

SouthFire newspapers group

The Alma Times

The Blackshear Times

Charlton County Herald, Folkston

The Monroe County Reporter, Forsyth

The Telfair Enterprise, McRae

Three Rivers Gazette, McRae

121 SW Central Avenue • P.O. Box 410
Blackshear, GA 31516
912.449.6693 • FAX 912.449.1719

The Blackshear Times

ADVERTISING RATES & INFORMATION

DEADLINE

Deadline for all display legal and classified advertisements is no later than Friday at 5 p.m. If a proof is required, ads should be submitted by Wednesday at 5 p.m. We encourage early placement to help ensure accuracy and the highest quality work.

OPEN DISPLAY RATE

\$6.65 Per Column Inch (Non-Commissionable)

CONTRACT RATE

Rate earned requires a signed agreement. Failure to purchase agreed space will require back-charge.

Ad Size	4-13 wks.	14-25 wks.	26-52 wks.
4-33 in.	\$5.60	\$5.00	\$4.50
34-67 in.	\$4.50	\$4.25	\$4.00
68-129 in.	\$4.25	\$4.00	\$3.75

130 in. and over by quote.

INSERT RATES

Inserts are charged according to size, weight and whether they are inserted in our full run or a portion of our circulation area. Partial insertions are charged at a higher rate. Prices quoted are per thousand for inserts printed on newsprint or like weight, standard tabloid or broadsheet size.

Insert Size	1-13 wks.	14-25 wks.	26-52 wks.
1-4 tab	\$58	\$55	\$50
8-12 tab	\$60	\$58	\$50
16 tab	\$65	\$60	\$55

Over 16 or different weight or size by quote.

POSITION REQUESTS

Every effort will be made to meet reasonable requests for specific position within the paper but position cannot be guaranteed.

COLOR

The Blackshear Times has full process color capabilities. Spot color is available upon request at \$50 per color (Non-Commissionable). Process color (CMYK) is \$125.

CREDIT TERMS

Cash required with copy unless prior credit established. Statements are net and due when received. A finance charge of 1.5 % per month (minimum charge \$1) will be charged after 30 days.

GENERAL POLICY

The Blackshear Times reserves the right to revise advertising rates at any time. Current contract holders will be notified 30 days prior to rate adjustment and may modify their agreement. We reserve the right to edit, alter, omit or reject any advertisement at any time. Advertiser assumes all liability for an ad published and agrees to assume responsibility for claims occurring against the newspaper. Liability for errors shall not exceed the cost of the space occupied by the error. The Times will provide a correction letter upon request.



MECHANICAL REQUIREMENTS

We paginate electronically and recommend ads be sent as PDF (Portable Document Format) files created by Adobe Acrobat. E-mail to mail@theblacksheartimes.com. Each page is 10.625 inches wide by 21 inches high.

Columns	Ad Size
1	1.677 inches
2	3.458 inches
3	5.25 inches
4	7.042 inches
5	8.833 inches
6	10.625 inches

BUY MORE FOR LESS

The Blackshear Times is the flagship newspaper with the SouthFire Newspapers Group headquartered in Blackshear, Georgia. We offer attractive discounts for ads also published in any of our family of newspapers, including, The Alma Times, the Charlton County Herald in Folkston, The Telfair Enterprise and The Three Rivers Gazette in McRae and the Monroe County Reporter in Forsyth. Ask about our generous combination discounts for running in more of our publications.

Editor & Publisher: Robert M. Williams, Jr.

Associate Publisher: Cheryl S. Williams

Managing Editor: Wayne Hardy

Production Manager: Tammie Cason

Advertising Representatives:

Paige Parker, Cheryl Williams

The Alma Times

ADVERTISING RATES & INFORMATION

DEADLINE

The Alma Times is published for paid subscribers each Tuesday. Deadline for all display, legal, and classified advertisements for The Alma Times is no later than Thursday at 5 p.m. If a proof is required, ads should be submitted at least 48 hours earlier. We encourage early placement to help insure accuracy and the highest quality work. Ad cancellation cannot be accepted after noon Friday prior to publication.

