The Blount Countian

RATE CARD

217 Third Street South • P.O. Box 310
Oneonta, AL 35121 • 205-625-3231
Fax 205-625-3239
email: countian@otelco.net
display advertisement email: tbcads@otelco.net

Publisher: Molly Howard
Editor: Rob Rice
Display Advertising: Clint Bicknell, Ginger Perkins, Melanie Skillman
Classified Advertising: Clint Bicknell
Newspaper Inserts: Jenna Wood
Legal Advertising: Jenna Wood
Subscription Circulation: Jenna Wood
Member Alabama Press Association,
Alabama Newspaper Advertising Service, Inc.

Circulation for Advertising media:
- The Blount Countian - 4,115

- Display Advertising

The Blount Countian

Deadline: Friday, 12 noon

Periodicals—Weekly newspaper of general circulation serving Blount County. Published on Wednesdays.
$8.00 per column inch regular
1/8 page: . . . $126.00
1/4 page: . . . $252.00
1/2 page: . . . $504.00 (Horizontal)
1/2 page: . . . $520.00 (Horizontal)
Full page: . . . $1032.00

$7.50 per column inch preferred*
1/8 page: . . . $118.13
1/4 page: . . . $236.25
1/2 page: . . . $472.50 (Horizontal)
1/2 page: . . . $483.75 (Vertical)
Full page: . . . $967.50

Spot color: 1-color, $150; 2 colors, $300; Full Process Color, $550
Agency commissions to be added to above rates.
Color prices above are in addition to ad rates.

* Preferred rates
1) Advertising runs 5 consecutive weeks or more
2) Timely payment on account (or full payment of ad if COD)

Mechanical measurements: WEB six-column format
Column widths in inches:

1 column . . . . . 1.65  3 columns: . . . 5.275  5 columns: . . . 8.89
2 columns. . . . 3.4  4 columns: . . . 7.0  6 columns: . . . 10.7

No 1-column ads except in Classified and Real Estate sections.
Depth of 19 inches or more billed at 21.5 (full depth).

- Classified Advertising

One-column display rates
(One-column width = 1.65")
$10.00 per column inch open rate
$9.50 per column inch preferred*

Line Ads
$8.00 minimum for up to 20 words.
Each additional word 40¢.

Deadline for all Classified Advertising: Thursday, 3 p.m.

- Pre-printed Inserts

Please call Jenna Wood at 205-625-3231 for an exact quote.
Orders must be confirmed with the newspaper office prior to insertion.
Pricing and circulation summary available upon request.
Deadline: 2 weeks before insertion date.

Preprint BILLING address:
The Blount Countian, P.O.Box 310, Oneonta, AL 35121.

Preprint SHIPPING address:
The Blount Countian c/o The Arab Tribune,
619 S. Brindlee Mtn. Pkwy, Arab, AL 35016

- Legal Advertising

Call for quote – 205-625-3231
Deadline: Thursday, 12 noon.

- Website Advertisements

There is a $5 charge for each advertisement placed on The Blount Countian’s website. At this time, there are no web-only ads; you have to place an ad in the newspaper to be able to place an ad on the website.

- Subscription and per copy rates

Single copy price: $1.00
In-county subscription rate: $40/year
Senior citizens (65 years or older – In County Only): $25/year
Out-of-county: $60/year
Outside Alabama: $70/year
Online Subscription: $25/year

Circulation zip codes:

• Allgood . . . . . . 35013  Oneonta . . . . . . 35121
• Blountsville . . . 35031  Remlap . . . . . . 35133
• Cleveland . . . 35049  **Altoona . . . . . 35952
• Hayden . . . . . 35079  **Horton . . . . . 35980
• Locust Fork . . . 35097  **Springville . . . 35146

**Post office out of Blount County, not all routes included.

Extra charges
1) Photos (over 4), $2.00 each (first 4 photos free)
2) Pre-flight charges, per job
3) Complex/custom ad charges, per job
4) Volume rates available

The editor reserves the right to reject any advertising. The editor reserves this right for prepaid advertising. Prepayment will be refunded upon rejection. The advertiser assumes full and complete responsibility for advertising content published. The advertiser shall indemnify and save the publisher harmless against any demands, claims, or liability arising from the publication of said advertising copy. The newspaper will not be responsible for claims resulting from typographical error beyond the cost of the space involved and affected by the error.