

## Display Advertising Deadline: Noon Monday

National Rate (per column inch):	\$6.25
Open Rate (per column inch):	\$5.93

### Agency Rate

The National Rate is subject to an advertising agency commission of 15%. The NEWS•PROGRESS is represented by the Illinois Press Advertising Service.

### Earned Rate

Inches in one month	Rate per column inch
20 to 39	\$4.85
40 to 69	\$4.78
70 to 99	\$4.70
100 to 149	\$4.59
150 to 249	\$4.41
250 or more	\$4.26
Church/Charity	\$4.04

### Standing Display Agreement

Same ad runs 13 consecutive weeks. Maximum of 5" per column inch \$4.04

### Area Business and Professional Directory

Sold in quarterly intervals starting in January. No changes. Per quarter/per space \$117.00

### Color Charges

Color in addition to black	\$50.00
Process Color	\$100.00

### Preprinted Supplements

Preprinted delivery deadline is Thursday preceding publication date desired.

Number Pages	Rate
up to 8 page tab	\$222.39
12 page tab	\$236.57
16 page tab	\$246.02
20 page tab	\$260.25
24 page tab	\$283.90

### Mechanical Measurements:

Width of column: 11 pica (1.833")  
Page: 6 columns by 21" depth

### Mechanical Formats:

QuarkXpress • Photoshop • Microsoft Word  
Macintosh • CD/Zip Disk/Syquest  
FTP site available for large files available,  
call for details

Ads may be emailed to ads@newsprogress.com.  
PDF format preferred.

## Classified Advertising Deadline: 4:00 PM Monday

Open Rate (per column inch):	\$4.95
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### Earned Rate

Inches in one month	Rate per column inch
20 to 39	\$4.16
40 to 69	\$3.91
70 +	\$3.69

### Reader Ads

Charged at twenty (20) cents per word, minimum of twenty (20) words. Billing fee for classified ads is fifty (50) cents.

### Happy Ads

With one picture	\$10.00
With two pictures	\$15.00

### Classified Business Directory

The Classified Business Directory rate is separate from all other advertising and the least costly.

Advertising is pre-paid on a pro rata basis from January 1st to December 31st each year.

52 Weeks \$2.00 per inch

Total Cost 1" per week \$104.00

## Public Notice Advertising Deadline: Noon Monday

The basis for charging for public notices required by law in Illinois is the size of a line of type equal in size to the smallest type in which classified ads are set.

Classified ads in the NEWS•PROGRESS are set in eight (8) point type with a length of 9 1/2 picas. Public Notices set in type sizes or lengths greater than this are billed on a pro-rated basis.

Rate per line 60 cents

## Public Notice Advertising Deadline: Noon Monday

Free printing quotes are available for any job you may need. From Black and White to Full Color, 1 copy to thousands.... call 728-7381 for fast and reliable service.

Envelopes • Letterhead • Business Cards • Flyers  
Multi-set Forms • Resumes • Posters • Newsletters  
Menus • Booklets • Brochures • Newspapers  
Invitations • Inserts • Christmas Cards • Napkins  
Postcards and more.

Quotes also available online: [www.newsprogress.com](http://www.newsprogress.com)

## NEWS•PROGRESS Online Division

- Website Hosting
- Webpage/Site Building Available

### • Online Advertising:

Links and banner advertising online is available thru two sites built and maintained by NEWS•PROGRESS - [www.newsprogress.com](http://www.newsprogress.com) and [www.moultrieonline.com](http://www.moultrieonline.com) – Call for pricing.

## General Advertising Policies

- 1) Minimum amount of display advertising space is two (2) column inches.
- 2) Requests for adjustments due to an error in an advertisement or printed material must be made within five (5) days of publication in writing. The NEWS•PROGRESS liability for such an error is limited to the portion in which the error was made.
- 3) No change in advertising copy will be made without prior consent of the advertiser. However, the publisher reserves the right to refuse any advertising copy.
- 4) Credit may be extended to qualified customers. If a customer fails to pay within thirty (30) days any amount due, the publisher reserves the right to recover from the customer, in addition to the amount due, reasonable cost of collection, including attorney's fees and cost of litigation. A finance charge of 2% per month will be added to the unpaid balance.
- 5) The advertiser assumes full and complete responsibility for advertising content that is printed. The advertiser shall indemnify and hold publisher harmless against any demands, claims or liabilities arising from the printing of advertising copy.
- 6) A "speed set" of 25% will be added to all ads received after the deadline time.
- 7) An "author's alteration" charge of 25% will be added for all changes after the initial setup and approval of proof.



100 West Monroe, P.O. Box 290

Sullivan, Illinois 61951

Phone: (217) 728-7381

Toll Free: 866-891-9073

Email: [ads@newsprogress.com](mailto:ads@newsprogress.com)

Online: [www.newsprogress.com](http://www.newsprogress.com)

**Special Sections throughout the year**

**Business Directory**

**Church Page**

**Sports Sections**

**Farm Focus Section**

**Financial Section**

**Spring Improvement**

**Visitors Guide**

**Car Section**

**Graduation**

**Back To School**

**Fall Home Improvement**

**Holiday Gift Section**

**Christmas Greetings**



**NEWS  
PROGRESS** 

**Newspaper Commerical Printing  
Online Services**

**A national award winning  
newspaper serving all of Moultrie  
County for over 140 years**

# **Advertising Rate Card 2008**

**Best Newspapers Inc.**

**News•Progress**

**100 West Monroe, P.O. Box 290**

**Sullivan, Illinois 61951**

**Phone: (217) 728-7381**

**Toll Free: 866-891-9073**

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