

2017

The Press-Sentinel

Jesup, GA
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www.cninewspapers.com

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ROP RATES

Open Rate: \$9.75

Annual Volume Contract Rates

<u>Inches</u>	<u>Rate</u>
75-149	\$9.51
150-299	\$9.36
300-399	\$9.17
400-499	\$8.93
500-749	\$8.66
750-999	\$8.61
1000-1499	\$8.47
1500-1999	\$8.30
2000-2499	\$8.10
2500-2999	\$7.96
3000+	\$7.68

Consecutive Advertising Contract Rates

Inches	4 weeks	13 weeks	26 weeks	52 weeks
2"	\$9.02	\$8.86	\$8.45	\$8.32
8"	\$8.91	\$8.80	\$8.32	\$8.06
15"	\$8.76	\$8.57	\$7.99	\$7.79
24"	\$8.66	\$8.33	\$7.79	\$7.60
30"	\$8.57	\$8.48	\$7.60	\$7.39
60"	\$8.47	\$8.15	\$7.48	\$7.30
90"	\$8.29	\$7.82	\$7.35	\$7.12
129"	\$8.11	\$7.41	\$7.12	\$6.95

— *Color rates* —

1 Color	\$75
Full Color	\$125

Mechanicals

<u>Column</u>	<u>Inches</u>
1 column	1.667
2 column	3.458
3 column	5.250
4 column	7.042
5 column	8.833
6 column	10.625
DT	21.375

ROP Deadlines:

Wed. edition: Monday, 5:00 p.m.
 Sat. edition: Thursday, 5:00 p.m.

Ad email: staff@thepress-sentinel.com

Adsend Code: GAJPS

www.thepress-sentinel.com

Rates effective January 1, 2017

INSERT RATES (price per thousand)

Frequency	<13	13-25	26-49	50+
single sheet	\$42.00	\$37.00	\$36.00	\$35.00
4 pg tab	\$47.00	\$45.00	\$44.00	\$39.00
6 - 8 pg tab	\$51.00	\$49.00	\$48.00	\$40.00
10 - 12 pg tab	\$53.00	\$51.00	\$50.00	\$41.00
14 - 16 pg tab	\$53.00	\$51.00	\$50.00	\$41.00
18 - 20 pg tab	\$53.00	\$51.00	\$50.00	\$41.00
22 - 24 pg tab	\$53.00	\$51.00	\$50.00	\$41.00
26 - 28 pg tab	\$54.00	\$52.00	\$51.00	\$42.00
30 - 32 pg tab	\$55.00	\$53.00	\$52.00	\$43.00
34 - 36 pg tab	\$56.00	\$54.00	\$53.00	\$44.00

- Add \$1.00 for each additional four-page tab after 36.
- Full run only
- Maximum size insert is 11^{1/2}"x 11^{1/2}". All other sizes must be folded prior to delivery.
- 13-25, 26-49, 50+ requires signed contract

Shipping Information

Inserts should be received one week prior to insertion.	The Press Sentinel 252 W. Walnut Street
Ship 1/2 fold to:	Jesup, Georgia 31545

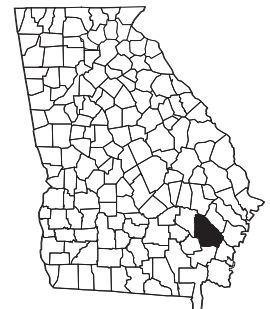
Call for digital advertising rates!

MARKET FACTS

for Wayne County

DEMOGRAPHICS

Occupied Households: 10,562
 Total Population: 30,099
 Median Family Income: \$23,414
 Total Retail Sales: \$191,096,000
 Source: 2010 US Census estimates



ADVERTISING BENEFITS

- With TMC, reaches 90% of Wayne County
- Over 25,000 population
- Wayne County's oldest business

DMA: Savannah, GA
 Market Penetration: 53%