

THE CARTHAGINIAN

ESTABLISHED 1872

Published Every Thursday

Carthage, Leake County, Mississippi

120 West Franklin Street • P.O. Box 457 • Carthage, Mississippi 39051

Phone: 601-267-4501

• E-Mail: ads@thecarthagianian.com

• Web address: thecarthaginianian.com

Advertising Rate Card

Effective January 1, 2023

General Advertising Policy

A) The Carthaginian reserves the right to edit or reject any advertising art, copy, or material. Every attempt will be made to accommodate advertiser's positioning requests. However such requests cannot be guaranteed.

B) The Carthaginian assumes no financial responsibility for typographical errors or omission of copy. Liability for typographical errors will be limited to the cost of space for that portion containing the error. A letter of explanation will be furnished on request in the event of an error.

C) Minimum advertising space is one column inch.

D) The Carthaginian reserves the right to revise rates at any time.

Commissions and terms of payment:

A) Commission (15%) will be allowed on retail open rate and national rate for recognized advertising agencies.

B) Payments are due by the 10th of the month following normal closing of billing period. Accounts that are unpaid 30 days after billing period closes will be assessed a late charge of 1 1/2% per month, at the rate of 18 % per annum.

C) A 2% discount applies to accounts paid by 10th of month.

D) All advertising copy and art produced by this newspaper remains the property of same and any unauthorized use by any other publication without prior approval of this newspaper will incur a charge to the advertiser of \$2.00 per column inch for entire ad space.

Color Rate:

A) \$3.00 per column inch up to \$75.00 (maximum charge)

Circulation: (September, 2022) **5,700**

Measurements:

6 Column Format

Full Page-6 Col. x 21 1/2 Inches

6 Column Display Ads

.15 Inch Gutter

Columns	Inches
1	1.708
2	3.567
3	5.425
4	7.283
5	9.142
6	11.00
13	23.00

Full Double Truck 23" x 21 1/2 "

ROP Rates:

Rates-Six Column Format:

A) ROP Rates Rate Per Column Inch

National Commissionable

To agencies.....\$11.50

Local Open\$9.75

B) Annual Contract Rate for local regular advertisers.

Inches Per Year **Rate Per Col. Inch**

100-1999.35

200-2999.10

300-3998.90

400-6998.75

700-9998.60

600-6998.50

C) Classified - Six Columns

Per Word, first insertion70¢

(Min. charge, 15 words or less).....\$10.50

Per Word, each insertion

thereafter of same copy60¢

(Minimum charge \$9.00)

Classified Display, per inch.....\$11.30

D) Legal Rates

First insertion per word.....12¢

Following insertions per word10¢

Pre Print Rates:

4 Pages up to 24 pages \$65 per thousand

28 Pages up to 36 pages \$75 per thousand

40 Pages and up \$80 per thousand

Subscriptions

In County\$32.00

In State\$38.00

Out-Of-State\$42.00

Single Issue75¢

Advertising Deadline:

Tuesday Noon Prior To Publication Date.

Web Advertising available:

Display Ads. as well as Banner Ads.

Personnel:

Waid Prather..... Editor/Publisher

Jacob Grimes Sports Editor

Amanda Dowdle..... Advertising Director - Office Mgr.

Jimmy Moore.....Circulation

Becky Smith..... Production