



THE BRUNSWICK

# NEWS

*Media Kit*



The Brunswick News has been the most reliable source for news on Georgia's lower coast since 1902.

Founded by brothers C.H. Leavy and L.J. Leavy, the paper has covered more than a century's worth of news and remains under Leavy family ownership, making it one of the oldest family-owned newspapers in Georgia and one of the few family controlled newspapers left in the nation. Today, the newspaper is under the ownership of a fourth generation of Leavys and is under the direction of publisher C.H. Leavy IV.

From the doings of America's industrial millionaires on Jekyll Island in the early 20th century to a historic meeting of world leaders on Sea Island in the 21st century, The Brunswick News has reported every major story of consequence to the community, the state, the nation and the world.

The newspaper's coverage of community preparations leading up to the Group of 8 Summit on Sea Island in 2004 was named "Story of the Year" in 2005 by The Associated Press. In 2003, the newspaper was named one of the state's best with receipt of the Georgia Press Association's "General Excellence" award.

With an expanding staff and the addition of new technology and new products, The Brunswick News is embarking on its second century of serving Brunswick and the Golden Isles with the latest and most up-to-date news.

We deliver in-depth coverage for our readers and proven results for our advertisers.

C.H. Leavy IV, President and Editor

Bill Cranford, Director of Advertising and Marketing

912-265-8320

goldenisles.news

# Retail Rates

## Commission Policy

Retail and classified rates are non-commissionable. Space placed by advertising agencies will be billed to the agency (if requested), but is the responsibility of the advertiser.

## Credit Policies

All advertising submitted for publication will be on a cash-with-order basis, unless credit has been established with Brunswick News Publishing. All accounts are due within 30 days of billing. Late payments are subject to 18% annual interest rate.

## Contract & Copy Regulations

The Publisher reserves the right to reject any advertising copy submitted at any time, even after the first insertion in a multiple insertion ad, and such action does not constitute a breach of contract. All advertising is subject to review and is not considered accepted for publication until such review. If copy is rejected, any money paid will be returned to the advertiser and all parties released.

Rates are subject to change upon 30 days written notice.

Publisher assumes no financial liability for typographical error or copy omission other than the cost of the space occupied by such error for the first publication.

Corrections in time for additional insertions are the responsibility of the advertiser.

Correction allowances can only be made for one insertion. A billing dispute does not relieve the advertiser of its responsibility to pay the undisputed portion of the bill. The Publisher must be notified in writing as to the specific information giving rise to the dispute.

Advertisers considered delinquent under credit terms of Brunswick News Publishing may have advertising requests rejected and agreement canceled at Publisher's option. All charges for advertising published prior to such cancellation shall immediately become due and payable at applicable rates.

Kill orders before insertion cannot be made unless ordered by 12 noon of the day before.

For copy comprehensive layout to be prepared by Brunswick News Publishing, allow 24 hours of layout in advance of deadlines.



For more information, please contact our  
Brunswick office at 912-265-8320 or St Simons Island office at 912-638-7601.

# Rate Card

3011 ALTAMA AVENUE, BRUNSWICK, GA - WWW.GOLDENISLES.NEWS - 912.265.8320

Retail Rates (Main)		Mechanical Requirements	
Open	\$14.50 DAILY		
\$500	\$11.48		
\$1,000	\$10.90		
\$1,750	\$10.27		
\$3,500	\$9.90		
\$8,500	\$9.38		
\$17,000	\$9.24		
\$25,000	\$8.98		
\$33,500	\$8.76		
\$50,000	\$8.55		
\$65,000	\$8.45		
\$80,000	\$8.16		
		<b>Display Advertising</b>	
		<i>Six column format; Type Page: 10.125" x 21"</i>	
		1 column = 1.5486"	4 column = 6.6944"
		2 column = 3.2639"	5 column = 8.4097"
		3 column = 4.9792"	6 column = 10.125"
		<b>Publication Date:</b>	<b>Display Deadline:</b>
		Monday.....	Thursday 12:00 pm
		Tuesday.....	Thursday 12:00 pm
		Wednesday.....	Friday 12:00 pm
		Thursday.....	Monday 12:00 pm
		Friday.....	Tuesday 12:00 pm
		Saturday.....	Wednesday 12:00 pm
<b>Flight Plan</b>			
3 days within 7 day period.....	\$22.48 pci		
4 days within 7 day period.....	\$29.97 pci		
5 days within 7 day period.....	\$37.46 pci		
6 days within 7 day period.....	\$44.95 pci		

