

Personnel:

Kristi McGuireGeneral Mgr.
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Rebecca JacksonEditor
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Debra Germann.....Advertising Manager
dgermann@smithmountaineagle.com
Sheena Caswell-Greene.....Account Executive
s.greene@smithmountaineagle.com

Representatives:

Virginia 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.

smithmountaineagle.com
ONLINE

Advertisements may be placed on the SmithMountainEagle.com website at anytime throughout the year. Contract rates are available and may be obtained by contacting the Smith Mountain Eagle at 540-719-5100. Legal advertisements are placed online at www.VAlegals.com.

6 COLUMN DISPLAY		9 COLUMN CLASSIFIED	
1 Column 1.54"	1 Column 0.98"
2 Columns 3.21"	2 Columns 2.10"
3 Columns 4.88"	3 Columns 3.21"
4 Columns 6.55"	4 Columns 4.32"
5 Columns 8.22"	5 Columns 5.43"
6 Columns 9.89"	6 Columns 6.55"
Double Truck	.. 20.88"	7 Columns 7.66"
		8 Columns 8.77"
		9 Columns 9.50"

Contract and Copy Regulations

- All advertising is subject to acceptance by the publisher. The publisher has the right to reject or cancel any advertisement at any time.
- Any advertising resembling a news article will have the words "Paid Advertisement" printed at the top.
- Position requests will be charged a \$50 premium. Position requests will be honored when possible, but not guaranteed.
- The Smith Mountain Eagle is only responsible for the first insertion of any given advertising placed in our newspaper and only the amount of space the error occurred. We are not responsible for the error content nor the value of the amount in error. We will issue a letter of correction and rerun the amount of space in error in our next issue corrected at no charge to the advertiser for our error.
- Alcohol and tobacco advertising is accepted.
- Front page banner advertising available.

Special Services

- Clip art service. We have a wide variety of artwork for use by advertisers at no additional charge.
- Tearsheets will be provided if requested at no additional charge.
- Proofs of advertisements will be available if requested. No proofs sent on line classifieds.

Design Requirements

The Smith Mountain Eagle 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.

Deadlines

Classified Advertising - 11 AM Monday
 Display Advertising - 5 PM Friday

Circulation

- Single Copy Price\$.75
- Annual Subscription by mail:
 - Bedford, Franklin and Pittsylvania Counties\$30.00 per year
 - All other areas\$43.00 per year
- E-Edition Available\$24.00 per year

The Smith Mountain Eagle 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.

SMITH MOUNTAIN EAGLE

smithmountaineagle.com

1650 Scruggs Road • Wirtz, VA 24184
 e-mail advertising to: ads@smithmountaineagle.com
 540-719-5100 Fax: 540-719-5200

Rate Card **2014**

Effective January 1, 2014

The Smith Mountain Eagle MARKET AREA

Your source for news and advertising, reaching over 9,500 readers weekly serving the entire Smith Mountain Lake area.

DISPLAY AD RATES

Open Rate	\$10.30 pci
National Display Rate Net	\$10.30 pci

CLASSIFIED ADVERTISING

Classified Display Rate	\$10.30
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Classified Line Ads
Best Buy! 20 words or less \$15.00
over 20 words 50¢ per word.

Reach over 89,000 readers by placing your ad in the Smith Mountain Eagle, Altavista Journal, Star-Tribune, Gretna Junction, Times Virginian, Double Exposure and The Union Star. Includes Free website listing.

Smith Mountain Eagle Only 20 words or less \$10.30
over 20 words 50¢ per word. Includes Free website listing.

COLOR RATES

Full process color	\$150
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SERVICE DIRECTORY



Need It Done? Find It Here!

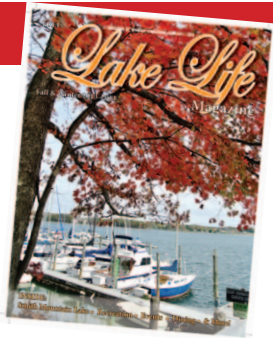
Double Business Directory Color	\$35.00
Double Business Directory B&W	\$31.00
Small Business Directory Color	\$20.00
Small Business Directory B&W	\$15.50
Small Block Ad	\$10.00
Business Listing With Web Address	\$7.75
Business Listing	\$5.00

Lake Life

PUBLISHED
MARCH AND SEPTEMBER

Full and half page
advertising space
available in full or spot
color. Also includes
online posting at
smithmountaineagle.com

40,000 copies distributed throughout
the year.



INSERT RATES

One-sided single sheet	CPM \$60
4-page tabloid size	\$65
8-page tabloid size	\$70
12-page tabloid size	\$75
16-page tabloid size	\$80
20-page tabloid size	\$85
24-page tabloid size	\$90

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

SPECIAL CLASSIFICATIONS

Legal Advertisements	\$10.30 pci
Notice of Sale of Land, Financial Statements, State, County, Municipal, Banks	
Legal notices in excess of one double space typewritten page (8.5x11) requires at least two regular workdays before publication.	

Weddings / Engagements/Anniversaries	\$55.00
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Obituaries	includes website \$60.00
(Obituaries exceeding 10 column inches will be charged \$10.10 per inch)	

Divorce	\$105.00
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Church Directory	8 week minimum \$19.00
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SPECIAL PUBLICATIONS

Real Estate Showcase

Published Monthly,
Includes online posting
Contact Debra Germman
434-719-5100

Smith Mountain Lake Phone Book

Published in April.
23,000 distributed and available online
at www.SMLPhoneBook.com
Contact Kristi McGuire 434-719-5111



WEBSITE ADVERTISING

Tile ads starting at \$18.75 per week

Leaderboard ads starting at \$37.50 per week

Multiple section choices for placement
to reach your target market:

Front Page, News, Sports, Obits,
Classifieds, or Community Calendar.

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.**

For more information contact your account

executive or

Kristi McGuire at

kmcguire@womackpublishing.com.

**Reach your market
on our redesigned
website!
Over 15,000 visitors
each month!**

Property
2013-2014
SML for over 30 years
view our listings on www.lake

