

The Greer Citizen

GREER'S ONLY LOCALLY OWNED AND OPERATED NEWSPAPER

RETAIL ADVERTISING RATES

Effective March 1, 2015

TELEPHONE (864) 877-2076

FAX (864) 877-3563

WEB ADDRESS • WWW.GREERCITIZEN.COM

PERSONNEL

- Publisher: Stephen L. Blackwell
- Editor: Billy Cannada

REPRESENTATIVES

- S.C. Press Services

COMMISSION

- 15% to Agencies - No Cash Discounts
(Applicable Only to National Rates)

GENERAL POLICY

- The Greer Citizen, Inc. reserves the right to correctly classify and edit all copy or to reject or cancel any advertisement at any time.
- Publishers Liability for Error: The publisher accepts no liability for errors in camera-ready copy. Liability for errors in copy set by the publisher is limited to the first publication only. The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.
- Indemnification: The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, plagiarism, unfair competition, unfair trade practices, infringement of trademarks, copy rights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.
- Under no circumstances will The Greer Citizen be responsible for the sale of goods made by reason of errors in advertisements. When such errors occur, The Citizen will furnish a letter to be displayed where goods are located, stating that an error has been made. In the event of an error in advertising copy in The Citizen, the publisher will be responsible for adjustment only for that portion of the advertisement which appeared in error.
- 1 1/2% Service Charge Per Month on Past Due Accounts
- The Greer Citizen is not responsible for errors on proofs approved by the advertiser, or errors which might appear in subsequent multiple insertions after the initial publication date.
- Ad placement is at the discretion of The Greer Citizen. Space can be reserved (on a first come basis) with a 25 percent surcharge.

FREQUENCY DISCOUNTS

Same ad within a 30-day period

2x	15%
3x	20%
4x	22.5%
5x	25%
6x	27.5%
7x	30%

Discount taken off all ads

COLOR RATES (Standard Colors)

- Black and 3 Colors.....Cost of ad + 20%*
*Minimum charge \$50 for 4-color.
- Color rates are not commissionable and are net to newspaper. Rates are per color per page.

PRE-PRINT INSERTION RATES

Rates Quoted Are Cost Per Thousands

Number of insertions per year

Size	48x	36x	24x	18x	12x	6x	1x
card	35.00	38.00	41.00	44.00	47.00	50.00	53.00
4 tab	38.00	41.00	44.00	47.00	50.00	53.00	56.00
8 tab	41.00	44.00	47.00	50.00	53.00	56.00	59.00
12 tab	44.00	47.00	50.00	53.00	56.00	59.00	62.00
16 tab	47.00	50.00	53.00	56.00	59.00	62.00	65.00
20 tab	50.00	53.00	56.00	59.00	62.00	65.00	68.00
24 tab	53.00	56.00	59.00	62.00	65.00	68.00	71.00
28 tab	56.00	59.00	62.00	65.00	68.00	71.00	74.00

Insert Rates: For pre-printed inserts shipped to arrive 7 days prior to publication date. Late arrivals subject to additional insertion charges. Pre-prints received Monday thru Friday 8 a.m. to 5 p.m. Overtime charges may be added for late shipments.

Shipping Address: 1000 Williamston Road
Anderson, South Carolina 29621

We prefer inserts not to be quarter folded. Rates quoted are not commissionable.

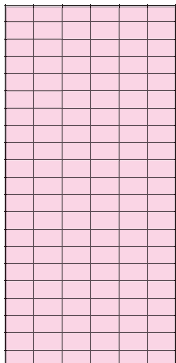
NON-PROFIT DISCOUNT

- We gladly offer a 10% discount to houses of worship, and 501c3 organizations.

SPECIAL SERVICES

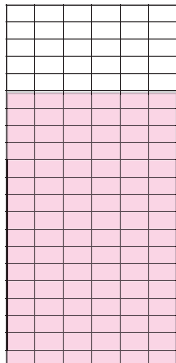
- Photographs, art preparation, ad layout, typesetting, and reproduction material services available upon request. Charges made for some services. Information upon request.

