

# THE REPORTER

## Sand Mountain

### MEDIA KIT 2019

# THE REPORTER

January 1 February 2019

The new edition  
of Land+Lake  
is available  
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Ben Alford, rector at Christ Episcopal Church in Albertville, retired this week. Alford grew up in Albertville and has been the rector for the past four-and-a-half years. His final sermon was last Sunday. (Read his column on Page A6.)

## Coming full-circle

By HUCK TREADWELL  
The Reporter

When Ben Alford, the rector at Christ Episcopal Church, looks out of his office window, he can see a field where he picked cotton as a child. As he prepares to retire for the second time, he said the four-and-a-half years he served at Christ Episcopal felt like he had come home.

"I was at Trinity [Episcopal Church] in 2012 when I retired," Alford said. "The diocese knew I was coming back to Albertville to visit my mother. Christ Episcopal was looking for a part-time rector and I visited the church and felt like the Lord put us together."

But, Alford said it was a long trip to come full circle. He said he felt the

calling to the ministry in high school and college, but his experiences with the Boy Scouts of America had strengthened his love of the outdoors and he embarked on a career in forestry after receiving a degree from The University of the South. He spent two years in the Peace Corps teaching forestry in the Dominican Republic. During his time there, he learned to speak Spanish, Alford said after the Peace Corps, he became a district manager with the Boy Scouts of America. He said he would feel the call to the ministry off and on while working for the BSA. He said he and his wife, Lynn, eventually moved to Columbus, Georgia. While living there Alford said he really felt the call to the min-

istry. "But, my wife said she hadn't gotten the call yet," Alford said. "She said she wanted a forester, not a priest."

But, Alford said that soon changed. "We had two pastors and she got to see different styles of wives," Alford said. "One wife was there every time the church doors opened and the other wife was only there to be the cookie cutter pastor's wife, she could still be herself. I think God's under-lying message was calling me to be a priest, but, he said, 'You have a lot to learn first.'"

So, Alford entered the seminary in 1984 at the age of 36. In 1987, Alford entered the priesthood of the

## Prison plan gets support

By HUCK TREADWELL  
The Reporter

Two local lawmakers are behind Gov. Kay Ivey's proposal to build a new prison system.

Ivey released her plan on Tuesday to deal with Alabama's prison crisis. Federal Judge Myron Thompson issued a 902-page ruling requiring Alabama to reform its prison system and to specifically address overcrowding and mental health issues. Ivey is calling for more corrections officers, three of regional officers, one of which will be designed to meet special needs populations — the aged, the infirmed and those with mental health con-



Clay Scofield



Kerry Rich

## Albertville's 'Sweet' Sextuplets: One Year Later

Behind the Scenes of the Waldrops' Miraculous Journey

A Taste of the Wild with Bama Bucks in Sardis City

Homegrown House Flipper with Will Thrush

## Juul vows to end teen vaping

By TAYLOR BECK  
The Reporter

With vaping on the rise among today's youth, major e-cigarette company Juul has become the least scapegoat, but the market leader aims to see the story changed.

In November, after recognizing the increasing epidemic across the country, Juul made several changes to its policy in the way it sells and markets its vape products, all with one goal in mind: prevent minors from using nicotine.

Juul Labs shares a common goal with policy makers, regulators, parents, school officials and community stakeholders — preventing youth from

## Eagles finish 11th in national cheer competition

By TAYLOR BECK  
The Reporter

The Douglas Eagles Cheerleading team soared to 11th at the National High School Cheerleading Championships. Last weekend, the second competed in the Small Varsity Game Day division in Orlando, Florida, after the semi-final round, the Eagles advanced to the finals and finished 11th in the nation.

Cheer coaches Annie Baker and Rylee Chan-

results at nationals and said it was a great way to end a spectacular season. "Coach Chaffin and I are extremely proud of these girls and the way they performed their game day routine at the regional, state and national level," Baker said. "After each competition, the girls stepped up to improve their skills in the next upcoming routine for the next upcoming competition. We have all put in so many hours, practicing, sweating, having good days and bad. But after it is all said and done,



The Douglas Eagles Cheerleading team finished 11th at the National High School Cheerleading Championships last weekend. Pictured in the back row (left) are Lily Brothers, Emma Phillips, Ashley Berry, Rebecca Gilmer, Kyea Milliken and Virginia Hancock. In front (from left) are Mallory Pritchett, Wendy Jo Harper, Avery Adams, Leah Claborn, Destiny Cornelius and Layla Harris.

## Web Poll

Do you think there needs to be stronger regulations for e-cigarettes?

