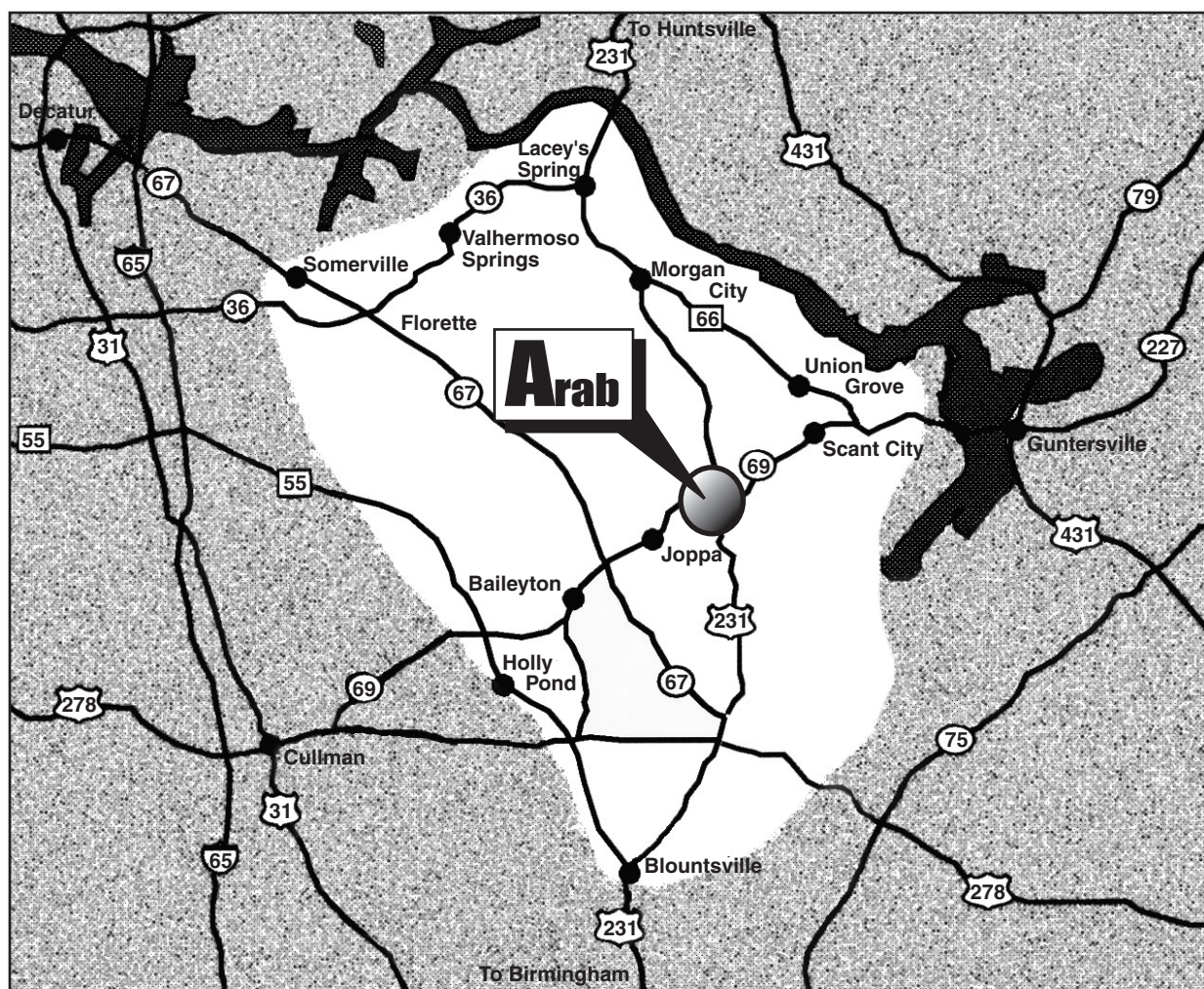


Cover it all!

With The Arab Tribune

For a breakdown on postal routes, please see next page.



The Arab Tribune, circulation: 3,500

The Arab Tribune, founded in 1958, is an award-winning, family-owned community newspaper published every Thursday. The *Tribune* news staff covers city and county government, education, business, crime and lifestyles. We feature two pages of lively local opinions, as well as several community columnists.

The Brindlee Mountain Shopper, circulation: 11,000

The Brindlee Mountain Shopper is a monthly shopper (usually the first Thursday of the month, but it can vary) distributed to non-subscribers of *The Arab Tribune*. Rates are \$6 per column inch for display advertising.

