

RETAIL ADVERTISING

Agency Rates

Daily \$10.59 col. inch
Sunday \$15.30 col. inch

Open Rates

Daily \$9.00 col. inch
Sunday \$13.00 col. inch
Market Street Trader (TMC Product) ... Ask your Advertising Consultant for Details and Special Rates.

Retail Display Sizes

Jennings Daily News column widths are as follows and are PASS compatible.

1 column 1.833"
2 columns 3.792"
3 columns 5.75"
4 columns 7.708"
5 columns 9.667"
6 columns 11.625"

Color Rates

One Color \$100
Two Colors \$150
Three Colors \$200
Process Color \$250
Publisher's Choice Color (When Available) ... \$75
Color Rates are Non-Commissionable.
Contract Customers Receive Discount on Color.

Earned Discounts

Customers can sign up for earned discounts in minimum 3-month intervals. These discounts apply to retail and classified advertising, as well as color. It's our way of saying "thanks" for advertising with the Jennings Daily News on a regular schedule. When pre-arranged inch count is not met in any month, all ads will be billed at open rates.

Ask your advertising consultant for details today!

Website Advertising

Your advertising representatives can discuss the details of this special deal with you.

CLASSIFIED ADVERTISING

Agency Rates

Daily \$8.24 col. inch
Sunday \$11.77 col. inch

Open Rates

Daily \$7.00 col. inch
Sunday \$10.00 col. inch

Classified Display Sizes

1 column 1.33"
2 columns 2.799"
3 columns 4.267"
4 columns 5.736"
5 columns 7.205"
6 columns 8.674"
7 columns 10.142"
8 columns 11.625"

Pre-Print Rates

Pre-printed inserts should arrive at our offices no later than two working days before they are scheduled to be inserted. Deliveries are accepted at the rear of the building on Tuesday through Friday from 8 a.m. to 5 p.m. or by appointment on Saturday evening.

Daily News & TMC (11,000 copies) 6¢
Daily News OR TMC (under 11,000 copies) 7¢
Individual Route Coverage 8¢
Individual Route Coverage is 2,000 pieces minimum.

Rates shown are non-commissionable.

For pre-prints larger than 8-page broadsheet or 16-page tabloid, add 1¢ per piece.

About Us

We Cover Jeff Davis Parish! Jennings Daily News is circulated throughout Jennings and Jeff Davis Parish, including Lake Arthur, Elton, Welsh, Fenton, Hathaway, Iowa and Lacassine, with coverage in Mermentau, Evangeline, Egan and Iota in Acadia Parish. Our total market coverage publication, Market Street Trader, is delivered to non-subscribers in our coverage area. Total distribution of Jennings Daily News and Market Street Trader is over 11,000.

COVER THE MARKET with JENNINGS DAILY NEWS!

YOUR DAILY NEWSPAPER

The Jennings Daily News publishes every Tuesday through Friday evening and on Sunday morning.

CREDIT & BILLING

Once credit is established, terms are net 30 days. The Jennings Daily News accepts Visa and Mastercard. A finance charge of 1.5% per month may be assessed on unpaid balance of accounts over 30 days past due.

GUARANTEED SPACE

There is a \$25 charge to any advertiser requesting that an ad be published on a specific page in our daily newspaper.

JENNINGS DAILY NEWS ADVERTISING CONTRACT

The Jennings Daily News is hereby authorized to publish at least _____ column inches of retail/classified advertising per month for the next _____ months beginning on _____.

Minimum contract is 150 inches over three (3) months. The advertiser agrees that should he or she fail in any month to place above-stated minimum amount of advertising, this agreement shall be terminated and advertiser agrees to pay the Jennings Daily News at the current rate card's open rate for all advertising provided during the month when the contract inches are not met. All inches published above the minimum each month will be provided at the discounted rate.

The agreement is subject to all conditions set forth on the current rate card and payments hereunder shall become payable on or before the 10th day of the month following publication.

The advertiser agrees that the Jennings Daily News publisher may amend the terms, rates and conditions specified in this agreement upon 30 days written notice. If such revision is not acceptable to the advertiser, the advertiser shall have the right to terminate this contract without further obligation.

In addition, the contract will be automatically renewed unless written notice is provided by the advertiser three days prior to expiration date. Undersigned does hereby personally guarantee payment of bills incurred under this contract.

BUSINESS NAME _____

AUTHORIZED SIGNATURE _____ DATE _____

DAILY NEWS REPRESENTATIVE _____ DATE _____

ADVERTISING DEADLINES

Scheduling & Content for Retail & Classified is 11 a.m. on day prior to publication date. Deadline for Sunday editions is 11 a.m. on Friday. Deadline for Market Street Trader is 11 a.m. on Friday for the following Wednesday's publication.

SPECIALTY ADVERTISING

Agriculture Page — Wednesday
Outdoors Page — Thursday
Religious Page — Friday

Professional Services Directory — Daily
The Jennings Daily News also publishes assorted Special Sections throughout the year for those customers wishing to reach target audiences with their advertising message.