

Retail Advertising Rate Card

The Metropolis Planet is published each Wednesday,
The Southern Scene, each Monday, by Paxton Media Group.

The Metropolis Planet offers approximately 80 percent coverage to homes in Massac County, Illinois. And, with *The Southern Scene*, our advertisers can reach out farther — to 13,300 homes in Massac, Pope, Johnson and Pulaski counties.

Display Advertising

Col. Inches Per Billing Period	Percentage Discount (approx.)	The Planet	The Scene	Planet/Scene Combination
1-20	Open Rate	\$8.63	\$10.65	Planet + \$3.32 = \$11.95
21-60	4%	8.28	10.22	Planet + \$3.16 = 11.44
61-150	7%	8.03	9.90	Planet + \$3.16 = 11.19
151-230	10%	7.77	9.59	Planet + \$3.16 = 10.93
231-400	17%	7.16	8.84	Planet + \$3.16 = 10.32

Unit Prices	Planet	Combo
1/8 pg. (3x5")	\$129.45	\$179.25
1/4 pg. (3x9.708")	244.26	337.48
1/2 pg. (3x19.713")	492.66	680.68
1/2 pg. (6x9.708")	484.38	669.24
Full Pg (6x19.713")	951.56	1326.02

Color Rate
Color offered within press limitations:
\$70 for one color, one page.
Additional colors, \$70 each per page.
Full color, \$210 per ad per paper.

Church Rate
Planet.....\$7.70
Scene.....\$9.40
Planet/Scene combo.....\$11.02

Planet Special Section Rates
Based on a 4 col. x 10.333" page

	Spec. Section Only Prices	Spec. Section w/Scene Prices
Full Page	\$419	+ \$164.32 = \$583.32
1/2 Page Horz	\$250	+ \$71.10 = \$321.10
1/2 Page Vert	\$250	+ \$109.02 = \$359.02
1/4 Page	\$127	+ \$54.78 = \$181.78
1/8 Page Horz	\$68	+ \$29.88 = \$97.88
1/8 Page Vert	\$68	+ \$13.28 = \$81.28

Classified Display

The Planet	The Scene	Planet/Scene Combination
\$7.32	\$8.60	Planet + \$2.95 = \$10.27

Figured on a 1.069" column

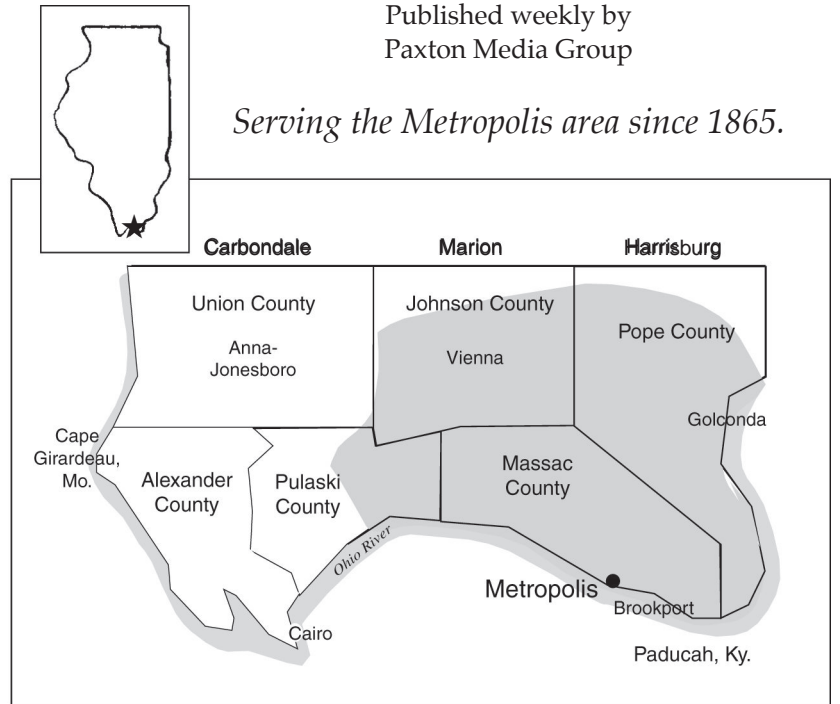
COPY DEADLINE
for Retail and Classified
Planet:
Noon Monday
Scene:
Noon Thursday

Rate Card Valid
Dec. 27, 2010 through
Dec. 25, 2011

METROPOLIS PLANET

Published weekly by
Paxton Media Group

Serving the Metropolis area since 1865.



