

Approximately 10,500 copies published weekly.
 Approximately 35,000 readership weekly.
 Approximately 40,000 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	

OFFICE LOCATION

Northside Sun
 246 Briarwood Dr.
 Jackson, MS 39206

MAILING ADDRESS

P. O. Box 16709
 Jackson, MS 39236

WEB ADDRESS:
northsidesun.com