

Charleston Newspapers



Reaching
76.9%
of the
Charleston,
West Virginia
market



1001 Virginia Street East
Charleston, WV 25301
1-800-WVA-NEWS
www.cnpapers.com

Contacts

Employee Listings

Personnel

Publisher - The Charleston Gazette... Elizabeth Chilton
 Publisher - Charleston Daily Mail.....Nanya Friend
 General Manager.....Craig Selby
 Vice President Advertising.....Larry Levak
 Advertising Manager.....Jennifer Starsick
 Marketing Manager.....Melissa Dickerson
 Credit Manager.....Beth Canterbury
 Chief Financial Officer.....Trip Shumate

Retail Personnel

Retail Advertising Director

	<u>Office</u>	<u>Cell/Page</u>
Levak, Larry	348-4895	395-1101

Sales Executives

Dunbar, Joyce	348-5171.....	395-1113
Dyer, Natalie	348-3014.....	395-1151
Gebremedhin, Luwam	348-3027.....	395-5028
Hudnall, Nikki	348-4816.....	395-1112
Hughes, Ron	348-4864.....	395-1111
Jarrell, Melissa	348-1744.....	395-1117
McBride, Ann	348-7901.....	395-1108
Morris, Mike	348-7937.....	395-1119
O'Dell, Lori	348-1799.....	395-5031
Smith, Rob	348-1737.....	395-1118
West, Ashley	348-3003.....	395-5032
Wilks, Nate	348-4829.....	395-5029
Williams, Lee	348-7907.....	395-1116
Workman, Kristie	348-4899.....	395-1106

Major Accounts

Peery, Lynn	348-4897.....	395-1114
Walters, Terry	348-4873.....	395-1115

National Accounts/Special Sections

Skeens, Lisa	348-5105.....	395-1109
--------------	---------------	----------

Commercial Print Bids

Chapman, Park	348-4826.....	395-1107
---------------	---------------	----------

Office

Cell/Page

Retail Clerical

Jarrett, Linda	348-5137
Parsons, Mike	348-4860

Marketing/Promotion

Marketing Manager

Dickerson, Melissa	348-1759.....	395-1134
Baker, Kathy	348-3001	
Shortt, David	348-4838	
Williams, Nikki	348-7934	

Classified Personnel

Classified Supervisor

Tignor, Jamie	348-4853
---------------	-------	----------

Inside Sales Staff

Boswell, Terry	348-4857
Dempsey, Tonia	348-1711
Pedro, Connie	348-4851
Terry, Judy	348-4854

Outside Sales Staff

Keene, Martha	Real Estate Sales	348-4878
---------------	-------------------	-------	----------

Telemarketing Sales Staff

Graveley, Michelle	348-1739
Myers, Cheryl	348-1253

Celebrations Representative

Roberts, Shelia	348-4856
-----------------	-------	----------

Legal

Jarrell, Mary	348-4844
---------------	-------	----------

Obituaries	348-5182
------------	-------	----------

Receptionist

Caldwell, Ruth	348-1222
TOLL FREE	1-800-982-6397
FAX Classified	304-348-5133
FAX Retail	304-348-5118

Display Rates

Retail Contract Rates and Deadlines

Volume space to be used within one year.

	Daily Combinations		Weekend Rate Daily Combinations		Single Paper		Saturday Combination or Sunday Combination	
	PRINT	ONLINE	PRINT	ONLINE	PRINT	ONLINE	PRINT	ONLINE
	Mon.-Wed.		Thurs.-Sun.		Daily Mail or Gazette			
OPEN	47.50		52.25		41.65		65.25	
75"	34.45		37.35		31.90		49.30	
150"	33.20		35.90		29.95		48.20	
375"	32.90		35.65		29.75		48.15	
750"	32.15		34.80		28.70		47.15	
1,500"	32.10		34.75		28.65		47.10	
2,500"	32.05		34.70		28.45		46.95	
3,500"	31.95		34.60		28.30		46.90	
4,500"	31.70		34.50		28.05		46.85	
5,500"	31.40		34.05		27.90		46.60	
7,500"	31.10		33.65		27.55		46.25	
10,000"	31.00		33.55		27.50		46.20	
12,500"	30.85		33.50		27.45		45.95	
15,000"	30.70		33.30		27.35		45.90	
20,000"	30.45		32.95		26.55		45.30	
25,000"	29.15		31.60		26.30		44.20	
30,000"	29.00		31.40		25.60		43.85	
35,000"	28.75		31.20		25.45		43.70	
40,000"	28.65		31.10		25.00		43.60	
45,000"	27.85		30.20		24.70		42.50	
50,000"	27.30		29.55		23.80		42.35	

A DAILY COMBINATION INCH

Appears in both daily papers without change
*Daily combination ads may originate in either The Gazette or Daily Mail but must follow in the other paper without change within two days.

