



newspaper **advertising** rates

Approximately 10,500 copies published weekly. Approximately 35,000 readership weekly.

PER COLUMN INCH:

open	\$24.17
nonprofit	\$12.10
agency	\$25.43

VOLUME CONTRACTS:

150"	\$19.19
350"	\$16.87
500"	\$15.55
750"	\$14.31
1000"	\$13.13
3000"	\$12.01

FREQUENCY - 52 WEEKS:

(Ads must be scheduled in advance.)

1" to 5"	\$14.45
6" to 10"	\$12.57
11" to 20"	\$11.67
Over 20"	\$ 9.73

FREQUENCY - 26 WEEKS:

(Ads must be scheduled in advance.)

1" to 5"	\$17.01
6" to 10"	\$15.01
11" to 20"	\$13.76
Over 20"	\$11.73

FREQUENCY - 13 WEEKS:

(Ads must be scheduled in advance.)

1" to 5"	\$19.45
6" to 10"	\$17.16
11" to 20"	\$15.78
Over 20"	\$13.41

(Above contracts are net.)

REPEAT DISCOUNT:

1st ad - open rate	2nd ad - 20% discount
3rd ad - 30% discount	4th ad - 40% discount

Ads to be run consecutively and not in conjunction with other discounts.
Pricing based on open rate.

COLOR INCLUDED IN ALL RATES

20% DISCOUNT FOR BLACK AND WHITE ADS

FOR ADVERTISING INFORMATION

Contact the *Northside Sun* at 601.957.1122
or email jennifer@northsidesun.com or sun@northsidesun.com



NEWSPAPER & MAGAZINE

advertising specifications

MECHANICALS:

Full broadsheet page measures 6 columns (10.25") wide by 16" deep and conforms to industry standards for Standard Advertising Units (SAU). Printed at 85 line screen (150 dpi minimum). Ads may be submitted electronically in PDF format.

AD SIZES & DIMENSIONS:

1 column (width)	1.6"
2 column (width)	3.3"
3 column (width)	5"
4 column (width)	6.75"
5 column (width)	8.5"
6 column (width)	10.25"

Ads are accepted in inch and half inch increments in depth.
Maximum ad depth is 16".

INSERTS:

Direct ship to: Greenwood Commonwealth
329 Hwy 82 West
Greenwood, MS 38930

16 pages	\$60 per thousand
24 pages	\$70 per thousand
32 pages	\$80 per thousand

Inserts over 8" x 10" must be folded.

DEADLINES:

Space reservation deadline: 11:00 a.m. Monday

Copy deadline: 2:00 p.m. Monday

In order to be guaranteed a proof, ad materials must be submitted by noon Monday. Two proofs will be provided at no charge.

Additional proofs will be \$10 per proof.

Special Section and **holiday** deadlines will be published in advance.

OFFICE LOCATION

Northside Sun
246 Briarwood Dr.
Jackson, MS 39206

MAILING ADDRESS

P. O. Box 16709
Jackson, MS 39236

WEB ADDRESS: northsidesun.com

FOR MORE INFORMATION CONTACT YOUR NORTHSIDE SUN ACCOUNT REP

Lauren Breazeale - 601.977.8179	Jennifer Yarborough - 601.977.8176
Jenny Woodruff - 601.957.1124	Misti Sims - 601.957.1125
Amy Forsyth - 601.977.8175	Jennifer Stribling - 601.977.8181