1. Personnel:
Editor & Publisher: Alan Davis
Retail Advertising Director: Jennifer Moates

2. Commission and Cash Discounts
a. All balances not paid in 30 days are subject to a DELINQUENCIES CHARGE of 1/2% per month (annual percentage rate of 18%). Minimum charge of $5.00 per month.
b. None of the terms and conditions of this rate schedule may be altered except in writing, signed by an authorized representative.
c. All local rates are non-commissionable.
d. For billing inquiries call 770/382-4545 Ext. 109.

3. General Rate Policy
a. Publisher reserves the right to change advertising rates upon 30 days notice and all contracts are accepted subject to this reservation.

4. Black & White Rates - Retail
a. Pick-up discount
The first insertion will be billed at open rate, second at 25% off, third at 50% off. Any ad four inches or larger running three times in a six-day week (Sunday-Friday) qualifies. No copy changes from the original insertion.
b. Non-profit
Available to non-profit, non-revenue generating organizations with proof of non-profit status. Retail $9.05 pci Classified $9.05 pci
c. Mid Week Extra (tmc) 43,582 circulation
Total market circulation (tmc) covering all of zip codes 30120, 30121, 30107, 30171, 30178, 30184, 30103 and 30145 paid and free distribution. $17.70 pci
d. National Rate
All advertisers using agencies, who deduct normal agency commissions. $12.08 pci
e. Legal rate
Deadline 5 p.m. Thursday, one week prior to publication. $10 per hundred words for the first four insertions and $9.00 per 100 words for subsequent insertions.
f. Standby Ads
The advertisement will be published at the discretion of The Daily Tribune News. Advertiser can limit the number of times run per month but cannot choose the date the ad runs. Copy changes limited to 1 time per 30-day period. Retail $6.17 pci classified $6.17 pci Agency Rate $7.06 pci
g. Political Rates
Volume and prompt pay discounts apply to non-agency advertising. All ads placed by agencies where commission is involved will use National commissionable rates. Cash in advance is required for all political ads. All must comply with all state and federal requirements.
h. Preferred Positions
Preferred positions are guaranteed for a 25% premium for tabloid ads or standard page ads 33 inches or greater on availability basis only.

5. Contract & Copy Regulations
a. Advertisements measured from cut-off rule to cut-off rule.

b. All advertising is accepted subject to the approval of the publisher. Publisher shall have the right to revise or reject, in whole or in part, any advertisement without notice.

e. Dates and times for cancellation of advertisements are the same as the deadlines for placing advertisements. If time permits, emergency cancellation of advertisements past deadline will be accommodated.

d. Liability for errors in advertisements shall not exceed the cost of space occupied by the error. THE DAILY TRIBUNE NEWS & TMC publications will provide a letter of correction if it has failed to correct errors correctly marked by the advertiser on return proofs. The Daily Tribune News will not be liable for non-insertion of any advertisement beyond the amount prepaid for such advertisement.

e. Every effort will be made to meet reasonable position requests. Failure to meet position requests will not constitute cause of adjustment, refund or rerun.

f. Advertising simulating news can be set in body type, but must carry the word "advertisement."

6. Closing Schedules-ROP Advertising
THE DAILY TRIBUNE NEWS

Day of Space & Copy Reservation
Tuesday Friday 12 noon
Wednesday Monday 12 noon
Thursday Tuesday 12 noon
Friday Wednesday 12 noon
Saturday Wednesday 12 noon
Sunday Wednesday 12 noon

7. Mechanical Specifications:
Page Size: 6 columns by 21 1/4" deep.
Mechanical Specifications:

1. COL. - 1.833" Width of page: 11.625 inches
2. COL. - 3.792" Width of double truck: (13)
3. COL. - 5.75" columns) 24 inches
4. COL. - 7.708" Tabloid column widths are the
5. COL. - 9.667" same as above...
6. COL. - 11.625" Tab size is 5 col. x 11.187"

8. Classified Word Ad Rates
Effective April 1, 2017
Deadline noon day before publication and 3pm for Saturday, Sunday, The Herald-Tribune and The North Bartow News.

All Classified Ads set 7 point type. (46 characters per line including spaces.)
3 Line Minimum
One day .................................................................$2.76 Line
Two days .............................................................$2.45 Line
Three days .........................................................$2.29 Line
Four days ...........................................................$2.14 Line
Five days to nine days .......................................$1.90 Line
Ten days or more ..............................................$1.59 Line

The Herald-Tribune and The North Bartow News $4.00 flat pickup rate each from The Daily Tribune News or regular classified word rates apply.

BLIND BOX ADS ADDITIONAL CHARGES
Office Held $10.00 • Mailed Responses $20.00
ALL ADS PAID IN ADVANCE

Classified Display Ad Rates
Contract Rates Available
Money Matters
Invest in Smart Advertising.

