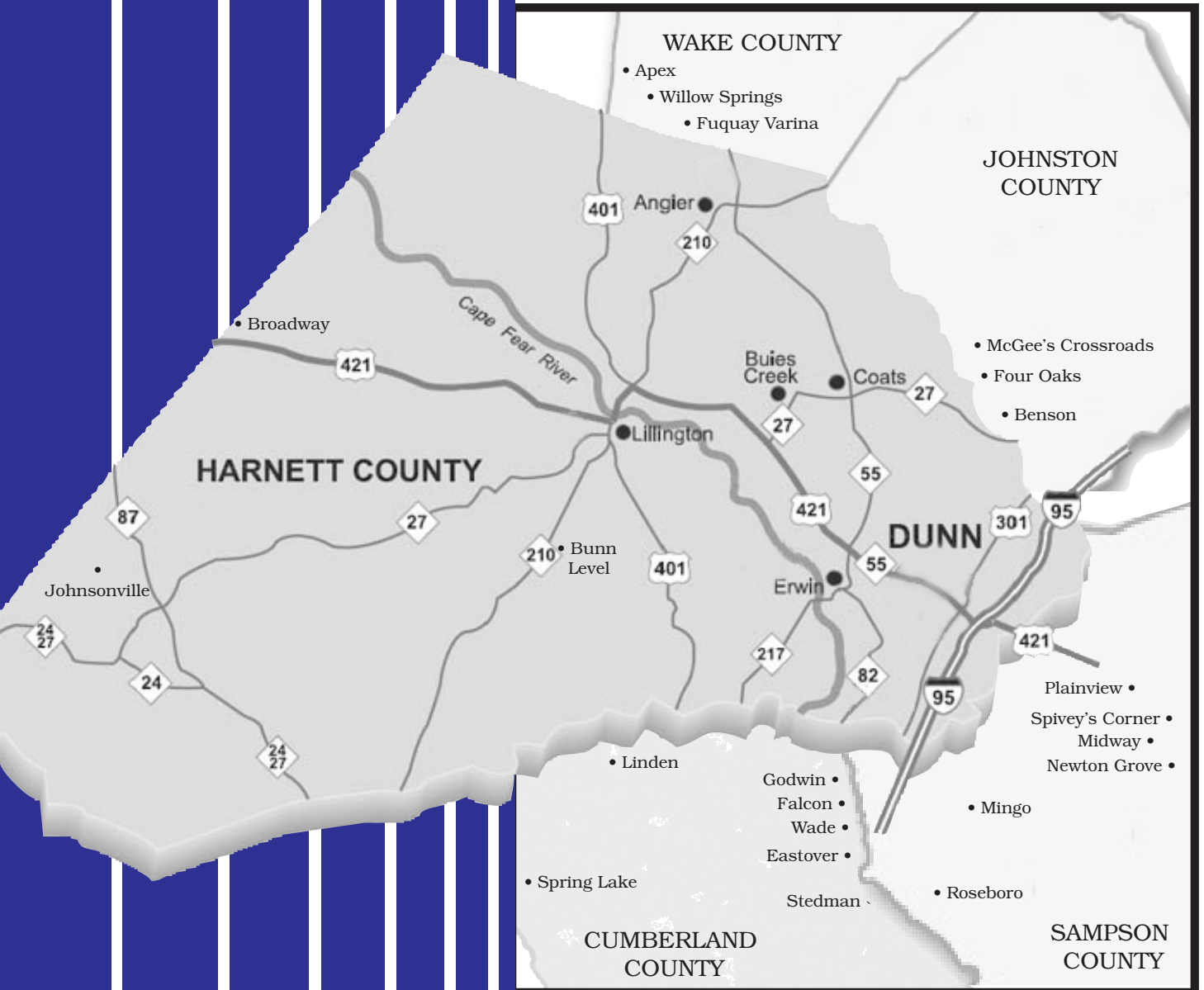


# The Daily Record



## THE DAILY RECORD

"Located on Historic Lucknow Square"

99 W. Broad St.

P.O. Box 1448

Dunn, N.C. 28335

(910) 891-1234

Fax: (910) 891-5253

retailads@mydailyrecord.com

**mydailyrecord.com**

# 2018 RETAIL RATES

## HARNETT COUNTY

And The Surround Communities  
A GREAT PLACE TO DO BUSINESS.

