

# The South Reporter

## PIGEON ROOST NEWS

157 South Center Street • P. O. Box 278  
Holly Springs, Mississippi 38635

Rates Effective Jan. 1, 2015

662-252-4261 • FAX 662-252-3388 • 1-800-468-3820 • southreporter@dixie-net.com • www.southreporter.com

### 1. PERSONNEL:

Publisher: Barry Burleson  
Advertising Manager: Barbara Taylor  
Advertising Representative: Beth Breithaupt  
Advertising Representative: Craig Williamson  
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-Thursdays months.
- Publisher reserves the right to collect, in addition to the amount due, reasonable costs of collection including attorneys fees and cost of litigation.

### 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

### D. CLASSIFIED AD RATES

Line Rates - 20 Words ..... \$8.00

25 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.

### 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

### 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

#### Pigeon Roost News

##### Byhalia 38611

P. O. Boxes ..... 675  
Route 1 ..... 696  
Route 2 ..... 602  
Route 3 ..... 599  
Route 4 ..... 565  
Route 5 ..... 547  
Route 6 ..... 617  
Route 7 ..... 612  
Route 8 ..... 655  
Route 9 ..... 618  
Route 10 ..... 577

#### Red Banks 38661

P. O. Boxes ..... 70  
Route 1 ..... 730

#### Victoria 38679

P. O. Boxes ..... 287

#### Holly Springs 38635

Route 3 ..... 616

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

# The South Reporter

Covering Marshall County

Since 1865

*"Celebrating 150 Years  
of Community Service in 2015"*