Arab Market Area

The Arab Tribune and The Brindlee Mountain

Shopper Total Market Coverage

Covering all of Marshall County and parts of Blount,
Cullman and Morgan counties

CITY	ZIP CODE	TRIBUNE	TBMS	TOTALS
BLOUNTSVILLE	35031	20	0	20
ARAB	35016	1,453	6,004	7,457
GUNTERSVILLE	35976	147	700	847
UNION GROVE	35175	359	1,668	2,027
JOPPA	35087	107	248	355
Valhermoso Springs	35775	0	300	300
BAILEYTON	35019	36	0	36
LACEY'S SPRING	35754	82	2,080	2,162
SOMERVILLE	35670	36	0	36
CITY RACK SALES		1,145	0	1,145
IN/OUT OF STATE		115	0	115
Totals		3,500	11,000	14,500

*Note: *The Arab Tribune* is published every Thursday. For pre-print inserts, zoning by ZIP Code is not available.

The Arab Tribune

Advertising Rates and Data

Effective January 1, 2025

Tribune

Display ad (per column inch)	\$7.10
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Classified display (per inch)	\$8.15
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Repeat ads (no changes)

Runs 2 times, per inch	\$6.40
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Runs 3 times, per inch	6.20
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More than 3 times, per inch	6.05
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Front Space for The Arab Tribune

2x2 color \$80

4x2 color \$160

6x2 color \$240

Color (per page, net)

Each single color	\$25
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Full color available	\$75
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INSERTS

(Minimum Size: 8.5 in. x 11 in. – Maximum Size: 12 in. x 12 in.)

- Single Sheet\$65 CPM
- 2 full pages or 4 tab pages (max size 12" x 12").....\$65 CPM
- 4 full pages or 8 tab pages (max size 12" x 12").....\$65 CPM
- 6 full pages or 12 tab pages (max size 12" x 12").....\$70 CPM

Additional Tab Pages \$5 for each 4 Tab Pages (2 Broadsheet Pages)

**Stock Weight over 34 lbs. subject to additional charges.

Preprints are to be delivered at or before the 7th day prior to insertion.

Mechanical sizes

All pages measure 10.25 x 21.5 inches, divided into 6 columns.

A column inch equals 1 column wide (1.5 inches) by 1 inch deep.

Columns	Inches wide
1	1.5
2	3.3
3	5
4	6.7
5	8.5
6	10.25

Classified word ads

Classified word ads run in both the *Tribune* and on our website. Rates are \$7/issue for 25 words or less (discounts for multiple insertion); 25 cents for each additional word. Deadline and payment are by noon, Tuesdays. Call our office, 256-586-3188, for great volume rates for classified ads.

Classified line ads

Classified line ads run in both the *Tribune* and on our website. Rates are \$10.25 per column inch (discounts for multiple insertion). Deadline and payment are by noon, Tuesdays.

Legal ad rates

Rates for legal ads are 23 cents per word for the first publication and 22 cents per word for each additional publication.

We accept American Express, Discover, MasterCard and Visa, both debit and credit.

Advertising deadline is noon, Tuesdays

The Arab Tribune Published by Whisenant Media LLC
shipping - The Arab Tribune c/o Rome News, 5 East 4th Street, Rome, GA 30161
billing/mailling - P.O. Box 605, Arab, Alabama 35016 • Phone: (256) 586-3188

e-mail: advertising tribadss@otelco.net; news tribnews@otelco.net; Website: www.thearabtribune.com

Free ad planning and layout services

The Arab Tribune has skilled advertising professionals who have at their disposal some of the most modern graphics equipment and services on the market. As a service to you and your business, please feel free to contact one of our account executives who can help you plan your advertising budget and campaign and design attractive, effective display ads.

Terms and conditions

Inserts

For circulation in *The Arab Tribune*, 3,500 copies are needed (plus about 100 for spoilage).

Zoning is not available in *The Arab Tribune*. Minimum number of inserts is 3,500. Deliver on pallets or in boxes to: The Arab Tribune c/o Rome News, 5 East 4th Street, Rome, GA 30161. Receiving hours are 9-5 Monday-Friday. Inserts should arrive no later than 10 days prior to insertion.

Acceptance

All advertising is subject to approval. The *Tribune* reserves the right to edit copy or reject advertising it considers objectionable.