OPEN DISPLAY RATE

\$6.65 Per Column Inch (Non-Commissionable)

CONTRACT RATE

Rate earned requires a signed agreement. Failure to purchase agreed space will require back-charge.

Ad Size	4-13 wks.	14-25 wks.	26-52 wks.
4-33 in.	\$5.60	\$5.00	\$4.50
34-67 in.	\$4.50	\$4.25	\$4.00
68-129 in.	\$4.25	\$4.00	\$3.75

130 in. and over by quote.

INSERT RATES

Inserts are charged according to size, weight and whether they are inserted in our full run or a portion of our circulation area. Partial insertions are charged at a higher rate. Prices quoted are per thousand for inserts printed on newsprint or like weight, standard tabloid or broadsheet size.

Insert Size	1-13 wks.	14-25 wks.	26-52 wks.
1-4 tab	\$58	\$55	\$50
8-12 tab	\$60	\$58	\$50
16 tab	\$65	\$60	\$55

Over 16 or different weight or size by quote.

POSITION REQUESTS

Every effort will be made to meet reasonable requests for specific position within the paper but position cannot be guaranteed.

COLOR

The Alma Times has full process color capabilities. Spot color is available upon request at \$50 per color (non-commissionable). Process color (CMYK) is \$125.

CREDIT TERMS

Cash required with copy unless prior credit established. Statements are net and due when received. A finance charge of 1.5 % per month (minimum charge \$1) will be charged after 30 days.

GENERAL POLICY

The Alma Times reserves the right to revise advertising rates at any time. Current contract holders will be notified 30 days prior to rate adjustment and may modify their agreement. We reserve the right to edit, alter, omit or reject any advertisement at any time. Advertiser assumes all liability for an ad published and agrees to assume responsibility for claims occurring against the newspaper. Liability for errors shall not exceed the cost of the space occupied by the error. The Times will provide a correction letter upon request.



MECHANICAL REQUIREMENTS

We paginate electronically and recommend ads be sent as PDF (Portable Document Format) files created by Adobe Acrobat. E-mail to mail@thealmatimes.com. Each page is 10.625 inches wide by 21 inches high.

Columns	Ad Size
1	1.667 inches
2	3.458 inches
3	5.25 inches
4	7.042 inches
5	8.833 inches
6	10.625 inches

BUY MORE FOR LESS

The Alma Times is affiliated with the SouthFire Newspapers Group headquartered in Blackshear, Georgia. We offer attractive discounts for ads also published in any of our family of newspapers, including, The Blackshear Times, the Charlton County Herald in Folkston, The Telfair Enterprise and The Three Rivers Gazette in McRae and the Monroe County Reporter in Forsyth. Ask about our generous combination discounts for running in more of our publications.

Publisher: Robert M. Williams, Jr.

President: Cheryl S. Williams

Editor: Rick Head

Office Manager: Susan Waller

Production Manager: Tammie Cason

Charlton County Herald

ADVERTISING RATES & INFORMATION, EFFECTIVE SEPTEMBER 2014

DEADLINE

Deadline for all display, legal, and classified advertisements for The Charlton County Herald is no later than Friday at 5 p.m. If a proof is required, ads should be submitted by Wednesday at 5 p.m. We encourage early placement to help insure accuracy and the highest quality work. Ad cancellation cannot be accepted after noon Monday prior to publication.

OPEN DISPLAY RATE

\$5.50 Per Column Inch (Non-Commissionable)

CONTRACT RATE

Rate earned requires a signed agreement. Failure to purchase agreed space will require back-charge.

Ad Size	4-13 wks.	14-25 wks.	26-52 wks.
4-33 in.	\$4.50	\$4.00	\$3.75
34-67 in.	\$3.50	\$3.25	\$3.00
68-129 in.	\$3.25	\$3.00	\$2.75

130 in. and over by quote.

