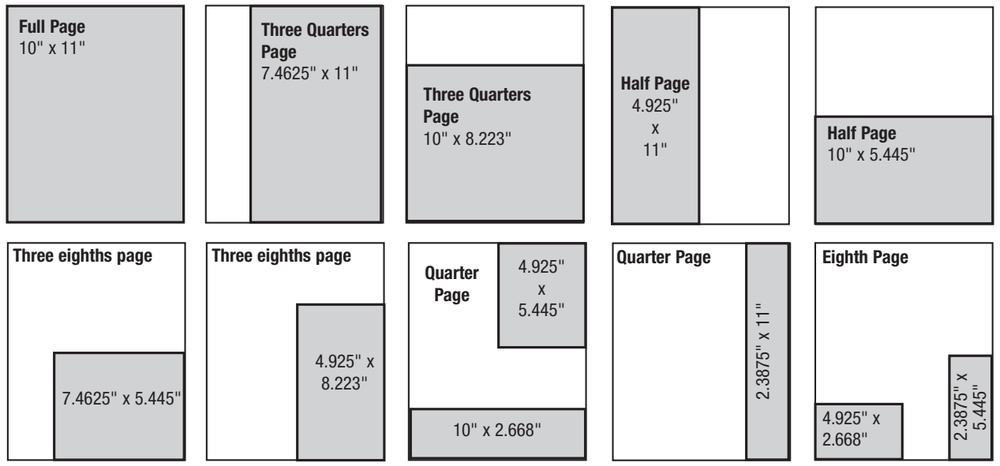
Community Journals

RATE CARD No. 12

EFFECTIVE MARCH 1, 2012

1 Modular Sizes



All ads created by Community Journals, LLC are produced for use exclusively in Community Journals, LLC publications.

Premium position or placement guarantees are available at a premium, and are subject to availability, ad size and frequency commitment.

2 Display Advertising Rates & Sizes (*prices per insertion*)

Greenville/Spartanburg Combination

	Full Page	3/4 Page	Half Page	3/8 Page	Quarter	1/8 Page
Open Rate	3,966	3,148	2,149	1,653	1,210	716
8x	3,140	2,469	1,659	1,267	916	518
13x	2,866	2,250	1,512	1,156	834	467
26x	2,516	1,968	1,320	1,008	722	376
52x	2,117	1,654	1,110	851	608	318

Greenville Journal Rates

	Full Page	3/4 Page	Half Page	3/8 Page	Quarter	1/8 Page
Open Rate	3,332	2,645	1,803	1,386	1,016	597
8x	2,638	2,075	1,391	1,061	769	431
13x	2,408	1,891	1,268	968	700	388
26x	2,114	1,654	1,106	844	606	311
52x	1,778	1,390	930	712	510	263

All rates are net.

3 Personnel

Mark B. Johnston, Publisher	864.679.1225	mjohnston@communityjournals.com
Alan P. Martin, Senior Vice President	864.679.1224	amartin@communityjournals.com
Holly Hardin, Production Manager	864.679.1221	hhardin@communityjournals.com
Accounting/Billing	864.679.1230	srochester@communityjournals.com
Customer Service	864.679.1200	ads@communityjournals.com
FAX	864.467.9809	

SOUTH CAROLINA PRESS ASSOCIATION

4 Photography Services

All photography is for use in Journal products only. Photography may be purchased for $250 per shot plus usage fees.

5 Design Services

The Journal award-winning design team is able to use your high resolution images, photographs and copy to create your ad for no extra charge. Photography and some art service images are available for an additional charge. Ask your Journal Representative for details.

6 Preprinted Inserts (cost per thousand)

Quantity	60,000	40,000	17,000	<17,000
Open rate	$50	$60	$80	$95

These rates apply for up to a 12 page tab. **Minimum insert charge per edition is $650.** Polybag, Product Sample and Ride-Along pricing is available upon request. Quantities should allow for a 3% waste. Insert rates are net.

7 Preprint Requirements

Minimum size 4"x5" and not to exceed 10"x12.5" folded size. The stock must be a minimum 70 lb (110 lb for 4"x5" cards). All inserts must be received no later than the Monday prior to insertion. Inserts should be delivered to:

The Gaston Gazette
1893 Remount Rd.
Gastonia, N.C. 28054
Phone: 704-869-1790

8 Deadlines

Space Reservation	**Friday by 5:00 PM**
Camera-ready copy	**Monday by 5:00 PM**
Final Proof Approval	**Tuesday by 5:00 PM**

Proofs may be provided upon request for correction purposes. Copy must be received by Friday to receive a proof. Proofs are provided for typographical correction. The Journal will not be responsible for ad errors when accepting late ads and copy. Proofs not released by the published deadline will be considered correct and will be released for publication.

9 Mechanical Requirements

Page image area (non-bleed) 10" wide by 11" deep
Back page image area (non-bleed) 10" wide by 11.5" deep
Ads can be sent:

» Via Journal FTP site – ***ftp.communityjournals.com***
» E-mail – ***ads@communityjournals.com***
» On CD or DVD (Mac-based preferred)

- Photoshop CS3 and lower; Quark 4.11 or lower; InDesign CS3 or lower; and Illustrator CS3 or lower.
- EPS, Tiff or PDF files preferred. If sending Tiff files, LZW compression must be turned off. Graphics should be provided at the actual size and are preferred to run at 300 dpi (no less than 200 dpi).
- All Photoshop documents can be scanned high resolution 600-1200 (de-screen if necessary) 200 dpi finished for color and grayscale photos; 85 line screen preferred; 600 dpi for line art (b&w).

For PDFs: All fonts and images must be embedded and PDF must meet PDF/X1A standards.
PC Format: Save as PDF to above standards.