SATURDAY COMBINATION INCH

Saturday combination ads appear in the Saturday Gazette-Mail and in one of the following: The Charleston Gazette or Charleston Daily Mail on one of the following days: (Prior to Sunday) Thursday, Friday or (After Sunday) Monday.

SUNDAY COMBINATION INCH

Sunday combination ads appear in the Sunday Gazette-Mail and in one of the following: The Charleston Gazette or Charleston Daily Mail on one of the following days: (Prior to Sunday) Friday or (After Sunday) Monday, Tuesday

Discounts

- 35 First repeat after Sunday Insertion
- 45 Second repeat after Sunday insertion
- 55 Third-Sixth repeat after Sunday insertion

Ad must be same size-no copy changes and within 6 days after Sunday ROP insertion. All repeat rates are discounted from the Sunday rate.

Color Rates

- ROP AND Black + 1 = \$425
- CLASSIFIED Black + 2 = \$550
- ADVERTISING Black + 3 = \$675

Annual Color Contract Discounts

- 13 week spot color contract.....5 discount
- 26 week spot color contract.....15 discount
- 52 week spot color contract.....25 discount
- 13 week full color contract.....15 discount
- 26 full color contract.....25 discount
- 52 full color contract.....40 discount

SPLASH OF COLOR

ADD SPOT COLOR \$8 per column inch
ADD FULL COLOR \$10 per column inch

ALL ADVERTISING SPACE used under any of the rate classifications above applies toward retail contract fulfillment. A full inch of lineage credit applies to each inch that appears in either the Sunday Gazette-Mail or The Charleston Gazette and the Charleston Daily Mail (full run).

Political Advertisement, Churches, Recognized Charities, And Non Profit Rate Print And Online

Mon. Tues. Wed.
\$31.10

Thurs. Fri. Sat. Sun.
\$33.65

Daily Mail or Gazette
\$27.55

Sunday Combo
\$46.25

All political advertising must be accompanied by cash with order and must be designated as "Paid Political Advertising", stating the name of the person authorizing its publication and candidate or candidates in whose behalf it is published.

Display Rates

Effective January 1, 2006

Inserts

Preprints and Print Plus

PRINT_{plus}⁺

Insert Print & Delivery Program

All prices are per one thousand copies

Print Plus Rates 2006

10,000 to 29,999

	8 1/2 x 11		8 1/2 x 14		11 x 17	
1 color	\$ 46	1 color	\$ 70	1 color	\$ 81	
2 colors	\$ 50	2 colors	\$ 76	2 colors	\$ 87	
4 colors	\$ 65	4 colors	\$ 90	4 colors	\$ 101	
8 colors	\$ 69	8 colors	\$ 94	8 colors	\$ 104	

30,000 to 49,999

	8 1/2 x 11		8 1/2 x 14		11 x 17	
1 color	\$ 42	1 color	\$ 64	1 color	\$ 75	
2 colors	\$ 46	2 colors	\$ 70	2 colors	\$ 81	
4 colors	\$ 60	4 colors	\$ 84	4 colors	\$ 95	
8 colors	\$ 64	8 colors	\$ 87	8 colors	\$ 98	

50,000 or more

	8 1/2 x 11		8 1/2 x 14		11 x 17	
1 color	\$ 36	1 color	\$ 58	1 color	\$ 69	
2 colors	\$ 40	2 colors	\$ 64	2 colors	\$ 75	
4 colors	\$ 54	4 colors	\$ 78	4 colors	\$ 89	
8 colors	\$ 58	8 colors	\$ 80	8 colors	\$ 91	

All prices are per thousand and include design, production, printing and insertion. Single folding included in pricing for 8 1/2 x 14 11 x 17. Minimum quantity 10,000.

For print only rates, please contact your advertising representative or call 348-4860.

Frequency rates available-

6-11 times....3	discount
12-20 times..7	discount
21 times..10	discount

ADDITIONAL SERVICES

Perforation.....\$6.00 per 1000 copies
 Color Paper.....By quote Only
 (Standard Paper Colors: White and Yellow)
 Deadlines 2 weeks from receipt of ad copy

INSERT RESERVATIONS & DEADLINES

Inserts are accepted on a first-come basis. Reservations must be made at least 30 days prior to publication date. All inserts should be delivered to Charleston Newspapers no earlier than 21 days and no later than 10 days prior to publication date.