INSERT RATES

Inserts are charged according to size, weight and whether they are inserted in our full run or a portion of our circulation area. Partial insertions are charged at a higher rate. Prices quoted are per thousand for inserts printed on newsprint or like weight, standard tabloid or broadsheet size.

Insert Size	1-13 wks.	14-25 wks.	26-52 wks.
1-4 tab	\$58	\$55	\$50
8-12 tab	\$60	\$58	\$50
16 tab	\$65	\$60	\$55

Over 16 or different weight or size by quote.

POSITION REQUESTS

Every effort will be made to meet reasonable requests for specific position within the paper but position cannot be guaranteed.

COLOR

Charlton County Herald has full process color capabilities. Spot color is available upon request at \$50 per color (non-commissionable). Process color (CMYK) is \$125.

CREDIT TERMS

Cash required with copy unless prior credit established. Statements are net and due when received. A finance charge of 1.5 % per month (minimum charge \$1) will be charged after 30 days.

GENERAL POLICY

Charlton County Herald reserves the right to revise advertising rates at any time. Current contract holders will be notified 30 days prior to rate adjustment and may modify their agreement. We reserve the right to edit, alter, omit or reject any advertisement at any time. Advertiser assumes all liability for an ad published and agrees to assume responsibility for claims occurring against the newspaper. Liability for errors shall not exceed the cost of the space occupied by the error. The Herald will provide a correction letter upon request.



MECHANICAL REQUIREMENTS

We paginate electronically and recommend ads be sent as PDF (Portable Document Format) files created by Adobe Acrobat. E-mail to ccheraldads@windstream.net. Each page is 10.625 inches wide by 21 inches high.

Columns	Ad Size
1	1.667 inches
2	3.458 inches
3	5.25 inches
4	7.042 inches
5	8.833 inches
6	10.625 inches

BUY MORE FOR LESS

Charlton County Herald is affiliated with the SouthFire Newspapers Group headquartered in Blackshear, Georgia. We offer attractive discounts for ads also published in any of our family of newspapers, including The Blackshear Times, The Alma Times, The Telfair Enterprise and The Three Rivers Gazette in McRae, and the Monroe County Reporter in Forsyth. Ask about our generous combination discounts for running in more of our publications.

Publisher: Robert M. Williams, Jr.

President: Cheryl S. Williams

Editor: Laura Crozier

General Manager: Laura Crozier

Coverage Area

SOUTH GEORGIA MARKETS COVERED BY SOUTHFIRE NEWSPAPERS GROUP

The Blackshear Times offers approximately 7,500 readers each week.