DOMINANCE



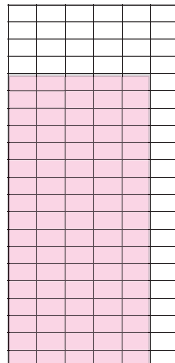
FULL PAGE
10" x 21"

\$1071



6 COL X 15
10" x 15"

\$765



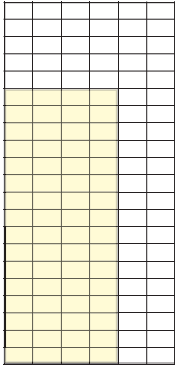
5 COL X 16
8.22" x 16"

\$680

DISCOUNT SCHEDULE

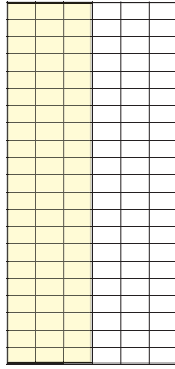
Commitment Level	% Discount off Base Rate
\$1,000	5.00%
\$1,200	6.25%
\$1,500	7.50%
\$1,750	8.75%
\$2,100	10.00%
\$2,500	11.25%
\$3,000	12.50%
\$3,500	13.75%
\$4,500	15.00%
\$5,500	16.25%
\$6,500	17.50%
\$7,500	18.75%
\$9,000	20.00%
\$11,000	21.25%
\$13,000	22.50%
\$15,500	23.75%
\$18,500	25.00%

IDENTITY



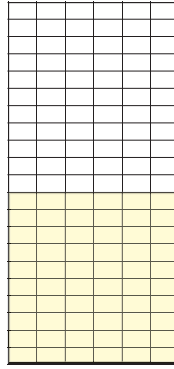
4 COL X 16
6.61" x 16"

\$576



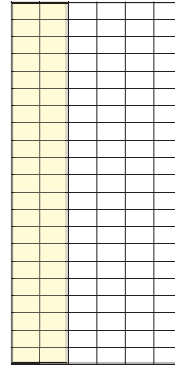
3 COL X 21
5" x 21"

\$567



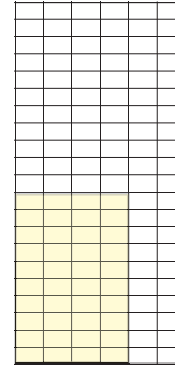
6 COL X 10
10" x 10"

\$540



2 COL X 21
3.22" x 21"

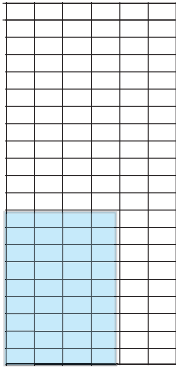
\$378



4 COL X 10
6.61" x 10"

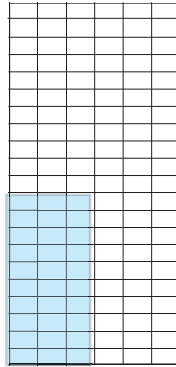
\$360

IMPRESSION



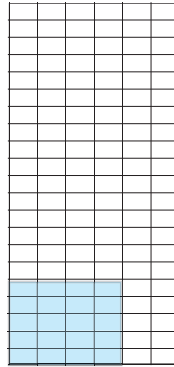
4 COL X 9
6.61" x 9"

\$333



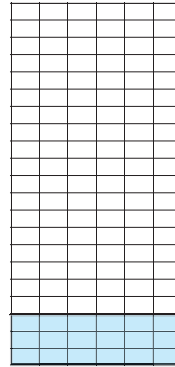
3 COL X 10
4.91" x 10"

\$277.50



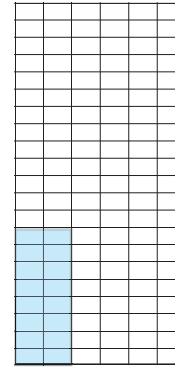
4 COL X 5
6.61" x 5"

\$185



6 COL X 3
10" x 3"

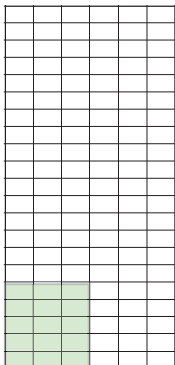
\$166.50



2 COL X 8
3.22" x 8"

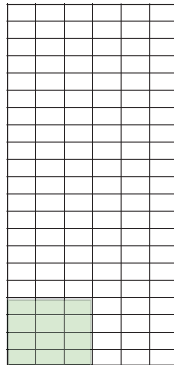
\$148

AWARENESS



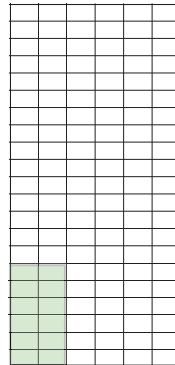
3 COL X 5
4.91" x 5"