## Preprinted Rates: Monday - Saturday

	1X	12X	24X	48X	72X
4 tab	\$52	\$50	\$40	\$38	\$37
6 - 12 tab	\$54	\$52	\$41	\$40	\$38
14 - 24 tab	\$60	\$57	\$45	\$43	\$42
26 - 36 tab	\$63	\$60	\$47	\$46	\$44
38 - 48 tab	\$66	\$63	\$50	\$48	\$46
52 - 60 tab	\$69	\$66	\$52	\$50	\$48

For each additional 4-tab pages, add \$1.00 per thousand.

**Insert - Delivery** - Preprinted sections must be delivered to our docks on non-returnable skids. Limit weight to 1,500 lbs. per skid and not to exceed 5 1/2 feet from the floor. Please advise your shipper that deliveries must be made to: **3011 Altama Avenue "T" Street Entrance Brunswick, Georgia 31520**  
Monday through Friday 10:00 a.m. - 4:00 p.m.

**Insert Availability** - The number of preprinted sections available is limited by mechanical restrictions - reservations are taken on a first come, first served basis.

**Insert Quantity** - Approx. 15,500

**Insert Deadlines** - Preprints to be delivered to us no later than six days prior, prepaid.

Minimum Billing Quantity For Inserts Is 15,000 Pieces

## The Golden Isles News & Advertiser

The Golden Isles News & Advertiser is published weekly by BNP and is delivered to non-subscribers on Tuesday in Glynn County.

### PRE-PRINT RATES

	1X	12X	24X	48X
4 tab	\$39	\$38	\$30	\$29
6 - 12 tab	\$41	\$39	\$31	\$30
14 - 24 tab	\$45	\$43	\$34	\$33
26 - 36 tab	\$47	\$45	\$36	\$34
38 - 48 tab	\$49	\$47	\$37	\$36
52 - 60 tab	\$52	\$50	\$39	\$38

**Insert Quantity** - Approx. 20,000

**Insert Deadlines** - Preprints to be delivered to us no later than six days prior, prepaid.

# Special Rates

## Premium Position

Advertisers requesting a guaranteed position will be charged a premium of 25%.

## Premium Spots

Back of Page A		
Black & White		\$725
Process		\$925
2A		
Black & White		\$275
Process		\$475

## Political Advertising

Open retail advertising rate applies to all advertising placed for local, state and federal offices and issues. In all instances, cash in advance is required.

## Legal Advertising

Legal Advertising Rate is \$10.00/100 words.

Non Profit Base Rate           \$10.25

## Color Rates:

Black and three colors           \$300.00

## Small Space Color Rate:

Black and three colors           \$4.00 pci

## Flight Plan:

Same ad, 3 days within 1-week period, no changes   \$22.48 pci

## NEWS AND ADVERTISER

The Golden Isles News & Advertiser (TMC) is published weekly by The Brunswick News and is delivered to non-subscribers on Tuesday in Glynn County.

## RATES for the TMC (NEWS AND ADVERTISER):

Any display advertisement placed in The Brunswick News may be run, in the same week, in the Golden Isles News & Advertiser (TMC) without copy change for \$6.00 per column inch.

## Color Rates (per insertion):

Full Color:                   \$150.00

## Deadlines:

Reserve Space: Wednesdays by 10 a.m.

Ad Copy Due:                Thursday by 10 a.m.

Insert Quantity:            Approximately 20,000

# Special Sections



Advertise in any four special sections this year & receive a FREE color ad in The News\*

<p>Home &amp; Garden MARCH</p>	<p>Kids CONNECTION APRIL</p>	<p>Honor Flight MAY</p>	<p>EXPLORE MAY</p>
<p>BACK 2 SCHOOL JULY</p>	<p>Friday NIGHT LIGHTS AUGUST</p>	<p>HOME &amp; DECOR SEPTEMBER</p>	<p>GA#FL OCTOBER</p>

Check above four sections for commitment.