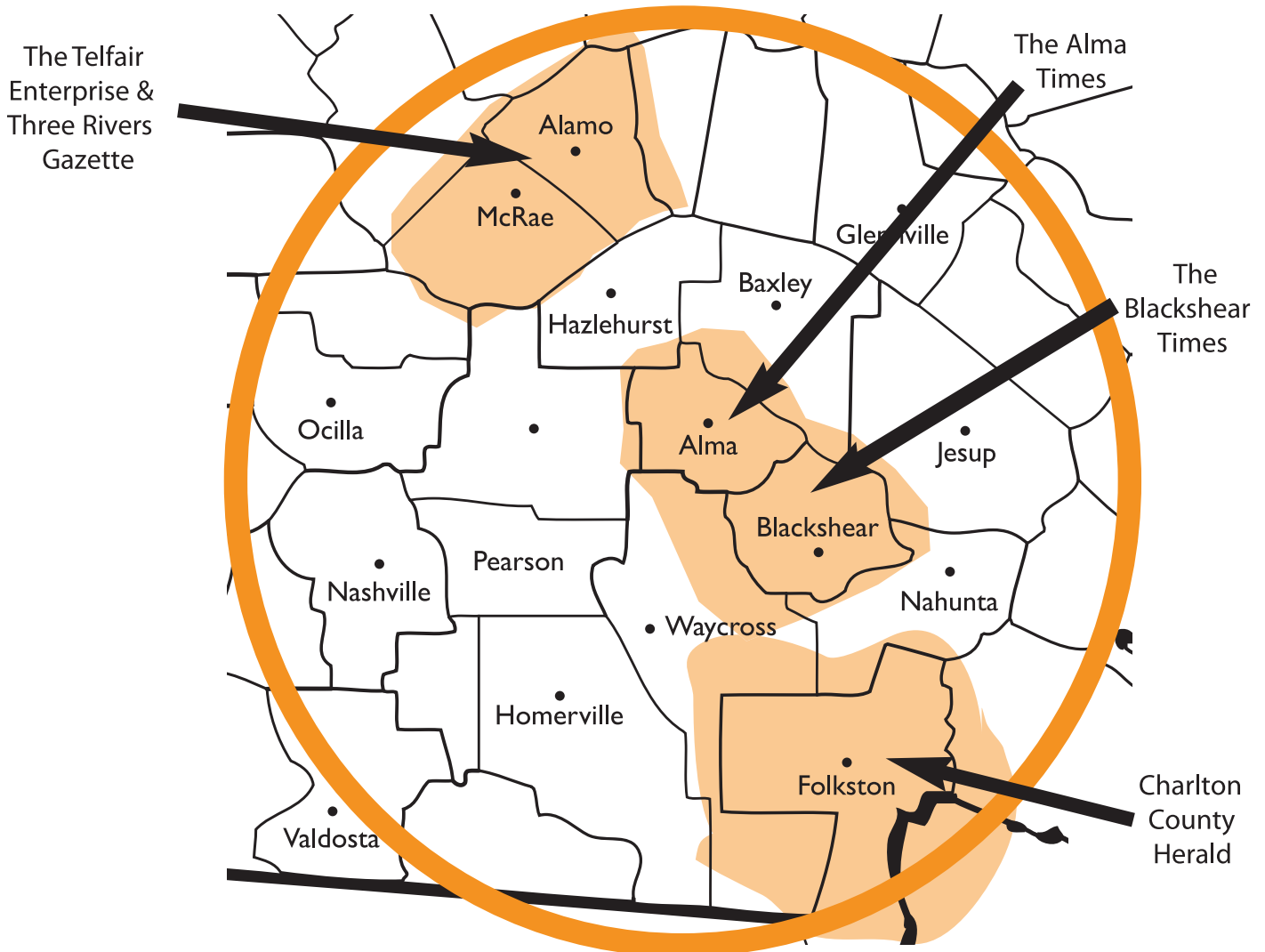
The Alma Times offers approximately 6,000 readers each week.

The Telfair Enterprise offers approximately 7,800 readers each week.

The Three Rivers Gazette offers approximately 21,600 readers each week.

Charlton County Herald offers approximately 6,700 readers each week.

TOTAL POTENTIAL CUSTOMERS REACHED FOR YOU EACH WEEK: NEARLY 49,600!



Online Advertising

**BEING ONLINE
IS NO LONGER
AN OPTION.
IT IS A MUST!**



It's important for you and your organization to consider online advertising. To capture the benefits of advertising online, a high level of commitment is to be made in addition to a print advertising campaign to assure a successful, well-executed marketing strategy.

WHY?

Why choose online advertising? It's time to start taking the Internet seriously as a way of attracting customers. Why deprive your business of more sales?

- Newspaper websites routinely draw high traffic. Advertising on SouthFire Newspapers' websites is a valuable tool to complement print advertising campaigns.
- Advertisers on our websites can reach thousands of visitors per month, people eager to know more about their community — and what is available to buy.
- Advertisers will be reaching a market that is Internet savvy, with some visiting our newspaper websites every day, often several times a day.

Experience the strong pull of traditional print and the immediacy of online. Take advantage of packages that combine old and new media.

FEATURES AVAILABLE ONLINE:

- Variety of website positions
- Email blast
- Facebook post

We offer regular Facebook posts that reach thousands across the popular social network.