No RGB or PMS/Spot colors. Color graphics and images must be saved as CMYK.

Include all linked fonts and graphics files.

For best quality reproduction:

- Include a composite hard copy of the ad.
- **No Rich Black**; All blacks should be built in the following build: cyan=0%, magenta=0%, yellow=0%, black=100%
- **Set all blacks to overprint.**
- Limit use of color type under 12 pt.; Limit serif type under 10 pt.
- Allow for a 20% dot gain on all images.
- Limit reverse type on color background to 12 point or larger.

We cannot accept negatives. All printed materials will be scanned. Veloxes or copies will lose approximately 10% of their quality each time they are scanned. Halftone and art elements often will not scan to acceptable quality levels.

10 Terms and Conditions

- Advertiser agrees to claim allowance for errors within 15 days after publication.
- An advertiser rescinding an order to publish an ad agrees to pay at cost for typesetting and design services made if not published in 30 days.
- Cancellations cannot be made past Monday, 5PM for next issue.
- Each salesperson will work to establish credit terms with each account, or you may contact the business office directly.
- The Journal mails invoices weekly for advertising services provided the preceding week. Payment is due upon receipt. We accept VISA, MasterCard, Discover & American Express cards.
- A finance charge on all balances over 30 days will be computed at 2% monthly.
- The advertiser understands that Community Journals, at their discretion, may employ a third party agency and/or attorney to recover any past due invoices. Furthermore, the advertiser agrees to pay all reasonable charges associated with said recovery, including but not limited to; collection fees, attorney expenses and court costs.
- To ensure accurate credit to accounts receivable, a billing stub should be returned with all payments. The advertiser's invoice number should be written on all checks and a note of explanation included if an amount other than that noted on the bill is paid.
- Advertiser agrees that if publication is interrupted for any reason or if advertising ordered to be published is omitted for any reason, The Journal shall not be held liable.
- Advertiser agrees that if The Journal errors in an advertisement, The Journal's liability shall not exceed the charge for the portion of the ad in which the error occurred, and that The Journal will furnish the Advertiser a letter explaining the error and shall be otherwise relieved from responsibility.
- Advertiser and/or his/her Agency agree to hold The Journal harmless against claims asserted because of an ad or its contents.

11 General Rate Policy

a. Retail rates apply to advertising space purchased for the purpose of promoting a business located in the Upstate retail-trading zone by the business operator or his/her agency of record. Retail rates do not apply, either directly or indirectly, to the advertising of products for which the advertiser may be a licensed general distributor; nor do they apply to any advertising by the publisher. The contracted space cannot be sublet to other businesses or used for the purposes other than the promotion of the advertiser's business.

b. Advertising standards – In the interest of maintaining standards of accuracy and good taste, The Journal reserves the right to censor, revise, reclassify, edit or reject any advertisement. Should The Journal reject an ad, any money paid to The Journal for publishing the ad will be returned to the advertiser, releasing all parties. Initial acceptance of an ad does not commit The Journal to publish it, and publication does not constitute an agreement for continued publication.

c. The advertiser, agency or agent assumes all liability for the content of advertisements published (including illustrations, text, claims, etc.) and agrees to assume any and all responsibility for claims occurring against the publisher. Those who purchase advertising agree to indemnify the publisher against any claims related to said advertising in The Journal.

d. **Contracts** – The Journal offers contracts with rate discounts based on volume and/or frequency of advertising. Such contracts must be signed by an officer of the advertising company, which must be located within the Upstate retail trading zone and qualify for retail rates. Rate discounts will be applied according to the rate card in effect at the time of the renewal. Advertisers unable to fulfill a contract will be rebilled at the applicable earned rate from the rate card in effect at the time of the default.

e. **Taxes** – At present, taxes are not assessed against advertising. However, should the laws change, applicable taxes will be added to advertising charges.

f. **Cancellations** – Ad changes or cancellations can be made at no charge when conforming to published deadlines. Ads canceled after published deadlines are subject to a charge equal to 50 percent of the ad cost.

g. **Position** – The Journal strives to honor advertiser requests for ad placement within newspaper sections. However, all advertising positions are at the option of the publisher. Advertising orders directing insertion on "position or omit" basis will not be accepted. No adjustments will be made for position.

h. The publisher reserves the right to insert the word "advertisement" in any ad that is designed to look like a news story. In these cases, the publisher also reserves the right to select another body typeface if the one in the ad too closely resembles the typeface used in news stories.

i. The publisher reserves the right to revise rates and terms upon thirty days written notice to contract advertisers.

j. The Journal adheres to all federal and state advertising guidelines pertaining to employment, housing and fair-trade practices.

k. Advertiser recognizes The Journal's rights, title and interest to all layouts of advertisements, which represent the creative efforts of The Journal and/or utilization of The Journal's own illustrations, copy, labor, composition or material. Advertiser agrees that without The Journal's written consent advertiser is prohibited from authorizing for use in other publications photographic or other reproductions of any advertising layout that is the result of The Journal's creative efforts.

l. Advertiser agrees that by placing an advertisement in The Journal, advertiser licenses to The Journal, on a non-exclusive basis, all copyrights and other ownership rights in the advertisement, including the right to publish, produce, display, adapt, transmit or produce derivative works in any medium, including any digitized or electronic medium. Advertiser authorizes The Journal to bring suit at The Journal's discretion and at The Journal's expense for any unauthorized use, reproduction, display distribution or performance of the advertisement as it appears in The Journal or for its unauthorized alteration. Nothing shall prevent advertiser from placing the same or a smaller advertisement in any other media, or from bringing suit on its own behalf and at its own expense to enforce its own copyright interests in the advertisement.

Community Journals
GREENVILLE | SPARTANBURG

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Greenville, SC 29601
864.679.1200