Sitting conveniently between two metropolitan cities and the BRAC corridor, and an increasingly affluent population translate into huge potential for the region's retailers and service providers. The Daily Record, is here to help your business capitalize on local growth by reaching your best customers faster and more cost effectively than any other local media.

## HARNETT COUNTY

### Demographics

Persons Per Household	2.84
Median Household Income	\$48,960
Home Ownership	65.9%
Median Age	33.0
Males	49.4%
Female	51.0%

Source US Census Bureau and City-Data.com

### TOTAL AVERAGE CIRCULATION

The Daily Record	10,783
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### COLOR RATES

Color Increases Your Ad Response Rate **40-60%!**

Contract Color	\$175.00
Open Process color	\$250.00

### NATIONAL RATES

#### Open Rate

The Daily Record	pci <b>\$19.67</b>
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### CIVIC RATES

Church, Non-Profit, Memorials, Thank You, Birthday and Anniversary

The Daily Record	pci <b>\$8.63</b>
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## ANNUAL VOLUME CONTRACT RATES-

### The Daily Record

**No Federal Holidays**

Investment Level	Mon/Tues/Wed/Thurs/Fri
<b>OPEN</b>	<b>\$10.39</b>
\$2,200 / 250"	\$9.78
\$4,300 / 500"	\$9.42
\$6,375 / 750"	\$8.93
\$8,300 / 1,000"	\$9.12
\$18,375 / 2,500"	\$8.63
\$25,025 / 3,500"	\$7.57
\$34,500 / 5,000"	\$7.29



The Daily Record will deliver a digital version of your printed advertisement that is optimized for search engines, across all platforms. In addition, we will provide a home for your business on [mydailyrecord.com](http://mydailyrecord.com) which will feature relevant information about your operation plus your current advertising message. This enhanced feature will enable you to leverage our growing digital audience to maximize your reach. **Effective March 15, 2017**, you will see a **\$32** charge per month for unlimited digital ads or a **\$18** charge for each advertisement as printed in The Daily Record, reflective of this service. If your ad appears in The Daily Record you will see this \$18 charge for this service on your invoice.

### Federal Postal Holidays - NO PUBLICATION

The Daily Record is postal delivered and does not print on any postal holiday that falls on a business day. The following are dates in 2018 no paper will be printed: **January 1, 15; February 19; May 28; July 4; September 3; October 8; November 12, 23; and December 25.**

### Going Out Of Business

Prepay applicable rate.

### Political Advertisements

All applicable election laws will be followed.

### Obituaries & Weddings

Containing information or not following our guidelines are charged open rate.

### Ad Material E-mail

[retailads@mydailyrecord.com](mailto:retailads@mydailyrecord.com)

### Website Advertising - Call 910-891-1234 and ask for more information

## ROP DEADLINES

MONDAY	11am Thurs	THURSDAY	11am Tues
TUESDAY	11am Fri	FRIDAY	11am Wed
WEDNESDAY	11am Mon	Holiday Deadlines	Call For Details

FOR MORE INFORMATION ABOUT MARKETING YOUR BUSINESS IN HARNETT AND SURROUNDING COUNTIES CALL 910-891-1234

**Maria House**  
Advertising Director  
[addirector@mydailyrecord.com](mailto:addirector@mydailyrecord.com)

910-230-2021

**Doreen Murray**  
Multi Media Marketing  
[dmurray@mydailyrecord.com](mailto:dmurray@mydailyrecord.com)

910-230-2024

**Patricia Williams**  
Multi Media Marketing  
[pwilliams@mydailyrecord.com](mailto:pwilliams@mydailyrecord.com)

910-230-2016

**Tony Feagin**  
Multi Media Marketing  
[tfeagin@mydailyrecord.com](mailto:tfeagin@mydailyrecord.com)

910-745-7874

**The Daily Record**  
Record Publishing Company

Connect with local businesses and get your best source for community news. Follow us @mydailyrecord.com.

# 2018 PREPRINT RATES

Preprints are an excellent way to enhance your advertising schedules, and add more impact to your marketing mix. We will insert your ad message into newspapers distributed to your best customers on the days you choose.

