1. PERSONNEL:
Publisher: Barry Burleson
Advertising Manager: Barbara Taylor
Advertising Representative: Beth Breithaupt
Classified Manager: Linda Jones
Bookkeeper: Pam Burleson

2. REPRESENTATIVES:
Mississippi Press Services, Inc.

3. TERMS & CONDITIONS:
- Local Rates are non-commissionable.
- Accounts outstanding over 30 days are subject to 1.5% monthly service charge.
- Billing periods are four weeks in length with the exception of five-Thursday months.
- Publisher reserves the right to refuse any advertising.
- The customer assumes full and complete responsibility for advertising content that is printed and published. The advertiser shall indemnify and save harmless the Publisher against any demands, claims or liabilities arising from the printing or publication of such advertising copy.
- If there is an error in an advertisement of printed material attributable to the Publisher, the Publisher’s liability for such error is limited to the portion of the ad or printed material in which the error was made. Thus, no change in advertising copy will be made without prior consent of the advertiser.

4. GENERAL RATE POLICIES:
- Rates subject to change without notice.
- The Publisher reserves the right to censor, reject, alter, or refuse any advertising.
- The customer assumes full and complete responsibility for advertising content that is printed and published. The advertiser shall indemnify and save harmless the Publisher against any demands, claims or liabilities arising from the printing or publication of such advertising copy.
- If there is an error in an advertisement of printed material attributable to the Publisher, the Publisher’s liability for such error is limited to the portion of the ad or printed material in which the error was made. Thus, no change in advertising copy will be made without prior consent of the advertiser.

5. ROP & PRE-PRINT ADVERTISING RATES:
A. Display Rate
The South Reporter ............... $6.00
Pigeon Roost News ............... $6.00

B. Contract Rates
The South Reporter
- 3 Weeks - 5%
- 6 Weeks - 10%
- 13 Weeks - 15%
- 26 Weeks - 20%
- 52 Weeks - 25%

C. COMBINATION RATE
South Reporter + Pigeon Roost News . $9.00

6. COLOR RATES
Spot Color Per Color Per Page ............... $50.00
Four-Color Process .................. $85.00

7. DEADLINES
Pigeon Roost News ............... 5 p.m. Friday
The South Reporter ............... 5 p.m. Monday
NOTE: Deadlines subject to change due to holidays

8. INTERNET ADVERTISING AVAILABLE
at www.southreporter.com - Call for more information

D. CLASSIFIED AD RATES
Line Rates - 20 Words ............... $8.00
50 cents for each additional word over 20 words
Classified Display .................... $10.00
Classified Word & Display ads run in South Reporter & Pigeon Roost News
Plus, Classified Word ads also go onto our website - www.southreporter.com

E. PRE-PRINT INSERTS
- Pre-print inserts should be half-folded
- Folding charge is $10.00 per thousand.
- Delivery of inserts should be two days in advance of distribution date, providing no folding is required.
- Deliver to: 157 South Center Street
Holly Springs, MS 38635
- Please ship in boxes. No facilities for handling of pallets.
- Quantities Needed:
  - South Reporter ............... 5,200
  - Pigeon Roost News ............... 8,600
- Insert Rates:
  - $65 Per Thousand - Full Run
  - $70 Per Thousand - Partial Run
  - Inserts larger than 12 tabloid pages may be charged more for additional postage costs.
  - Insert rates subject to change due to increases in U.S. Postal Service rate changes.

9. MECHANICAL SPECIFICATIONS:
Six-column WEB format - printed by offset reproduction
- 1 column - 1.70 inches
- 2 columns - 3.55 inches
- 3 columns - 5.40 inches
- 4 columns - 7.28 inches
- 5 columns - 9.14 inches
- 6 columns - 11.50 inches
Full Page Size (126 column inches) - 11.50 x 21.50

10. SPECIAL CLASSIFICATION RATES
- Political Advertising rates same as regular local retail rates.
- All Political Advertising and “Going-Out-of Business” advertising PAID IN ADVANCE.
- Blind Box Advertising - $10 Service Charge plus advertising costs.

11. CIRCULATION
The South Reporter ............... 5,200
Pigeon Roost News ............... 8,800

12. TOTAL MARKET COVERAGE (TMC) DISTRIBUTION

<table>
<thead>
<tr>
<th>Pigeon Roost News</th>
<th>Byhalia 38611</th>
<th>P. O. Boxes</th>
<th>675</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Route 1</td>
<td>696</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Route 2</td>
<td>602</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Route 3</td>
<td>599</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Route 4</td>
<td>565</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Route 5</td>
<td>547</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Route 6</td>
<td>617</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Route 7</td>
<td>612</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Route 8</td>
<td>655</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Route 9</td>
<td>618</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Route 10</td>
<td>577</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Red Banks 38661</th>
<th>P. O. Boxes</th>
<th>70</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Route 1</td>
<td>730</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Victoria 38679</th>
<th>P. O. Boxes</th>
<th>287</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Route 3</td>
<td>616</td>
<td></td>
</tr>
</tbody>
</table>

TOTAL MAILED ........ 8,466