Errors

Every effort is made to avoid errors. The *Tribune* shall be liable for any error in advertising caused by its own negligence only to the extent of re-publishing in its next regular issue the item in which the error occurred and in a space not to exceed that occupied by the item on the first publication.

In the event of an error resulting in the pricing of merchandise, the *Tribune* will, upon request, furnish a letter to the advertiser to be posted in the store, setting forth the correct price.

Position

Position of ads is gladly given when possible, but only where feasible and where there is no conflict with rules of make-up or previous arrangements. However, *The Arab Tribune* does not guarantee position.

R.O.P. Depth Requirements

Full depth is 21 inches. All ads over 19 inches will be billed at full depth.

Deadline

The deadline for all R.O.P and classified advertising is noon Tuesdays, except when holidays require earlier deadlines.

Credit

Credit is granted to those advertisers who have previously established a satisfactory account. Otherwise, all advertising must be paid for in cash, debit/credit card or check at the time of the order.

Payments

Monthly payments for advertising published through the last issue of the month will be mailed or delivered to advertisers with established credit for payment. All credit accounts are due and payable on the first day of each month following publication of advertising and are considered delinquent after the 25th of the month following publication. Delinquent accounts are subject to a service charge of 1-1/2% of the balance per month.

Rates

The *Tribune* reserves the right to revise advertising rates on 30 days' notice.

Pre-print Insert Rates – Effective January 1, 2025

Single Sheet Rates (Minimum Size: 8.5 in. x 11 in. – Maximum Size: 11 in. x 11 in.)

- Single Sheet \$65 CPM
- 2 full pages or 4 tab pages (max size 12" x 12") \$65 CPM
- 4 full pages or 8 tab pages (max size 12" x 12") \$65 CPM
- 6 full pages or 12 tab pages (max size 12" x 12") \$70 CPM

Additional Tab Pages

* Add \$5 for each 4 Tab Pages (2 Broadsheet Pages)

**Stock weight over 34 lbs. subject to additional charges.

Full Run Paid Circulation 3,500

(Note: Single sheets often require quarter folding. Please consult with a *Tribune* advertising or production representative about the possible need for pre-folding inserts. If pre-folding is required, it must be done prior to delivery to *Rome News*, which must receive delivery at least 10 days prior to the scheduled date of insertion.)

(Note: Although it is rare, occasionally tab size and broadsheet pre-print inserts must be quarter-folded because of the weight or texture of the paper. It is always a good idea to contact a *Tribune* advertising or production representative about this possibility when starting a new account or changing the format of pre-print inserts for existing accounts.)

The Arab Tribune

P.O. Box 605, Arab, AL 35016

Phone: 256-586-3188

advertising email: tribadss@otelco.net

2025 Rate Data Table		1 TIME
AD SIZE		\$7.10
2 Column by 2" = Total 4"		28.40
2 Column by 3" = Total 6"		42.60
2 Column by 4" = Total 8"		56.80
2 Column by 5" = Total 10"		71.00
2 Column by 6" Or 3 Col X 4"		85.20
2 Column by 7" = Total 14"		99.40
3 Column by 5" = Total 15"		106.50
2 Column by 8" = Total 16"		113.60
2 Column by 9" Or 3 Col X 6"		127.80
3 Column by 7" = Total 21"		149.10
3 Column by 8" = Total 24"		170.40
3 Column by 9" = Total 27"		191.70
3 Column by 10" = Total 30"		213.00
3 Column by 11" = Total 33"		234.30
3 Column by 15" = Total 45"		319.50
3 Col. X 21.5" Half Vertical		457.95
6 Col. X 11" Half Horizontal		468.60
6 Col. X 21.5" Full Page		825.60

2 TIMES
\$6.40
51.20
76.80
102.40
128.00
153.60
179.20
192.00
204.80
230.40
268.80
307.20
345.60
384.00
422.40
576.00

3 TIMES
\$6.20
74.40
111.60
148.80
186.00
223.20
260.40
279.00
297.60
334.80
390.60
446.40
502.20
558.00
613.80
837.00

4 TIMES
\$6.05
96.80
145.20
193.60
242.00
290.40
338.80
363.00
387.20
435.60
508.20
580.80
653.40
726.00
798.60

Class Each Run	\$8.15
32.60	
48.90	
65.20	
81.50	
97.80	
114.10	
122.25	
130.40	
146.70	
171.15	
195.60	
220.05	
244.50	
268.95	
366.75	

The Arab Tribune