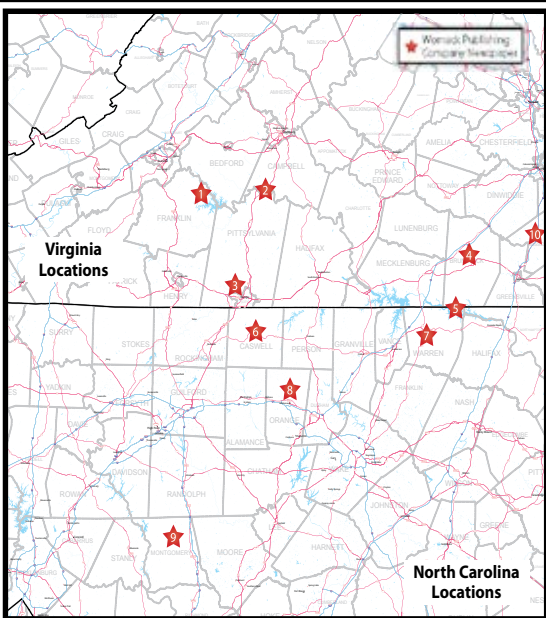


COVERAGE IN VIRGINIA & NORTH CAROLINA



1. **Smith Mountain Eagle**
540-719-5100
1650 Scruggs Road
Wirtz, VA 24184
www.smithmountaineagle.com
2. **Altavista Journal**
434-369-6688
www.altavistajournal.com
3. **Star-Tribune**
434-432-2791
30 North Main Street • PO Box 111
Chatham, VA 24531
www.chathamstartribune.com
4. **Brunswick Times-Gazette**
434-634-4153
219 Main Street
Lawrenceville, VA 23868
www.brunswicktimes-gazette.com
5. **Lake Gaston Gazette-Observer**
252-586-2700
378 Lizard Creek Road
Littleton, NC 27850
www.lakegastongazette-observer.com
6. **Caswell Messenger**
336-694-4145
137 North Main Street • PO Box 100
Yanceyville, NC 27379
www.caswellmessenger.com
7. **The Warren Record**
252-257-3341
112 North Main Street
Warrenton, NC 27589
www.warrenrecord.com
8. **The News of Orange County**
919-732-2171
109 East King Street
Hillsborough, NC 27278
www.newsfororange.com
9. **Montgomery Herald**
910-576-6051
341 N Main Street, Suite B
Troy, NC 27371
www.montgomeryherald.com
10. **The Sussex-Surry Dispatch**
434-447-3178
914 West Danville Street
South Hill, VA 23970
www.sussexurrydispatch.com



6 COLUMN DISPLAY

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"

9 COLUMN CLASSIFIED

1 Column	1"
2 Columns	2.13"
3 Columns	3.25"
4 Columns	4.38"
5 Columns	5.5"
6 Columns	6.63"
7 Columns	7.75"
8 Columns	8.88"
9 Columns	10"

Contract and Copy Regulations

- a. All advertising is subject to acceptance by 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 \$50 premium. Position requests will be honored when possible, but not guaranteed.
- d. The newspapers are 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.
- 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 newspapers' production departments utilize 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 - 10 AM Tuesday; Best Buy - 11 AM Monday
Display Advertising - Noon Tuesday



Womack Publishing Co., Inc. a family owned multimedia company based in Chatham, Virginia.
For more information on Womack Publishing Company visit www.womackpublishing.com.

ADVERTISING RATES FOR 2025

Lake Gaston Gazette-Observer

www.LakeGastonGazette-Observer.com

DISPLAY AD RATES

FULL PAGE
10"x21.5"
\$2,160.75

HALF PAGE
H - 10"x10.5"
\$1,080.38

V- 4.93"x
21.5"

2x2 3.25"x2"
\$67.00

1/8 Page 4.93"x5"
\$251.25

1/4 PAGE 4.93"x10.5"
\$540.19

For best rates & volume savings, contact your local sales representative.

CLASSIFIED ADVERTISING

Legal Rate	\$20.00 pci
Classified Line Ads	
Best Buy!	20 words or less \$21
	over 20 words 55¢ per word.
	Best Buy 3 Newspapers • 80,000 Readers
	Brunswick Times-Gazette, Warren Record, &
	Lake Gaston Gazette-Observer. Includes Free website listing.
Classified Line Ads	20 words or less \$16.75
	over 20 words 55¢ per word

SERVICE DIRECTORIES

Regular Business Directory.....	\$38
Small Block	\$28
Business Listing With Web Address	\$15
Business Listing	\$12



INSERT RATES

	CPM
One-sided single sheet	\$74
4-page tabloid size	\$79
8-page tabloid size	\$84
12-page tabloid size	\$89
16-page tabloid size	\$94
20-page tabloid size	\$99
24-page tabloid size	\$105

Preprint reservation 7 days in advance
Preprint delivery Friday before insertion date
Add \$10 CMP for zoning • Contract rates available

COLOR RATES

Up to 1/8 page	\$45
1/8 to 1/2 page	\$75
1/2 to Full page	\$150

SPECIAL CLASSIFICATIONS

Obituariesincludes website, \$275
(Obituaries exceeding 10 column inches will be charged open rate per inch)

SPECIAL PUBLICATIONS

Business Card Directory

Warren, Halifax &
Northampton Counties
in NC & Mecklenburg &
Brunswick Counties in VA

Best of the Best Awards

Opportunity for the
Lake Gaston Gazette-Observer
readers to recognize the best
of the best in local businesses
and community leaders.

Boater Safety

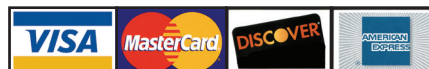
Annual special section
focusing on boating safety on
Lake Gaston.

Living 50+

What's great about being
part of the over 50 crowd?
Everything!

Home Improvement

Tips, published spring and fall,
for home improvement, yard
updates and more.



WEBSITE ADVERTISING

Leaderboard -Mobile starting at \$400 per month
320x50 (pixels)
Leaderboard -Desktop..... starting at \$400 per month
728x90 (pixels)
Right Rail Ad..... starting at \$300 per month
320x50 (pixels)

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 10 newspaper websites.

More options available. See your account executive today to discuss website advertising.

LAKE LIFE MAGAZINE

PUBLISHED 7 TIMES A YEAR

This full-color, glossy magazine
includes articles about the
people and places around
beautiful Lake Gaston.



ACC PREVIEWS

ACC Football Preview
Published in the Fall.

ACC Basketball Preview
Published in the Winter.



REGIONAL MAGAZINES

The Lake Gaston Gazette-Observer
is proud to publish regional
magazines along with other
Womack Publishing Co.
newspapers. This expanded
reach allows our customers to
expand their market
across Virginia and
North Carolina.