## Preprint Deadlines

Reservation Deadline 14 business days prior  
 Delivery Deadline 10 business days prior

## Preprint Proper Packing & Skid Requirements

1. Skidded preprints should be stacked on solid, no-returnable skids.
2. Ship banded and labeled. Pallets no larger than 5' high, 40" x 48" wide and 3,000 lbs. Unboxed, coated stock preprints should be wrapped and banded and no larger than 5' high.
3. Wooden tops should conform in size with base of skid. Preprints should not protrude or extend beyond limits of skid, where damage from banding and truck walls occurs.
4. When banding skid, the band should be tight but not to the extent of pulling down and bending the top or pulling up skid flooring. Skids must be cross banded with double steel or plastic traps on each side.
5. Shrink wrapped glossy products should have cardboard corners or be boxed with minimum of four bands, cross-strapped.
6. All layers must have dividers between them and be in constant turns of 50- 100- 150- 200; be well jogged with hard edges turned in to the center of the skid. Do not strap or tie up individual bundles of preprints.
7. We request that skids carry a pallet tag and sample of preprint on the front and back of skid with our name:  
 The Daily Record; c/o Sunbelt Press,  
 100 West Broad Street, Dunn, NC 28334;  
  
 Customers Name: \_\_\_\_\_  
 Inserting date: \_\_\_\_\_  
 Quantity on individual skid: \_\_\_\_\_  
 Number of skids: \_\_\_\_\_  
 Newspaper to be inserted  
 into: \_\_\_\_\_
8. Skids must not be double-stacked in truck. The 40 inch entry side of the skid should face the truck doors.

## PREPRINTS\*

Size	1x	10-20x	21-49x	50-69x	70x plus
single sheet	\$56.10	\$49.17	\$46.52	\$43.97	\$41.77
4 tab	\$58.14	\$51.31	\$48.61	\$45.90	\$43.60
8 tab	\$61.20	\$54.57	\$51.72	\$48.81	\$46.37
12 tab	\$64.26	\$57.79	\$54.88	\$51.77	\$49.18
16 tab	\$67.32	\$61.10	\$57.89	\$54.63	\$52.44
20 tab	\$72.42	\$65.39	\$61.97	\$58.60	\$56.26
24 tab	\$76.50	\$69.82	\$66.15	\$62.53	\$60.65
28 tab	\$80.58	\$74.16	\$70.28	\$66.41	\$64.42
32 tab	\$82.62	\$76.50	\$72.32	\$68.34	\$66.29

\*Rates are per thousand. 9,000 minimum order for The Daily Record (only exception is Thanksgiving issue minimum is 12,000). Wednesday's Daily Record has optional expanded circulation, call for more information 910-891-1234. Inserts are not available on any Federal Postal Holiday. No Zoning, Full Run Only. Preprints larger than 32 tab pages, add \$2 for each additional tab page increment.

9. Bill of lading must include name of printer, advertiser, newspaper to be inserted into, insertion date, total order, total number of skids and number of preprints per skid.
10. Cards and envelopes must be shipped in boxes. All preprints are to be packed, folded edges one way - not turned. Cartons must be fully packed or dunnaged internally.
11. Receiving hours are Monday- Thursday 8 a.m. - 4:30 p.m.

## Preprint Size Requirements

Standard sizes should be no larger than 12" wide by 11" high (folded). Larger sizes will protrude from paper and risk being torn. Minimum size is 6 1/4" wide by 5 1/4" high. Products on newsprint or equal weight stock are to be a minimum of 4 pages (if smaller, please quarter fold). Single sheet preprints to be a minimum of 60lb paper weight.

## Ship Preprinted Inserts To:



SUNBELT  
PRESS

c/o Sunbelt Press  
 100 West Broad Street  
 Dunn, NC 28334

A non-heatset web printing company providing a full range of service and support from digital scanning, digital pre-press, image capture and preparation, to Web Offset Printing, and Post-Press Production.

To request a quote  
**Call (910) 230-2049**  
[ftp.sunbeltpress.com](http://ftp.sunbeltpress.com)

FOR MORE INFORMATION ABOUT PREPRINTS, CALL YOUR SALES REPRESENTATIVE AT 910-891-1234

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# Information/Policies

## Mechanical Specifications

Offset printing with 100-line screen.  
Page width: 6 columns (11.625 inches).  
Page depth: 21 inches. Display ads in Retail and Classifieds are one inch minimum. All depths are measured to nearest 1/4 inch. Ads more than 19 inches deep will be billed out at full depth (21 inches).