The Metropolis Planet The Southern Scene

111 E. Fifth St., P.O. Box 820, Metropolis, IL 62960
618-524-2141

Fax: 618-524-4727

E-mail address: ads@metropolisplanet.com

Website: metropolisplanet.com

Areia Hathcock, General Manager

The Southern Scene

Advertising Information

See rate card on back for display and classified display rates

Planet Retail Advertising Rate

\$8.63 per column inch, same as open rate, non-commissionable. Volume discounts apply and are determined by number of inches run per billing period.

Combination Rates

Advertisers may purchase space in the *Planet* with pick-up in the *Scene* for a combination rate of \$11.95 per column inch. The rate for the *Scene* only is \$10.65.

Adventures Along The Ohio River

Various sizes from 1/6 page to full pages are available in our tourism magazine published twice a year. More information available upon request.

National Advertising Rate

\$9.92 per column inch. 15% commission allowed off of \$9.92 open rate to recognized advertising agencies (no quantity or other discounts apply).



Church Directory: \$12 weekly, printed as a full page in the *Planet*.

Contract & Copy Regulations

- Liability for errors in advertisements shall not exceed the cost of the space occupied by the error. The newspaper will not be responsible for errors after the first insertion as it is the advertiser's responsibility to give notification of the error.
- All advertising accepted is subject to the approval of the newspaper's management. We shall have the right to revise or reject in whole or in part any advertisement.
- Every effort will be made to meet reasonable position requests. Failure to meet these requests will not constitute cause for adjustments, refund or rerun.

Classified

Column Size

Nine columns per page with 55 classifications. Each column is 6.5 picas wide, approximately 1.069 inches.

Display Rates

Rates are available for *Planet*, *Scene* and combination: *Planet*, \$7.32; *Scene*, \$8.60; Combination, \$10.27.

Line Ad Rates

Ads appear in the *Planet*, *The Southern Scene* and are posted on the internet.
Up to 9 words.....\$8.50
Each additional word, 20¢ each.
Discounts apply for consecutive runs.
\$2 discount given for pre-payment

Blind Ad Charge

Responses picked up at The Planet.....\$7.00
Responses mailed to advertiser.....\$14.00

Legal Rate (per inch).....\$7.32

Classified deadline — Noon Monday.

METROPOLIS PLANET

Successor to The Promulgator, established 1865

Circulation

A total of 4,100 copies of the *Planet* are read weekly, primarily in Massac, Pope, Johnson and Pulaski counties. This includes **80% readership in Massac County.**

Total Planet Circulation

Approximately 4,100:
Massac County.....3,500
Adjoining Counties.....200
Elsewhere.....400

With the addition of The Southern Scene, 17,400 newspapers are received in homes weekly.

Planet Subscription Rates

Local Rates: Massac, Johnson, Pope and Pulaski counties.

	6 mo.	1 year	2 years
Local.....	\$22	\$35	\$62
Elsewhere.....	\$35	\$46.50	\$84
9 month student sub - local.....	\$22		
9 month student sub - elsewhere.....	\$34		
Per copy.....	.85¢		
Mailed copy.....	\$1.85		

Mailing

The *Planet* is published on Wednesday and sold over the counter starting at 8 a.m. Metropolis mail subscribers receive newspapers on Wednesday with area subscribers receiving their papers on Thursday.

Deadlines

Closing time for display ads in the *Planet* is noon Monday preceding Wednesday's publication. Classified deadline is the same. Holidays may alter deadlines.

Measurements

Six columns per page, each column approximately 1.667 inches wide, 118½ column inches per page. Size of printed area is 10.625 inches wide by 19.713 inches deep.

Special Sections

The *Planet* and *Scene* publish a variety of special sections including: February, Spring Healthy Living and Spring Home Improvement; May, Graduation; June, Superman Celebration and National Archery Competiton; July, Back-to-School; October, Fort Massac Encampment; November, Soil & Water Conservation and Holiday Gift Guide.

Tourism Publication

Adventures Along the Ohio River is a tourism magazine published each April and September. Approx. 75,000 copies are distributed yearly at area welcome centers, hotels, restaurants and Harrah's Casino in Metropolis.

The Southern Scene

The *Planet* also publishes *The Southern Scene*, a total market coverage product. The *Scene* is a complimentary newspaper mailed each Monday to approximately 13,300 homes in Massac, Pope, Johnson

and Pulaski counties. The *Scene* is an attractive broadsheet and includes news and feature stories as well as display and classified advertising and inserts. Zones are available for pre-prints. See back for rate information.

PRE-PRINTS Basic Rate — 7.5¢ each

Zones available to target special areas with *The Southern Scene*

A complete listing of post offices covered and a circulation map are available upon request.

Rate may vary for extra-heavy inserts; individual rates will be quoted based on weight.