

Advertising Rates 2010 Effective Nov. 2009

The True Citizen

The True Citizen is an award-winning paid circulation newspaper serving growing Burke County since 1882, the largest dry land county in the state of Georgia. Published on Wednesday, **The True Citizen** serves Waynesboro (30830), Sardis (30456), Midville (30441), Keysville (30816) and Girard (30426); also Hephzibah (30815) in south Richmond County.

Circulation: 5,400 Weekly
Open Retail \$7.35 Per Column Inch
National Agency Rate: \$8.66 Per Column Inch
3" Minimum Ad
Deadline for Retail Advertising Monday at 5 p.m.
Classified &
Legal Advertising Deadline Monday at 11 a.m.

The Millen News

The Millen News, since 1903, is the only community weekly newspaper covering Jenkins County including Millen (30442) and Perkins (30822). **The Millen News** has a Wednesday date-line.

Circulation: 2,200 Weekly
Open Retail \$6.35 Per Column Inch
National Agency Rate: \$7.43 Per Column Inch
3" Minimum Ad
Deadline for Retail Advertising Monday at 11 a.m.
Classified
& Legal Advertising Deadline Monday at 11 a.m.

The Signal

The Signal is the only medium you need to reach the Fort Gordon community. **The Signal** is the only authorized civilian enterprise newspaper at Fort Gordon. It is a command information publication for the U.S. Army Signal School and Fort Gordon, Georgia. **The Signal** is published each Thursday with a Friday dateline. The newspaper is distributed Thursday evenings through official Army channels at Fort Gordon including housing, commissary, PX, Eisenhower Army Medical Center, barracks, guest housing and other points of interest on the military installation. Off-post distribution includes major grocery stores and other locations military, retired military and their dependents frequent. (See attached distribution sheets). **Swap & Shop** contains line and classified display advertising as well as public service announcements. Classified line advertising is offered free to military, civilian employees and retired military (certain restrictions apply).

Circulation: 14,000 Weekly
Open Retail \$11.35 Per Column Inch
National Agency Rate: \$13.32 Per Column Inch
3" Minimum Ad
Deadline For Advertising: Thursday at 5 p.m.
 All advertising copy must be approved by the Public Affairs Office at Fort Gordon no later than 5 p.m. Tuesday prior to publication.

Full Page Ad Measures 11.5" by 21"

- The True Citizen \$926.10
- The Millen News \$800.10
- The Signal \$1,430.10
- Add \$10 for Web

Half Page Ad Measures 11.5" by 10.5"

- The True Citizen \$463.05
- The Millen News \$400.05
- The Signal \$715.05
- Add \$10 for Web

Quarter Page Ad Measures 5 11/16" by 10.5"

- The True Citizen \$231.53
- The Millen News \$200.03
- The Signal \$357.53
- Add \$10 for Web

Eighth Page Ad Measures 3 3/4" by 8"

- The True Citizen \$117.60
- The Millen News \$101.60
- The Signal \$181.60
- Add \$10 for Web

Sixteenth Page Ad Measures 3 3/4" by 4"

- The True Citizen \$58.80
- The Millen News \$50.80
- The Signal \$90.80
- Add \$5 for Web

Business Card Ad Measures 3 3/4" by 2.5"

- The True Citizen \$36.75
- The Millen News \$31.75
- The Signal \$56.75
- Add \$5 for Web

Contract Discounts

Guarantees Discount Off Current Open Rate
 Contract discounts allowed only if paid with order or by the 15th of the month following billing.

2-Week Run	15% off
4-Week Run	20% off
8-Week Run	25% off
12-Week Run	30% off
26-Week Run	35% off
39-Week Run	40% off
52-Week Run	50% off
<i>Web charge not discountable</i>	

50% Off Pickup Rate

Receive 50% off any of our sister publications
(example: purchase an ad in The True Citizen at your rate and receive the same ad in the same week in our sister publications at a 50% discount.)
 Pickup rate is for 50% off only, no other discounts apply.