DIMENSIONS

Newsprint or Roto sections
 Minimum 8 page tab or 4 page standard
 Size: 10" x 7" minimum
 12" x 11" maximum
 Smaller sizes upon approval.
 Stock: 30 pound minimum

Single Sheet:

Size: 5" x 7" minimum
 12"x11" maximum
 Stock: 75 pound (.007") or heavier

Material that does not meet the required specifications may require extra handling, the cost of which will be billed directly to the advertiser.

SPECIFICATIONS

ACCEPTABILITY Content and configuration of an insert must be cleared in advance by Charleston Newspapers' Advertising Department. For unusual items, 200 samples should be sent 6 weeks in advance of run date for testing the insert machines.

FULL RUN COST PER THOUSAND Daily or Sunday

	Rate Schedule No. 1		Rate Schedule No. 2		Rate Schedule No. 3		Rate Schedule No. 4	
# Inserts/ ear	1-4	TMC	5-20	TMC	21-34	TMC	35-49	TMC
Single sheet*	\$32	\$40	\$31	\$39	\$30	\$37	\$30	\$33
4 tab., 2 stan.	63	71	58	66	54	60	50	53
8 tab., 4 stan.	65	73	60	68	56	62	52	55
12 tab., 6 stan.	67	75	62	70	58	64	54	57
16 tab., 8 stan.	69	77	64	72	60	66	56	59
20 tab., 10 stan.	71	79	66	74	62	69	58	65
24 tab., 12 stan.	73	83	68	82	64	79	60	75
28 tab., 14 stan.	75	94	70	93	66	90	62	86
32 tab., 16 stan.	77	106	72	105	68	102	64	98
36 tab., 18 stan.	78	112	73	111	69	108	65	105
40 tab., 20 stan.	79	120	74	115	70	111	66	108
44 tab., 22 stan.	80	128	75	123	71	119	67	116
48 tab., 24 stan.	81	140	76	135	72	131	68	128

	Rate Schedule No. 5		Rate Schedule No. 6		Rate Schedule No. 7		Rate Schedule No. 8		Rate Schedule No. 9	
# Inserts/ ear	50-64	TMC	65-84	TMC	85-97	TMC	98-107	TMC	108 or more	TMC
Single Sheet*	\$29	\$32	\$28	\$31	\$28	\$31	\$27	\$30	\$25	\$29
4 tab., 2 stan.	46	49	42	45	38	41	34	37	32	35
8 tab., 4 stan.	48	51	44	47	40	43	36	39	34	37
12 tab., 6 stan.	50	53	46	49	42	45	38	41	36	39
16 tab., 8 stan.	52	55	48	51	44	50	40	49	38	48
20 tab., 10 stan.	54	64	50	63	46	62	42	61	40	60
24 tab., 12 stan.	56	74	52	73	48	72	44	71	42	70
28 tab., 14 stan.	58	85	54	84	50	83	46	82	44	81
32 tab., 16 stan.	60	97	56	96	52	95	48	94	46	93
36 tab., 18 stan.	61		57		53		49		47	
40 tab., 20 stan.	62		58		54		50		48	
44 tab., 22 stan.	63		59		55		51		49	
48 tab., 24 stan.	64		60		56		52		50	

(Add \$1.00 per thousand for every 4 tab/ 2 stan. page increment after 32 tab., 24 stan.)
 *Single Sheets (8 1/2x11" or smaller-75 pound stock or heavier)
 CPM for any other size preprint - call for quote

DISTRIBUTION OPTIONS

Select Full Run

A. Weekdays, Gazette and Daily Mail	
Full Run.....	86,291
Gazette Only.....	50,737
Daily Mail Only.....	35,554
B. Sunday Gazette-Mail	
Full Run.....	94,849

Please add 2 for spoils.

Charleston Newspapers can create a customized preprint distribution list to fit your needs. Let us know what zip codes you would like to target and we will design a distribution list to match your request as closely as our circulation patterns will allow (Allow 10 working days) ou must insert a minimum of 10,000 preprints in order to qualify for a customized distribution.

Total Market Coverage

In addition to carrier delivery, each Saturday, inserts are mailed to non-subscribers in Kanawha and Putnam counties using Kanawha Valley Direct. A mid-week TMC product, Metro Putnam is mailed to non-subscribers in Putnam County every Wednesday.

At Your Service

Policy – All Classifications

The publisher reserves the right to revise advertising rates upon 30 days notice and all contracts are accepted subject to this reservation. Classified advertisements are subject to the approval of management. Accepting copy does not constitute any contractual agreement to publish.

*All ads placed by phone are read back to the advertiser at the time of placement.

*Only standard abbreviations are accepted.