## Upcoming

State Flowers talk politics



Index	
Police Reports	A3
Opinion	A4
Classifieds	A8
Entertainment	A10
Sports	A10

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Recycle This Paper  
At the Albertville Boaz Recycling Center  
on Sand Mountain Drive East  
M-Sat 7:30 a.m.-4:30 p.m.  
256-891-8298

2019 Toyota Camry \$24,900  
2018 Ford F-150 \$29,900  
2017 Chevrolet Silverado \$24,900  
2016 Honda Civic \$19,900



# THE Sand Mountain REPORTER

1603 Progress Drive Albertville, AL 35950 P.O. Box 1729  
telephone 256-840-3000 • fax 256-840-2987  
[sandmountainreporter.com](http://sandmountainreporter.com)

The Sand Mountain Reporter is over 55 years old. We publish three days a week (Tuesday, Thursday and Saturday). We are the trusted reliable news source for Albertville and the surrounding area with a readership of over 12,500. The Sand Mountain Reporter is owned by Southern Newspapers Inc.

## MANAGEMENT

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## MECHANICAL MEASUREMENTS

### *Classifieds*

1 COL: 1.028"  
2 COL: 2.181"  
3 COL: 3.333"  
4 COL: 4.486"  
5 COL: 5.639"  
6 COL: 6.792"  
7 COL: 7.944"  
8 COL: 9.097"  
9 COL: 10.25"

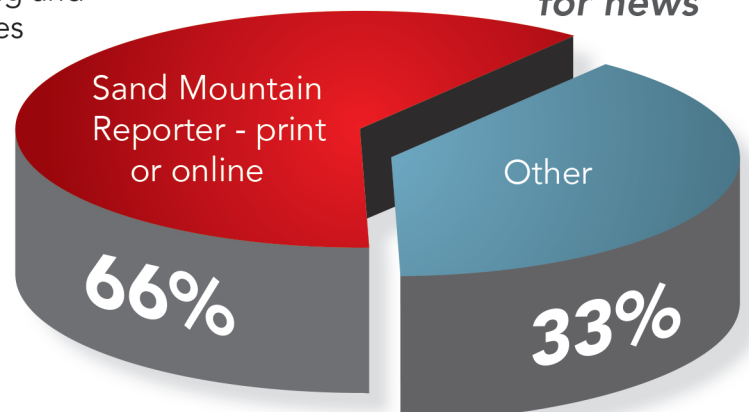
### *Retail*

1 COL: 1.6042"  
2 COL: 3.3333"  
3 COL: 5.0625"  
4 COL: 6.7917"  
5 COL: 8.5208"  
6 COL: 10.25"

Sand Mountain is known for beautiful scenery, from waterfalls that will take your breath, to Lake Guntersville where skiing and fishing go hand in hand. You can see beautiful bald eagles and rare birds at every turn. Our Mountain is also home to many beautiful and majestic white tail deer.

Major industries include Mueller, TS Tech, Parker Hannifin, Tyson, Wayne Farms, Propac and Paragon Decor. Snead State Community College and North East Alabama Community College are both situated in the heart of Sand Mountain.

### *Where our community goes for news*





# Advertising Rates 2019

Effective: January 1, 2019

Reach an even larger audience  
by including our powerful website in your plans!  
**Big traffic. Big exposure. Affordable rates.**  
Ask your Reporter Sales Rep for details!

## Retail Rates and Deadlines

### per column inch rates

**open rate:** \$10.00 PCI

**pick-up rate:** \$8.50 PCI

**frequency rate:** \$8.25 PCI

**national rate:** \$12.50 PCI

*State law requires all political advertising to be prepaid.  
Ads must be properly labeled and the advertiser/candidate  
is responsible for including the required disclaimers.*

### color rates

**1 spot color:** \$100.00

**2 spot colors:** \$150.00

**full process color:** \$250.00

### space reservation deadlines

**Tuesday edition:** 12:00 p.m. Friday prior

**Thursday edition:** 12:00 p.m. Tuesday prior

**Saturday edition:** 12:00 p.m. Thursday prior

## Classified Rates and Deadlines

### classified display rates

**open rate:** \$6.50 PCI

**national rate:** \$7.50 PCI

### classified line rates

Classified line	day(s)	total cost
ads billed on	1	\$6.00
the minimum of	2	\$10.80
four lines. Must	3	\$15.60
be consecutive	4	\$20.40
editions with	5	\$25.20
no copy change	6	\$30.00
to qualify for	7	\$34.80
frequency	8	\$39.60
discount.	9	\$44.40
	10	\$49.20

### classified deadlines

**Tuesday edition:** 10:00 a.m. Monday prior

**Thursday edition:** 10:00 a.m. Wednesday prior

**Saturday edition:** 10:00 a.m. Friday prior

### legal notices

**line rate:** \$0.98 per line per day

### size information

All classified line and display ads are on a 9 column format.  
14 lines per column inch. See column sizes on page 2

### contact

[classified@sandmountainreporter.com](mailto:classified@sandmountainreporter.com)

## The Shopper - Total Market Coverage

The Shopper is a weekly publication distributed each Tuesday to Albertville, Boaz, Crossville, Geraldine, Horton, Douglas, Dawson, Altoona and Sardis, Alabama providing advertisers with 95% penetration of households in this area. Any ad running in the Sand Mountain Reporter may be picked-up in "The Shopper" within seven days.

