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Website:  
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**ADVERTISING RATE CARD**

Fairfield Bay News 2,500 Circulation  
Distributed weekly on Wednesdays, via mail and racks in Cleburne & Van Buren Counties.

Subscription:  
\$25 per year

**Personnel**

Publisher.....FFB Community Club  
Managing Editor.....Dan S. Feuer  
Production Manager.....Sherry Guess  
Advertising Manager.....Sharon McCarroll Keathley

**Commission & Payment Terms**

- A. 15% of National Rate to recognized advertising agencies.
- B. Payments for advertising are due 15 days after receiving invoice. Pre-payment is required for all advertisers or agencies outside of local trade area.
- C. All local rates are non-commissionable.
- D. Credit may be extended immediately to new advertisers on Visa, MasterCard or other major credit cards. Those who desire an open account with the newspaper may establish credit through completion of a credit application provided by the newspaper.
- E. Advertising will not be accepted from accounts that have uncontested balances of 60 days or more past due. Balances that exceed 90 days past due will be subject to formal collection procedures.

**Advertising Rate Policies**

All advertisers receiving contract rates must have valid signed contracts. Contract advertisers are subject to assessment at open rate for unfulfillment of contract. Advertisers have the option of canceling contracts because of a rate increase. All our advertising is based on the Preferred Ad Submission Size (PASS).

**Closing Times and Deadlines**

Office Hours Mon.–Fri. 8 a.m. to 5 p.m. CST

Newspaper Deadlines *unless otherwise noted*  
•Weekly Deadlines Thursday at 5 p.m.

**Advertising Rates**

Effective July 1, 2011

**National Commissionable Rate**

Applicable to all regular and special issues \$10.20/CI

**Display Rates**

Local Weekly Open Rate:	\$6.50/CI
Local Classified Rate (35 words or less)	\$6.50
4+ Consecutive Weeks	\$6.25
Classified with Icon	\$7.00
Additional words (per word)	15¢
Legal Notices	25¢ per word

**Column Agreements**

• *Continuous Ad Rates*  
400 CI (Approx. 8" per week) \$6.25/CI  
600 CI (Approx. 11.5" per week) \$5.95/CI  
1000+ CI (Approx. 19" per week) \$5.65/CI

**Only with Signed Contract**

**Pre-Printed Inserts** \$60/Thousand  
*Half-folds preferred, quarter folds accepted.*  
*\$12 folding charge per thousand. 11" x 13" or larger.*

**INTERNET RATES**

**Published Wednesdays**

Link Buttons 125x125	\$75.00/Mo.
Banner 480x60	\$150.00/Mo.
Large Button 250x250	\$225.00/Mo.

**Religious & Non-Profit Rate \$5.90/CI**

IRS Form 501(c)(3) must be provided to receive this rate

**Political Rate** \$7.00/CI  
No discounts apply, payment in advance required

**Community Business Directory**

1x4 Display Ad	\$170 per Quarter
1x2 Display Ad	\$100 per Quarter
1x1 Display Ad	\$70 per Quarter
Line Listing	\$50 per Quarter

**No copy changes allowed during quarter.**

**Church Directory** \$25 per year

**Color Charges**

One color	\$65
Two colors	\$95
Three colors	\$125

**Mechanical Measurements**

Fairfield Bay News pages: 6 columns x 21" deep, Narrow, Web 22" size.

**Column Widths:**

1 col. 1.563"	4 col. 6.625"
2 col. 3.235"	5 col. 8.313"
3 col. 4.938"	6 col. 10"