*Copy changed during ordered schedule constitutes a new ad and new charges.

Charleston Newspapers reserves the right to edit, alter or omit any advertisements. Position cannot be guaranteed. We will attempt to accommodate advertisers when possible.

Charleston Newspapers assumes no financial responsibility for typographical errors or for omission of copy. Liability for errors or omissions shall not exceed the cost of that portion of space attributable thereof. Claims for adjustment must be made within 30 days of ad start date. Credit allowable for first insertion only. In the event of an error or omission, we will, upon request, furnish a letter of explanation which can be utilized by the advertiser.

The advertiser and/or advertising agency or agent assumes all liability for advertisements published (including illustrations, texts, claims, etc.) and agrees to assume any and all responsibility for claims occurring there from against Charleston Newspapers.

All accounts are due and payable upon receipt of invoices.

Cancellations

When an advertisement ordered for more than one day is canceled, the advertiser is charged only for the number of days the ad was published, at the rate for that number of days. All cancellations become effective for the following day's papers. (Cancellation deadline for Saturday is 3 p.m. Friday; Sunday and Monday is 6:00 p.m. Friday.)

Sending your ad electronically

Ads may be sent by e-mail, AdSend and other electronic ad delivery programs, ZIP disk, CD, floppy disk and .pdf files. Upload to <http://ads.cnpapers.com>.

Please ask your sales representative to provide you with an Electronic Ad form – or log on to cnpapers.com and download a form – so that you know the specifications we require in order to ensure your ad can be retrieved by our prepress department.

CLOSING TIMES

In-Column Deadlines

Deadline for straight classified copy, Tuesday through Friday, is 6:00 p.m. before publication, Saturday is 3 p.m. Friday, Sunday and Monday is 6:00 p.m. Friday.

Local Display Ad Deadlines

Publication	Proof	No Proof
Real Estate	Wed. 12:00 p.m.	Wed. 12:00 p.m.
Sunday	Thurs. 4:30 p.m.	Thurs. 4:30 p.m.
Monday	Thurs. 4:30 p.m.	Thurs. 4:30 p.m.
Tuesday	Fri. 11:30 a.m.	Fri. 4:30 p.m.
Wednesday	Fri. 4:30 p.m.	Mon. 11:30 a.m.
Thursday	Mon. 4:30 p.m.	Tues. 11:30 a.m.
Friday	Tues. 4:30 p.m.	Wed. 11:30 a.m.
Saturday	Wed. 4:30 p.m.	Thurs. 11:30 p.m.

Early deadlines apply during holiday periods – please inquire.

Mechanical Requirements

9 columns per page. Make-up page width is 12.000". Acceptable material in order of preference: negatives to max. of 110 lines.

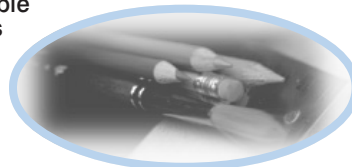
Inches to column 21 3/4; to page 195.75".

Column Measurements

1 col.....	1.200"
2 col.....	2.550"
3 col.....	3.900"
4 col.....	5.250"
5 col.....	6.600"
6 col.....	7.950"
7 col.....	9.300"
8 col.....	10.650"
9 col.....	12.000"

Special Services

Art preparation, ad layout, typesetting and reproduction material services available upon request. Charges made for some services. Information upon request.



MARKETING

Charleston Newspapers subscribes to two well known marketing firms, Scarborough Research and Belden Associates.

Using this research, we can customize market reports for your business. Want to know how many adults in the Charleston MSA shopped for a home computer within the past 12 months? We can tell you. How about how many shopped for a car and which model they bought? We can tell you that, too. We can also give you information on the most effective way to reach your customers.

Contact us @ 348-7938 or 348-1759.

Business Builders

Business Builders and TOMA® Rates

ROP Business Builders

An advertising program designed to build traffic to your business.
Maximize your exposure with Metros and Online.

Runs 4-5 times per week plus online
Includes 3 daily combos plus Metros **OR** 2 daily
combos plus Sunday and Metros
OR
3 daily combos plus
Kanawha Valley Direct **OR** 2 daily combos plus
Sunday and Kanawha Valley Direct

Runs 8-9 times per week plus online
Includes 6 daily combinations plus Sunday
and Metros
OR
6 daily combos plus
Sunday and Kanawha Valley Direct