\* Restrictions apply. Free ad based on smallest ad run.

If four sections aren't utilized and value added ad is used. Value added will be charged at open rate.

F  
R  
E  
E

Company

Date

Signature



**APRIL** - SPRING COASTAL DINING & SHOPPING



**JULY** - SUMMER COASTAL DINING & SHOPPING



**SEPT.** - FALL COASTAL DINING & SHOPPING

# Special Pages

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## WHY ADOPT ?

Animal adoption saves lives. When you adopt a pet, you get a friend for life! What is the difference between adopting a dog or cat versus getting one from a breeder? When someone breeds puppies or kittens, they are creating new animals that need homes. Some people are interested in a very specific breed of dog or cat and they think the only way to find that specific breed is to buy from a breeder. Yet animal shelters are filled with dogs and cats, including some desirable breeds and mixed breeds, desperate for homes. So rather than buying from a breeder or pet store, we encourage people to adopt from at their local animal shelter, SPCA, humane society or pet rescue group.

Humane Society of South Coastal Georgia and the Glynn County Animal Control are two pages that appeal to friends of animals.

Prices start at \$150 per month.



## WHY COUPON CLIPPER ?

Coupons can be an important part of a successful financial portfolio. Imagine your employer tells you that the company has allocated “x” amount of bonus money for employees and gives you a check for \$2,000 – your share. Would you throw the check away? Of course you wouldn't. You would put it in the bank, use it for bills or buy something you want or need.

Coupons work much the same way except the payoff is in smaller increments. Companies allocate a certain number of dollars a year to attract customers to their products, businesses or services and they distribute some of that money through money-saving coupons.

Coupons are extremely valuable to consumers. With a carefully crafted offer from your business, we can deliver it directly into homes. You can advertise once a week in Coupon Clipper for only \$60 per week.



## WHY BUSINESS PROFILE ?

In today's competitive business environment, your company needs to stay in front of current and potential new customers constantly. The Business Profile is aimed at both print and online readers, giving you unbeatable access to users on multiple platforms.

Native Advertising is when a reputable media company publishes an article about your business. Because legitimate news outlets have among the highest SEO rankings, your business article is archived and available years later as individuals do online searches that may relate to your business. The actual business profile article will be displayed as one of the listings.

You can enhance the organic search results by sharing the article on your social media site(s).

The Monday Business Profile feature books out months in advance so reserve your date early.

\$399 per profile.



# Niche Products



## WHY COASTAL ILLUSTRATED ?

Coastal Illustrated brings hyper-local information to the neighborhoods of St. Simons and Sea islands. Published every other Wednesday; this publication has an emphasis on all things social – entertainment, dining, health, recreation and home.

This uniquely sized product is printed on a brighter sheet of newsprint and has modular size advertising beginning at 1/8 page. We also offer inserts into this product.

Coastal Illustrated is delivered to the island homes that subscribe to our newspaper, and is placed in racks in local hotels, restaurants, boutiques and other high traffic locales. Prices start at \$90.



## WHY STICKY NOTES ?

The most premium position we offer, these three-inch by three-inch color notes are positioned above the fold on the front page of the newspaper.

We can design, print and position a sticky note on the newspaper any day of the week. This couples well with a print ad inside the newspaper and/or an online ad the same day we publish the sticky note.

Sticky notes are effective for key promotions, festivals and events. Artwork needs to be finalized two weeks prior to publication date. Priced at \$976 per day.



## WHY PRINT & DELIVERY ?

Perhaps you've noticed that major stores utilize inserts as their primary advertising vehicle in newspapers; however, smaller stores and businesses can also benefit from this proven means to reach customers.

We offer various sizes of high-quality, heavy glossy paper for your high – impact color message. We insert these into our newspaper and/or our non-subscriber product and then we deliver it directly to the homes.

As a paid product, our newspaper is invited and welcomed into homes. Direct mail, which is sometimes effective, is often seen as an intrusion. A product that is paid for guarantees your business attraction rather than distraction. Artwork needs to be finalized two weeks prior to publication date. Prices start at \$899

# N THE BRUNSWICK NEWS

3011 Altama Ave. P.O. Box 1557, Brunswick, GA 31521 | 912.264.4973