Columns	Inches	Picas
1 column	1.833"	11
2 columns	3.792"	22
3 columns	5.750"	34
4 columns	7.708"	46
5 columns	9.667"	58
6 columns	11.625"	69
Double Truck	23.25"	138

## Tabloid

Page width: 5 columns (9.667 inches).  
Page depth: 11.25 inches. Ads 10 inches deep will be billed out at full depth (11.25 inches).

Columns	Inches	Picas
1 column	1.958"	12
2 columns	4.062"	24
3 columns	6.167"	37
4 columns	8.278"	52
5 columns	10.375"	62
Double Truck	21.50"	129

## Commissions/Terms of Payment

Local rates are non-commissionable.

All advertising is payable in advance unless the advertiser has established credit. Accounts are due and payable on or before the 15th of the month following date of publication.

Finance charges of 1.5% per month are added to balances over 30 days old. In case of billing disputes, finance charges may be waived on that portion of charges that are in dispute and for which notification has been properly made. However, no such extensions will be granted on the portion of charges that are properly billed and with which there is no dispute.

If all billings are not paid within 30 days the Publisher reserves the right to reject any copy at the time and cancel the advertising agreement without notice. In such event all charges for the advertising published prior to such cancellation shall immediately become due and payable.

## Policy

This rate card supersedes previous rate cards.

The acceptance of all advertising is subject to the conditions set forth in this rate card and the approval of the Publisher.

The Publisher reserves the right to revise, edit or reject any copy. The Advertiser agrees to indemnify and save harmless the Publisher against any loss, damage, cost and expense which the Publisher may incur or become liable for by reason of any and all claims or actions for libel, violation of right of privacy, plagiarism, copyright infringement, and any and all other claims in connection with advertising matter published, including, without limitation, the expense and cost of defending any and all such claims and actions.

Agencies and advertisers forwarding orders which contain incorrect rates or conditions are hereby advised that the advertising called for will be inserted and charged at the regular schedule or rates then in force and in accordance with the regulations in this rate card. Failure to make an order correspond in price or rules to the rate card will be regarded only as a clerical error.

The first insertion of an advertisement is proof of publication. Adjustments will be made on the basis of the first insertion.

Advertiser recognizes the Publisher's rights, title and interest to all layouts of advertisement which represent the creative efforts of the Publisher and/or utilization of the Publisher's own illustrations, labor, composition, or material. Advertiser agrees that, without the Publisher's written consent, Advertiser is prohibited from authorizing for use in other publications photographic or other reproductions of any advertising layout that is the result of the Publisher's creative efforts.

Advertiser agrees that, if publication is interrupted for any reason, or if advertising is ordered to be published is omitted for any reason, the Publisher shall not be held liable.

Even though studies show no significant readership difference in positions throughout the newspaper, you still may want to request a specific position. Guaranteed position, when available, requires a 25% additional charge.

Copy simulating news style carries "Paid Advertisement" notation at the top or bottom of ad. Advertising may not be

canceled after deadline. Any advertising ordered and subsequently canceled is subject to composition charges.

Beer and wine advertising is accepted. Should an individual or group, broker space to local advertisers for insertion into The Daily Record or any of its affiliated publications as a preprint or as ROP advertising, that individual or group will be charged a brokerage fee of \$100 per advertiser in addition to the space, which will be invoiced at 150% of the open national rate. Payment is due in advance.

## Contract and Copy Regulations

Advertising is accepted with the understanding that the merchandise or services offered are accurately described and willingly sold to customers at advertised price. Deceptive or misleading advertising is never knowingly accepted.

Reverse Typography smaller than 8 pt. sans serif or 10 pt. serif will run at advertiser's risk.

If contract advertiser fails to provide copy for an ad to run as stated on contract, Publisher may insert appropriate copy of the minimum size until new copy is furnished.

Publisher may revise rates on 30 days written notice. If such notice is given, the Publisher agrees that the advertiser may cancel his or her other contract at that time, without rate penalty.

If the space contracted for is not used or is not scheduled according to the frequency specified the advertiser agrees to pay for the space at the earned rate.

Advertiser agrees that, the Publisher's liability shall not exceed the charge for the portion of the ad in which the error occurred, and that the publisher will furnish Advertiser a letter upon request, explaining the error and shall be otherwise relieved from responsibility.

Advertiser agrees that the Publisher is not responsible for incorrect materials supplied by another newspaper unless Advertiser requests changes in writing.

Certified Audit  
**CAC**  
of Circulations

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