

# The Post-Searchlight

301 N. Crawford Street • P.O. Box 277 • Bainbridge, GA 39818  
 www.thepostsearchlight.com • advertising@thepostsearchlight.com  
 Phone: 229-246-2827 • Fax: 229-246-7665

## Sales Staff

Jeff Findley..... 229-416-6430  
 Joey Cowart ..... 229-344-2177  
 Ralph Dobson ..... 229-416-6440  
 William Hand ..... 229-726-8697

## Display Deadlines

**The Extra** (Wednesday TMC Publication)..... Friday, 12:00 Noon  
**The Post-Searchlight** (Wednesday Edition) ..... Monday, 12:00 Noon  
**The Post-Searchlight** (Saturday Edition) ..... Thursday, 12:00 Noon

# 2011 Advertising Rates (Effective 1/1/2011)

## Open Rates

Extra TMC..... \$12.00 Col. In.  
 The Post-Searchlight..... \$9.00 Col. In.

\* The rates quoted are NET to the Newspaper.

## 4-12 Insertions

Extra TMC.....\$11.00 Col. In.  
 The Post-Searchlight..... \$8.20 Col. In.

\* Must run a minimum of 4 times. Ad copy can change as often as desired. Changes must be made by deadline, or previous ad will repeat.

## 13+ Insertions

Extra TMC..... \$10.57 Col. In.  
 The Post-Searchlight..... \$7.40 Col. In.

\* Must run a minimum of 13 times. Ad copy can change as often as desired. Changes must be made by deadline, or previous ad will repeat.

## Mechanicals

1 Column ..... 1.596 in.  
 2 Columns ..... 3.309 in.  
 3 Columns ..... 5.022 in.  
 4 Columns ..... 6.736 in.  
 5 Columns ..... 8.449 in.  
 6 Columns ..... 10.162 in.

## Preprint Rates

Extra TMC.....\$62.50/M  
 Custom Zoning .....\$67.50/M

The rates above for insertion of pre-printed supplements apply to supplements up to and including 24 page tabloid or equivalent weight. Add \$10 per M for each additional 4-page tabloid signature. Minimum distribution 3,000. Rates are non-commissionable. Custom zoning by postal routes available

Reduced Rates are available with a commitment of 12, 24, and 48 inserts per year:

Number	EXTRA TMC	Custom Zoning
12 Per year	\$60.00/M	\$65.00/M
24 Per Year	\$57.50/M	\$62.50/M
48 Per Year	\$55.00/M	\$60.00/M

## Color Rates

**Increase The Visibility of Your Ad by 43%**

Process Color .....\$125

## Annual Volume Contract

Minimum Annual Contract Volume	Approx Weekly Volume	Net Rate EXTRA TMC Edition	Net Rate Post-Searchlight Edition
750 In	14 In	\$10.50	\$7.26
1,500 In	30 In	\$10.11	\$7.15
2,500 In	50 In	\$9.72	\$6.92
5,000 In	100 In	\$9.33	\$6.76

\* Volume consists of all Post-Searchlight, EXTRA TMC, and preprint advertising scheduled during the contract term. Payable by the 10th of the month or the open rate will apply. Ad copy can change as often as desired. Changes must be made by deadline, or previous ad will repeat.

## Classified Rates

Classified Display.....\$9.50 Col. In.  
 Line Ad .....\$1.25 per line per issue

Classified Ads run in The Extra At full circulation of 17,000. Contract prices are available.