Each year, saving money is one of the most popular resolutions people make. Ensure you’re reaching more of these potential customers with targeted advertising. This guideline will help you understand what you’ll be spending in order to invest back into your business, making the Daily Tribune News the perfect place to advertise your financial solutions and money-saving offers to the right audience at the right time. Learn more about this valuable advertising opportunity today when you contact your sales rep or call 770-382-4545.

testimonial:
Kurt & Olga Stiles
Stiles Jewelers

“In a world where the average person is bombarded with media all day, every day, we’ve found The Daily Tribune News is a very effective method of reaching new customers and communicating with existing customers. The Daily Tribune works for us!”
The Daily Tribune News
COLUMN INCH RATES

<table>
<thead>
<tr>
<th>Open ..................................</th>
<th>$10.75 pci</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level One ............................</td>
<td>$8.77 pci</td>
</tr>
<tr>
<td>(100-300 inches per year)</td>
<td></td>
</tr>
<tr>
<td>Level Two  .........................</td>
<td>$8.55 pci</td>
</tr>
<tr>
<td>(301-500 inches per year)</td>
<td></td>
</tr>
<tr>
<td>Level Three  .......................</td>
<td>$8.05 pci</td>
</tr>
<tr>
<td>(501 and above per year)</td>
<td></td>
</tr>
</tbody>
</table>

TOTAL MARKET COVERAGE
$8.25 pci pick up

DID YOU KNOW?
30% OFF 5 Days In Same Week
20% OFF 3 Days In Same Week

FREQUENCY CAMPAIGN
Over 43,500 Households Reached Each Week

<table>
<thead>
<tr>
<th>Frequency</th>
<th>2x2</th>
<th>Per Ad</th>
<th>SAVINGS</th>
<th>Cost Per Month (12 Ads)</th>
<th>2x4</th>
<th>Per Ad</th>
<th>SAVINGS</th>
<th>Cost Per Month (12 Ads)</th>
<th>2x5</th>
<th>Per Ad</th>
<th>SAVINGS</th>
<th>Cost Per Month (12 Ads)</th>
<th>3x5</th>
<th>Per Ad</th>
<th>SAVINGS</th>
<th>Cost Per Month (12 Ads)</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 Week</td>
<td>16.16</td>
<td>34%</td>
<td>$193.92</td>
<td></td>
<td>13 Week</td>
<td>32.32</td>
<td>34%</td>
<td>$387.84</td>
<td></td>
<td>13 Week</td>
<td>60.60</td>
<td>34%</td>
<td>$724.80</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>26 Week</td>
<td>14.40</td>
<td>41%</td>
<td>$172.80</td>
<td></td>
<td>26 Week</td>
<td>27.73</td>
<td>41%</td>
<td>$332.80</td>
<td></td>
<td>26 Week</td>
<td>54.00</td>
<td>41%</td>
<td>$648.00</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>52 Week</td>
<td>13.57</td>
<td>44%</td>
<td>$162.88</td>
<td></td>
<td>52 Week</td>
<td>27.24</td>
<td>44%</td>
<td>$325.76</td>
<td></td>
<td>52 Week</td>
<td>50.90</td>
<td>44%</td>
<td>$610.80</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Contact Us For Additional Discounts Based On Dollars Spent and Annual Commitment!
Reach Over 43,500 Households Each Week
The Daily Tribune News 7,000 | The Herald Tribune 30,071
The North Bartow News 6,485

PREPRINTED INSERT RATES

<table>
<thead>
<tr>
<th></th>
<th>OPEN</th>
<th>12X</th>
<th>52X</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Page Tab</td>
<td>$50</td>
<td>$49</td>
<td>$47</td>
</tr>
<tr>
<td>8 Page Tab</td>
<td>$52</td>
<td>$51</td>
<td>$49</td>
</tr>
<tr>
<td>12 Page Tab</td>
<td>$54</td>
<td>$53</td>
<td>$52</td>
</tr>
<tr>
<td>16 Page Tab</td>
<td>$57</td>
<td>$56</td>
<td>$54</td>
</tr>
<tr>
<td>20 Page Tab</td>
<td>$59</td>
<td>$57</td>
<td>$56</td>
</tr>
<tr>
<td>24 Page Tab</td>
<td>$61</td>
<td>$59</td>
<td>$58</td>
</tr>
<tr>
<td>28 Page Tab</td>
<td>$63</td>
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<td>$60</td>
</tr>
<tr>
<td>32 Page Tab</td>
<td>$66</td>
<td>$64</td>
<td>$63</td>
</tr>
<tr>
<td>36 Page Tab</td>
<td>$68</td>
<td>$66</td>
<td>$64</td>
</tr>
<tr>
<td>Single Sheet</td>
<td>$42</td>
<td>$42</td>
<td>$42</td>
</tr>
</tbody>
</table>

SPECIALIZED ADVERTISING PROGRAMS

Front Page Banner Ads
Process Color 6x2 Banner
Ads Available on Front Page,
Sports, Lifestyle and Business Sections.

OPEN ......................... $500
13X .......................... $330
26X .......................... $295
52X .......................... $220

Advertising printed on
Newspaper Delivery Bags

Standard Bags Provided ........... $52 cpm
Sample Pouches ..................... $72 cpm
Stuff Sample Bags ................. $117 cpm
Front Page Sticky Note ........... $108 cpm

REQUIREMENTS: 7000 Minimum, Bags
Provided Need Tube In House 10 Days Prior.
Daily 6.5” x 21”; Sunday 8” x 23”

SHIPPING TO:
251 S. Tennessee Street
Cartersville, GA 30120

Delivery Hours:
Monday-Friday
8am - 1pm EST

Requirement:
Min. Size: 8.5” x 5”
Max. Size: 23.5”

Materials to Dock:
10 Days Prior
Minimum Charge $125

Online Advertising
Top Banner .................... $250 per month
Bottom Banner .............. $200 per month
Margin Ads .................. $150 per month
Banner 728x90 pixels
Margin 300x250 pixels
All Web Ads Include Link