDF.
- TIFF files must be flattened. Image size must be 300 dpi placed at 100% size. Image mode must be CMYK.
- PostScript files saved from QuarkXPress: Instructions for creating these files may be obtained from your Northside Sun account executive. Minimum resolution of 300 dpi is required for high quality print.

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NEWSPAPER

NEWSWORTHY

EDITORIAL ACCEPTED

FEBRUARY

02.07.19 | PUBLICATION

01.15.19 | MATERIALS

EDITORIAL ACCEPTED

APRIL

04.25.19 | PUBLICATION

04.09.19 | MATERIALS

EDITORIAL ACCEPTED

JULY

07.25.19 | PUBLICATION

07.09.19 | MATERIALS

EDITORIAL ACCEPTED

OCTOBER

10.24.19 | PUBLICATION

10.08.19 | MATERIALS

SPECIAL SECTIONS

SALUTE TO GRADUATES

MAY

05.23.19 | PUBLICATION

05.10.19 | MATERIALS

FOOTBALL EDITION

AUGUST

08.15.19 | PUBLICATION

07.31.19 | MATERIALS

BIG ISSUE

SEPTEMBER

09.19.19 | PUBLICATION

09.09.19 | MATERIALS

MAGAZINE

JANUARY

BRIDES

01.03.19 | PUBLICATION

12.06.18 | MATERIALS

FEBRUARY

COMMUNITY FOCUS

2.01.19 | PUBLICATION

01.03.19 | MATERIALS

MARCH

ST. ANDREW'S PRESENTS

03.01.19 | PUBLICATION

02.07.19 | MATERIALS

APRIL

GARDENS OF MADISON COUNTY

04.01.19 | PUBLICATION

03.07.19 | MATERIALS

MAY

COMMUNITY FOCUS

05.01.19 | PUBLICATION

04.04.19 | MATERIALS

JUNE

INDULGENCES

06.01.19 | PUBLICATION

05.02.19 | MATERIALS

JULY

COMMUNITY FOCUS

07.01.19 | PUBLICATION

06.06.19 | MATERIALS

AUGUST

INNOVATORS

08.01.19 | PUBLICATION

07.04.19 | MATERIALS

SEPTEMBER

HOME DESIGN

09.02.19 | PUBLICATION

08.01.19 | MATERIALS

OCTOBER

MISTLETOE

MARKETPLACE

10.01.19 | PUBLICATION

09.05.19 | MATERIALS

NOVEMBER

DEBUTANTES AND HOLIDAY

11.01.19 | PUBLICATION

10.03.19 | MATERIALS

DECEMBER

HOLIDAY

12.02.19 | PUBLICATION

11.07.19 | MATERIALS

All dates subject to change.

SPECIAL PUBLICATIONS

MAILED TO HOUSEHOLD SUBSCRIBERS*

APRIL

SPRING FASHION

04.04.19 | PUBLICATION

02.12.19 | MATERIALS

OCTOBER

FALL FASHION

10.03.19 | PUBLICATION

08.15.19 | MATERIALS

NOVEMBER

GIFT GUIDE

11.14.19 | PUBLICATION

10.03.19 | MATERIALS

JUNE

OUR TOWN

JUNE PUBLICATION

05.02.19 | MATERIALS

*marketed to new residents and visitors