ELECTRONIC PUBLISHING

Call for information Jill, 706-554-2111, ext. 208 or in Augusta 706-724-2122, ext. 208 or Lavonna, 706-554-2111, ext. 203 or in Augusta 706-724-2122, ext. 203
Please contact us when you send an ad electronically. We prefer to receive ads in a PDF format.
 PC Format: Jill DuMars: jilld@thetruecitizen.com
 or Bonnie Taylor: bonniet@thetruecitizen.com
 Macintosh Format:
 Lavonna Drawdy: lavonnad@thetruecitizen.com

CITIZEN NEWSPAPERS

The True Citizen ~ The Signal ~ The Millen News ~ Citizen Graphics & Specialty Advertising Products

547 East Sixth Street • P.O. Box 948 • Waynesboro, GA 30830 • 706-554-2111 • Augusta 706-724-2122 • Millen 478-982-5460

FAX 706-554-2437 • e-mail: bonniet@thetruecitizen.com • websites: www.thetruecitizen.com • www.themillennews.com • www.fortgordonsignal.com

PUBLICATION RATES AND DATA EFFECTIVE January, 2010

ELECTRONIC PUBLISHING

We are now accepting your advertisements electronically!

FTP Site:

Profile name: cpc

User ID: cpc111.dyndns.org

Password: cpc

We prefer to receive ads in a PDF format.

You may also e-mail ads to:

PC Format:

Jill DuMars: jilld@thetruecitizen.com

Bonnie Taylor: bonniet@thetruecitizen.com

Macintosh Format:

Lavonna Drawdy: lavonnad@thetruecitizen.com

Please include:

- All fonts, artwork (TIFF, EPS, JPEG, etc.), when sending
- Name of software ad was composed in (i.e. PageMaker, QuarkXPress)
- PC or Macintosh

Please contact us when you send us an ad electronically.

For more information, call, Jill, Lavonna or Bonnie at 706-554-2111 or in Augusta 706-724-2122.

Mechanical Information

The True Citizen, The Millen News, The Signal and At Ease are broadsheet publications with 6 column by 21 inch format.

1 Column	11 picas	1 13/16 inches
2 Columns	22.5 picas	3 3/4 inches
3 Columns	34 picas	5 11/16 inches
4 Columns	46 picas	7 10/16 inches
5 Columns	57.5 picas	9 9/16 inches
6 Columns	69 picas	11 1/2 inches

The True Citizen, The Millen News, The Signal and At Ease are printed on a Goss Community Press. Process color is available. Color is determined in pressroom. The publisher reserves the right to eliminate or change ROP color without advance notice.

While The True Citizen, The Millen News, The Signal and At Ease seek to avoid any error, neither shall be liable for any error or omission in an advertisement except to refund the cost of the advertisement or to rerun the advertisement at the customer's election. The True Citizen, The Millen News, The Signal nor At Ease shall be liable for any other damages which the customer may incur. By placing an advertisement with The True Citizen, The Millen News, The Signal or At Ease, the customer accepts the terms of this disclaimer.

SWAP & SHOP

Classified Line Rates

(These rates are not commissionable)

January, 2010

Phone numbers count as one word.

Please do not abbreviate.

Reader ads also appear on our website:

www.thetruecitizen.com

Words	1 Time	2 Times	3 Times	4 Times	5 Times	Additional Weeks
1-15	7.00	9.50	12.00	14.50	17.00	3.00
16-20	8.00	11.20	14.40	17.60	20.80	3.70
21-25	9.00	12.90	16.80	20.70	24.60	4.40
26-30	10.00	14.60	19.20	23.80	28.40	5.10
31-35	11.00	16.30	21.60	26.90	32.20	5.80
36-40	12.00	18.00	24.00	30.00	36.00	6.50
41-45	13.00	19.70	26.40	33.10	39.80	7.20
46-50	14.00	21.40	28.80	36.20	43.60	7.90
51-55	14.90	23.10	31.20	39.30	47.40	8.60
56-60	16.00	24.80	33.60	42.40	51.20	9.30
61-65	17.00	26.50	36.00	45.50	55.00	10.00
66-70	18.00	28.20	38.40	48.60	58.80	10.70
71-75	19.00	29.90	40.80	51.70	62.60	11.40
76-80	20.00	31.60	43.20	54.80	66.40	12.10
81-85	21.00	33.30	45.60	57.90	70.20	12.80
86-90	22.00	35.00	48.00	61.00	74.00	13.50
91-95	23.00	36.70	50.40	64.10	77.80	14.20
95-100	24.00	38.40	52.80	67.20	81.60	14.90

Add \$1 for every 5 words Add \$1.70 for every 5 words Add \$2.40 for every 5 words Add \$3.10 for every 5 words Add \$3.80 for every 5 words Add 70 cents every 5 words

The True Citizen

At EASE

The Millen News

P.O. Box 948 • Waynesboro, GA 30830
706-554-2111 • 706-724-2122 • 478-982-5460
FAX 706-554-2437