\$142.50



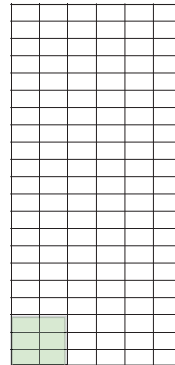
3 COL X 4
4.91" x 4"

\$114



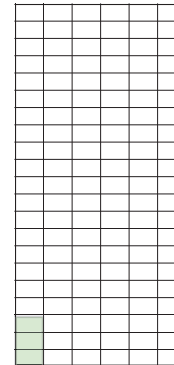
2 COL X 6
3.22" x 6"

\$114



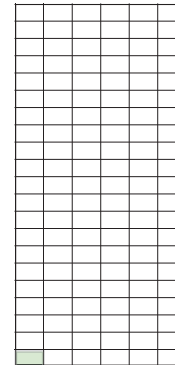
2 COL X 3
3.22" x 3"

\$ 57



1 COL X 3
1.52" x 3"

\$28.50



1 COL X 1
1.52" x 1"

\$9.50

SPECIAL DAYS/PAGES/FEATURES

- Special editions, marked with asterisks (*), are published and sold on a modular format.
February - Bridal Edition*
March - Families In Business*
April - Greer Family Fest*
May - Best of Greer
June - Freedom Festiva
August - Back-To-School
 High School Football Preview
October - Just Say No To Drugs*
November - Christmas Shopping*
• Yearly features also include Church Page, Dining Out Page, Racing Contest, Football Contest, High School Football Page and others.

ROP DEPTH REQUIREMENTS

- Minimum display ad 1" deep
- Advertisements more than 19 1/2" in depth charged for full column depth of 21.5 inches.

PUBLICATION DAY

- Wednesday

CLOSING TIMES

- Display Ads - Noon Thursday for Living Here
 Noon Monday for Front, Sports
- Classified Ads - 5 p.m. Monday

MECHANICAL MEASUREMENTS

- Offset printing - 6 column Format with 1 pica between columns.
- Standard page size: 6 column x 21.5 inches. Page width 10 inches. Column width 9p2, 1 pica space between columns.

	Picas	Inches
1 Column	9p2	1.5278
2 Columns	19p4	3.2222
3 Columns	29p6	4.9167
4 Columns	39p8	6.6111
5 Columns	49p10	8.3056
6 Columns	60	10

CLASSIFIED RATES

- \$13.50 for 20 words
- \$0.68 for each word over 20 words

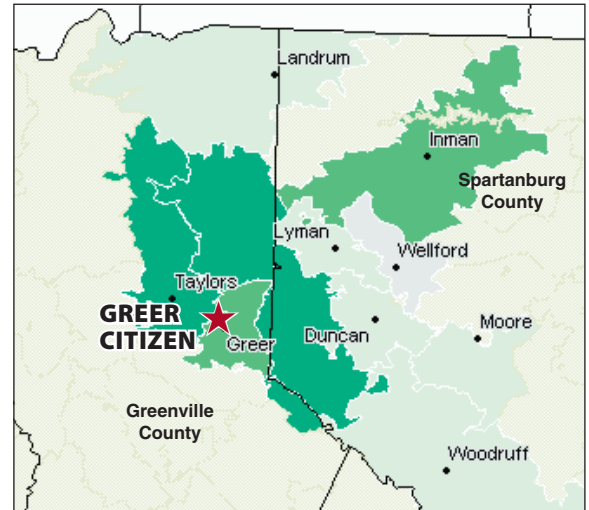
**SET ALL LEGALS AND CLASSIFIED ADS
10 POINTS ON 11 SPACING.**

CIRCULATION

- 7,540 - P.O. Report, October, 2014

COVERAGE AREA

29651 Greer	2545
29652 Greer	713
29650 Greer	1904
29365 Lyman	412
29687 Taylors	762
29334 Duncan	363
Others	841



The Greer Citizen published Wednesday

Web site advertising available

**MAILING ADDRESS • P.O. BOX 70 • GREER, SC 29652
STREET ADDRESS - 317 TRADE STREET • GREER, SC 29651
INSERT SHIPPING ADDRESS • 1000 WILLIAMSTON ROAD
ANDERSON, SOUTH CAROLINA 29621**