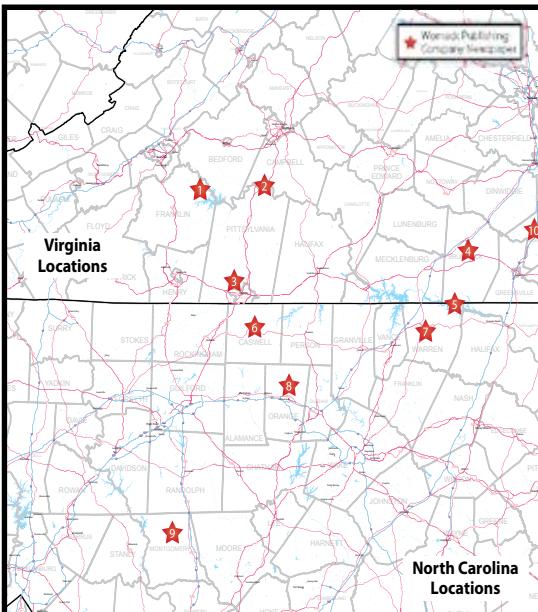
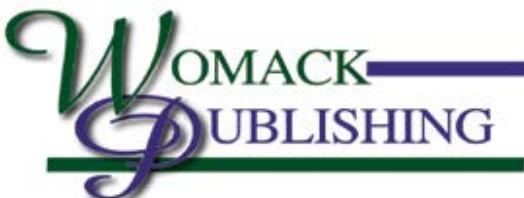


## COVERAGE IN VIRGINIA & NORTH CAROLINA



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

ADVERTISING RATES FOR 2026

**Lake Gaston Gazette-Observer**

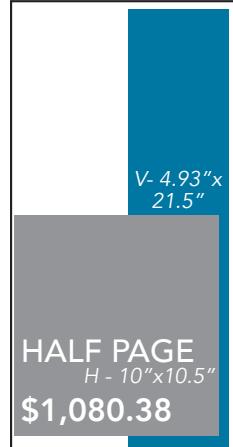
[www.lakegastongazette-observer.com](http://www.lakegastongazette-observer.com)

Serving Lake Gaston communities in Virginia and North Carolina Since 1955

## DISPLAY AD RATES



**FULL PAGE**  
10" x 21.5"  
**\$2,160.75**



**HALF PAGE**  
H - 10" x 10.5"  
**\$1,080.38**

2x2 3.25" x 2"  
**\$67.00**

1/8 Page 4.93" x 5"  
**\$251.25**

1/4 PAGE 4.93" x 10.5"  
**\$540.19**

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

## CLASSIFIED ADVERTISING

**Legal Rate** ..... \$25.00 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

**Obituaries** ..... **includes 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.



## WEBSITE ADVERTISING

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

