

**Personnel:**

*Tammy Dunn* .....  
*General Mgr./Editor*  
*tdunn@montgomeryherald.com*

*Josh Bowles* .....  
*Office Manager*  
*frontdesk@montgomeryherald.com*

**Representatives:**

**North Carolina Press Association**  
**Inland Press Association**

**TERMS OF PAYMENT**

- Retail rates are non-commissionable
- Recognized advertising agencies add commission to open rate
- Payable in advance of publication unless an application for credit has been approved.
- Political and going out of business ads must be paid in advance of publication.
- Balances not paid by the due date will be subject to a 1.5% monthly finance charge.
- Advertising will be suspended if an account has a past due balance of 90 days.
- Womack Publishing Company will charge \$10 CPM above the posted insertion rates for zoning. Womack Publishing requires a minimum of 1,000 for zoning.

**montgomeryherald.com**  
**ONLINE**

Advertisements may be placed on the montgomeryherald.com website at any time throughout the year. Contract rates are available and may be obtained by contacting the Montgomery Herald at 910-576-6051. Legal advertisements are placed online at www.MontgomeryHerald.com

<b>6 COLUMN DISPLAY</b>	
1 Column .....	1.56"
2 Columns .....	3.25"
3 Columns .....	4.93"
4 Columns .....	6.63"
5 Columns .....	8.31"
6 Columns .....	10"
Double Truck .....	21"

**Contract and Copy Regulations**

- a. All advertising is subject to the acceptance of the publisher. The publisher has the right to reject or cancel any advertisement at any time.
- b. Any advertising resembling a news article will have the words "Paid Advertisement" printed at the top.
- c. Position requests will be charged a 25% extra. Position requests will be honored when possible, but not guaranteed.
- d. The Montgomery Herald will not be responsible for any incorrect ad after the first initial run. If there is an error in an ad, the Montgomery Herald newspaper will be responsible for only the portion of the ad that is incorrect and rerun the correct version in the following week's newspaper as a correction. The Montgomery Herald will also provide to the client a letter of correction to be posted at the business stating what the correct copy should have been (and then indicate the correct advertising message). The Montgomery Herald will not be responsible for the loss of sale items due to wrong pricing or errors in the copy.
- e. Alcohol and tobacco advertising is accepted.
- f. Front page banner advertising available.

**Special Services**

- a. Clip art service. We have a wide variety of artwork for use by advertisers at no additional charge.
- b. Tearsheets will be provided, if requested, at no additional charge.
- c. Proofs of advertisements will be available if requested.

**Design Requirements**

The Montgomery Herald production department utilizes InDesign, and Adobe Photoshop in a Macintosh based environment. We accept:


- PDF (Preferred - created with Acrobat Distiller, all fonts embedded and all color pictures converted to CMYK)
- InDesign (with all fonts and images included)
- Photoshop

Please DO NOT submit files created in Power Point, Corel or Microsoft Publisher or with photographs embedded in Word. We cannot guarantee the reproduction of ads created in this format. If using one of these formats, please convert to a .pdf file.

**Circulation**

- Single Copy Price .....\$ .75
- Annual Subscription by mail:  
 Montgomery County .....\$29.00 per year  
 All other areas .....\$41.00 per year

Latest Circulation figures and breakdowns are included in our media packet  
 Visa and MasterCard Accepted or renew online [www.montgomeryherald.com](http://www.montgomeryherald.com)

 The Montgomery Herald is part of Womack Publishing Co., Inc. a family owned multimedia company based in Chatham, Virginia. For more information on Womack Publishing Company visit [www.womackpublishing.com](http://www.womackpublishing.com).

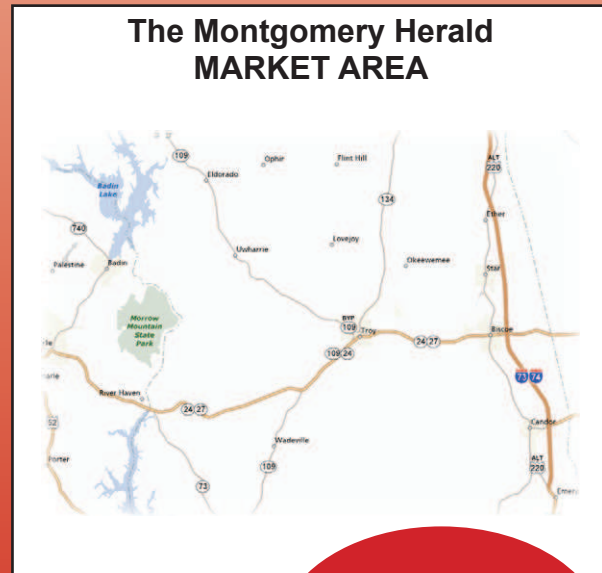
# Montgomery Herald

**montgomeryherald.com**

139 Bruton Street • Troy, NC 27371  
 e-mail advertising to: [advertise@montgomeryherald.com](mailto:advertise@montgomeryherald.com)  
 910-576-6051 Fax: 910-576-1050

Rate Card **2015**

Effective January 1, 2015



Your source for news and advertising, reaching over 13,000 readers weekly in Montgomery County and surrounding areas.

## DISPLAY AD RATES

Open Rate	\$9.70 pci
National Display Rate Net	\$9.70 pci

## CLASSIFIED ADVERTISING

Classified Display Rate	\$9.70
Classified Line Ads	
Up to three lines, per insertion	\$7.80
Up to four lines, per insertion	\$8.40
Up to 5 lines, per insertion	\$11.30
Each additional line over 5 lines	\$1.75
<i>(All classified line advertising rates include website)</i>	

## COLOR RATES

Full process color	\$150
--------------------	-------

## SPECIAL CLASSIFICATIONS

Legal Advertisements	\$1.70 per line
email preferred - advertise@montgomeryherald.com	
Estate Notice	\$150.00
Weddings / Engagements	\$50.00
Obituaries	No Charge
Extended Obituaries available - Call for price	

## INSERT RATES

One-sided single sheet	CPM \$70
4-page tabloid size	\$75
8-page tabloid size	\$80
12-page tabloid size	\$85
16-page tabloid size	\$90
20-page tabloid size	\$95
24-page tabloid size	\$100

Preprint reservation 7 days in advance  
Preprint delivery Friday before insertion date

## SERVICE DIRECTORY



*Need It Done? Find It Here!*

Regular Business Directory	\$20.00
Small Block	\$10.00
Business Listing With Web Address	\$6.50
Business Listing	\$5.00

## SPECIAL PUBLICATIONS

**Spring Fall & Home Improvement**  
Published in April & September.

**Graduation**  
Published in June.

**Football**  
Published in August.

**Visitors & Newcomers Guide**  
Published in October.

**Uwharrie Bound**

**Christmas Greetings**  
Published in December.



## WEBSITE ADVERTISING

Tile ads	starting at \$19.75 per week
Leaderboard ads	starting at \$38.50 per week

Every ad contains a click thru link that can be directed to your company's website, email or Facebook page.  
Ad content can be changed and updated monthly.  
Three month minimum run unless purchased in conjunction with print advertising. Discounts available in long term contracts.  
Discounts for multiple placements on any of Womack Publishing's 15 newspaper websites.

**Now offering many exciting new options including, skyscraper, in-story, tile, page curl advertising positions and banner.**

**Reach your market on our redesigned website!**  
**Over 23,000 visitors each month!**