ROP Business Builders 4-5 times per week plus online

13 times	1 x 1	\$ 65.78
	1 x 2	\$ 123.01
	1 x 3	\$ 171.68
	1 x 4	\$ 211.81

26 times	1 x 1	\$ 61.50
	1 x 2	\$ 114.77
	1 x 3	\$ 158.86
	1 x 4	\$ 194.71

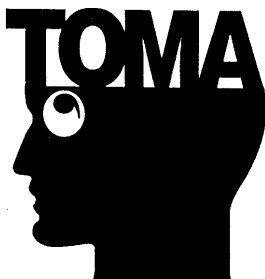
52 times	1 x 1	\$ 59.13
	1 x 2	\$ 110.85
	1 x 3	\$ 154.68
	1 x 4	\$ 190.53

ROP Business Builders 8-9 times per week plus online

13 times	1 x 1	\$ 126.54
	1 x 2	\$ 233.12
	1 x 3	\$ 319.75
	1 x 4	\$ 386.44

26 times	1 x 1	\$ 116.57
	1 x 2	\$ 213.17
	1 x 3	\$ 289.82
	1 x 4	\$ 346.52

52 times	1 x 1	\$ 112.57
	1 x 2	\$ 207.40
	1 x 3	\$ 284.51
	1 x 4	\$ 336.18



Create **Top Of Mind Awareness**
for your business with these
discounted rates.

TOMA Rates

	13x	26x	52x
2x2			
3 days	\$ 126	\$ 120	\$ 114
4 days	\$ 160	\$ 150	\$ 144
5 days	\$ 190	\$ 180	\$ 168
6 days	\$ 214	\$ 201	\$ 192
7 days	\$ 235	\$ 217	\$ 203

FREQUENCY PACKAGE

Run a 10" ad using one of these discounted frequency
packages.
Choose 3 days in the same week\$375.
Run 7 consecutive days\$700.

Policies

Policies

- A. Charleston Newspapers reserves the right to edit, alter or omit any advertisements. Position cannot be guaranteed. We will attempt to accommodate advertisers when possible.
- B. Charleston Newspapers assumes no financial responsibility for typographical errors or for omissions of copy. Liability for errors or for omissions shall not exceed the cost of that portion of space attributable thereof. Claims for adjustment must be made within 7 days of publication. Credit allowable for first insertion only in the event of an error or omission, we will, upon request, furnish a letter of explanation which can be utilized by the advertiser.
- C. The advertiser and/or advertising agency or agent assumes all liability for advertisement published (including illustrations, texts, claims, etc.) and agrees to assume any and all responsibility for claims occurring therefrom against Charleston Newspapers.
- D. Minimum space is 1 column inch. Advertisements over 20 inches deep will be billed for full column length (21 3/4 inches).
- E. Definition of Retail Advertising: Retail Advertising and Retail Advertising Rate shall apply only to an individual advertiser who sells a commodity or service at retail direct to the consumer through one or more retail outlets under the same name, which he owns or controls and whose signature or address alone appears in the advertisements.
- F. CN reserves the right to revise advertising rates at any time. Current contract holders will be notified in writing 30 days prior to a rate adjustment. Advertisers may terminate the contract on the date the new rates become effective by giving Charleston Newspapers written notice of such termination.
- G. In the event that the advertiser does not use the amount of ROP space contracted for, advertiser agrees to accept and remit rate adjustment to rate earned; in the event advertiser uses space qualifying for lower rate, Charleston Newspapers agrees to issue rebates for differential between ROP contract rate and one rate level.
- H. Advertising set to resemble news matter must carry the word "Advertisement" at the top. Editorial type cannot be used in advertising copy.
- I. All accounts are due and payable upon receipt of invoices.
- J. Representatives of Charleston Newspapers are not authorized to make any deviations from these published rates and regulations, orally or in writing.
- K. All advertising is C.O.D. until credit is established.

Contracts & Ad Copy

- 1. The subject matter, form, size, working illustrations and typography of all advertising is subject to the approval of the publishers.
- 2. Contracts not completed will be re-rated to the level earned.
- 3. The publishers assume no financial responsibility for typographical errors in advertisements but, if at fault, will reprint that part of an advertisement in which such error has occurred.
- 4. Credits for errors in advertisements are allowed for the first insertion only.
- 5. Charleston Newspapers is not responsible for advertising plates or veloxes unless instructions to return at advertiser's expense are furnished with order.
- 6. Contracts will be accepted from an individual advertiser or may be drawn to include his subsidiaries but cannot include two or more different companies.
- 7. Specifications on orders for the use of, or barring the use of any page, or relating to the kind of news or advertising on the page are treated as requests only.
- 8. Any advertising contract (or merely any schedule or copy) may be canceled at any time for reasons satisfactory to the publishers, without penalty to either party.
- 9. Charleston Newspapers is not responsible for the printing quality of ads sent to us electronically in formats other than what is outlined in our Electronic Ad Policy.