

# 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: Ginger Perkins, Melanie Skillman

Classified Advertising: Melanie Skillman

Newspaper Inserts: Jenna Wood

Legal Advertising: Jenna Wood, Melanie Skillman

Subscription Circulation: Jenna Wood

Member Alabama Press Association and

Alabama Newspaper Advertising Service, Inc.

Circulation for Advertising media:

- The Blount Countian - 4,000

### • Display Advertising

## The Blount Countian

**Deadline: Friday, 4:30 p.m.**

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: . . . \$516.00 (Vertical)

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 (red \$125); 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 . . . . . 1.679    3 columns: . . . . . 5.287    5 columns: . . . . . 8.897

2 columns: . . . . . 3.456    4 columns: . . . . . 7.097    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 = 1.679")

\$10.00 per column inch **open rate**

\$9.50 per column inch **preferred\***

\$1.00 additional charge for placement of classified display ads on 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.**

### Line Ads

\$10.00 minimum for up to 30 words.

50¢ per word thereafter.

*There are no preferred rates for classified line ads.*

**Deadline for all Classified Advertising: Friday, 4:30 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

Email notices to [legals@blountcountian.com](mailto:legals@blountcountian.com) or fax to 205-625-3239.

Call Jenna Wood or Melanie Skillman at 205-625-3231 with questions.

**Deadline: Friday, 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

Blountsville . . . 35031

Cleveland . . . . . 35049

Hayden . . . . . 35079

Locust Fork . . . . 35097

Oneonta . . . . . 35121

Remlap . . . . . 35133

\*\*Altoona . . . . . 35952

\*\*Horton . . . . . 35980

\*\*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.