



PERSONNEL

PUBLISHER &
BUSINESS/GENERAL MANAGER
Rick Head

ADVERTISING SALES ASSOCIATE
Bella Matthis

ADVERTISING SALES ASSOCIATE
INC. CLASSIFIED ADVERTISING
Janet Nichols

LOCAL ADVERTISING RATES

COLUMN INCH RATE (1 time) \$8
 COLUMN INCH RATE (4 weeks) \$7
 COLUMN INCH RATE (13 weeks) \$6:50*
 * \$6:00 Non-Proof Rate

RETAIL COLOR RATES

1 COLOR (in addition to black) \$100
 Full Process COLOR \$150
 Color rates are not commissionable

PREPRINT INSERTS

Advertiser can choose any day of the week for distribution to preprint inserts. Reservation requested 10 days prior to insertion date in the **WAYCROSS JOURNAL-HERALD** advertising department.
 Minimum Charge \$50
 Holiday Rate \$55 Net CPM
 Day Before Thanksgiving \$55 Net CPM

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CLASSIFIED LINE ADS

12 noon Friday prior to publication
NATIONAL
 \$2 per line, set on a 9 column format
 \$18 Minimum Charge
 All ads must be prepaid, till credit is established.
 All bordered ads appearing on classified pages are charged at display rates.
 Company logo's may be used on classified line ads.

DEADLINE 3 DAYS PRIOR TO PUBLICATION

**Online Advertising Now Available
 CALL US TODAY FOR RATES**

WAYCROSS
 JOURNAL-HERALD

South Georgia's Greatest Newspaper
 311 Carswell Avenue,
 Waycross, GA 31501
 e: info@wjhnews.com
 t: **912.590.6268**
 w: wjhnews.com

PUBLISHED
 WEDNESDAY

MECHANICAL MEASUREMENTS

The **WAYCROSS JOURNAL-HERALD** uses offset reproduction

R.O.P - refers to all of the paper excluding the classified section

| COLUMNS | R.O.P WIDTH | CLASSIFIED WIDTH |
|-------------------|-------------|------------------|
| 1 | 1.631" | - |
| 2 | 3.430" | - |
| 3 | 5.229" | - |
| 4 | 7.027" | - |
| 5 | 8.826" | - |
| 6 | 10.625" | - |
| 7 | - | - |
| 8 | - | - |
| 9 | - | - |
| Page Depth | 21.00" | - |
| Col. In. Per Page | 120.00" | - |

RATES EFFECTIVE 10.16.19