### shopper display rates

**shopper open rate :** \$5.50 PCI

**classified display pick-up rate :** \$4.00 PCI

(no copy change when picked up from The Reporter)

## Pre-printed Inserts

Yearly preprint contracts available to enable advertisers to receive the following discounts:

number of pages	annual number of inserts - CPM		
	1-16	17-23	24+
single sheet	\$55	\$52	\$49
2 full/4 tab	\$60	\$57	\$54
4 full/8 tab	\$65	\$62	\$59
6 full/12 tab	\$70	\$67	\$64
8 full/16 tab	\$75	\$72	\$69
10 full/20 tab	\$79	\$76	\$73
12 full/24 tab	\$84	\$81	\$78
14 full/28 tab	\$89	\$86	\$83
16 full/32 tab	\$99	\$96	\$93

Preprints are to be delivered at or before the seventh day prior to insertion.

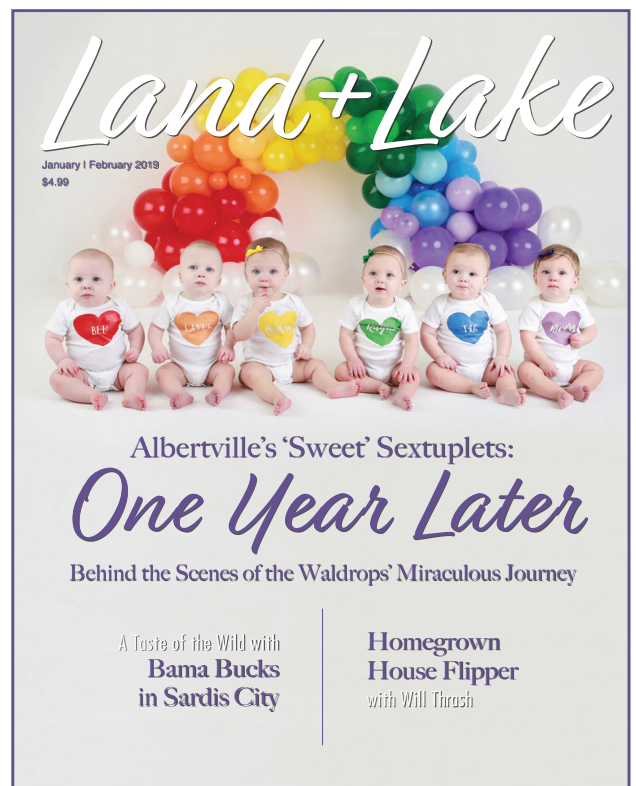
# ADVERTISE

full page as low as

# \$500

per issue

SIZE	OPEN	6X	3X
Facing Pages	\$1,500	\$1,200	\$1,350
Full Page	\$900	\$500	\$700
Half Page	\$495	\$275	\$385
1/3 Vertical	\$275	\$155	\$215
Sixth Page	\$125		
Twelfth page	\$75		

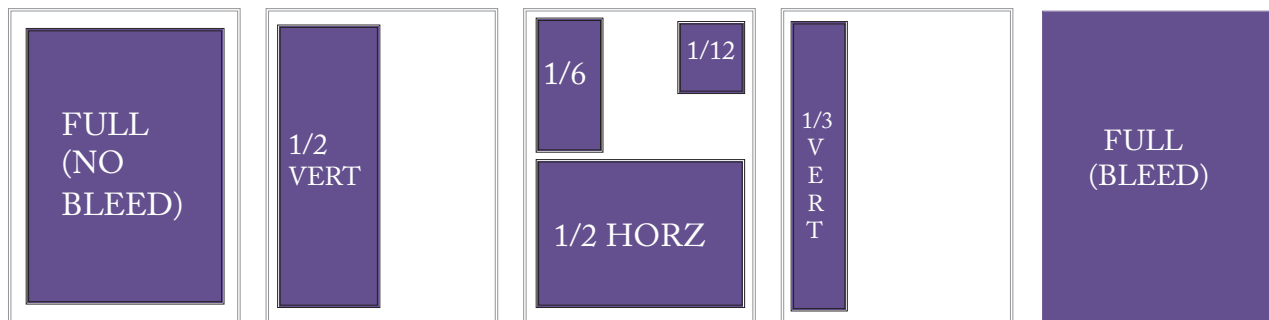


## Premium/Requested Placement

Back cover add 20%

Inside back cover add 10%

Inside front cover add 10%



SIZE	FINAL TRIM SIZE	NON-BLEED	BLEED SIZE
FULL		7.5 x 10	8.5 x 11.5
HALF (HORZ)	7.5 X 4.875		
HALF (VERT)	3.625 x 10		
ONE THIRD (VERT)	2.33 x 10		
SIXTH PAGE	2.333 x 4.875		
TWELFTH PAGE	2.333 x 2.3125		

All measurments are in inches.

Bleed information applies to full-page ads-only.

## BLEED

Extra image that extends beyond the edge of the page. When trimmed, this ensures the ad will not have a white line down the edge due to cutting variation during printing.

## LIVE AREA

Keep all live matter at least 1/4-inch from final trim size on all sides.

# LAND+LAKE

# CALL 256-840-3000