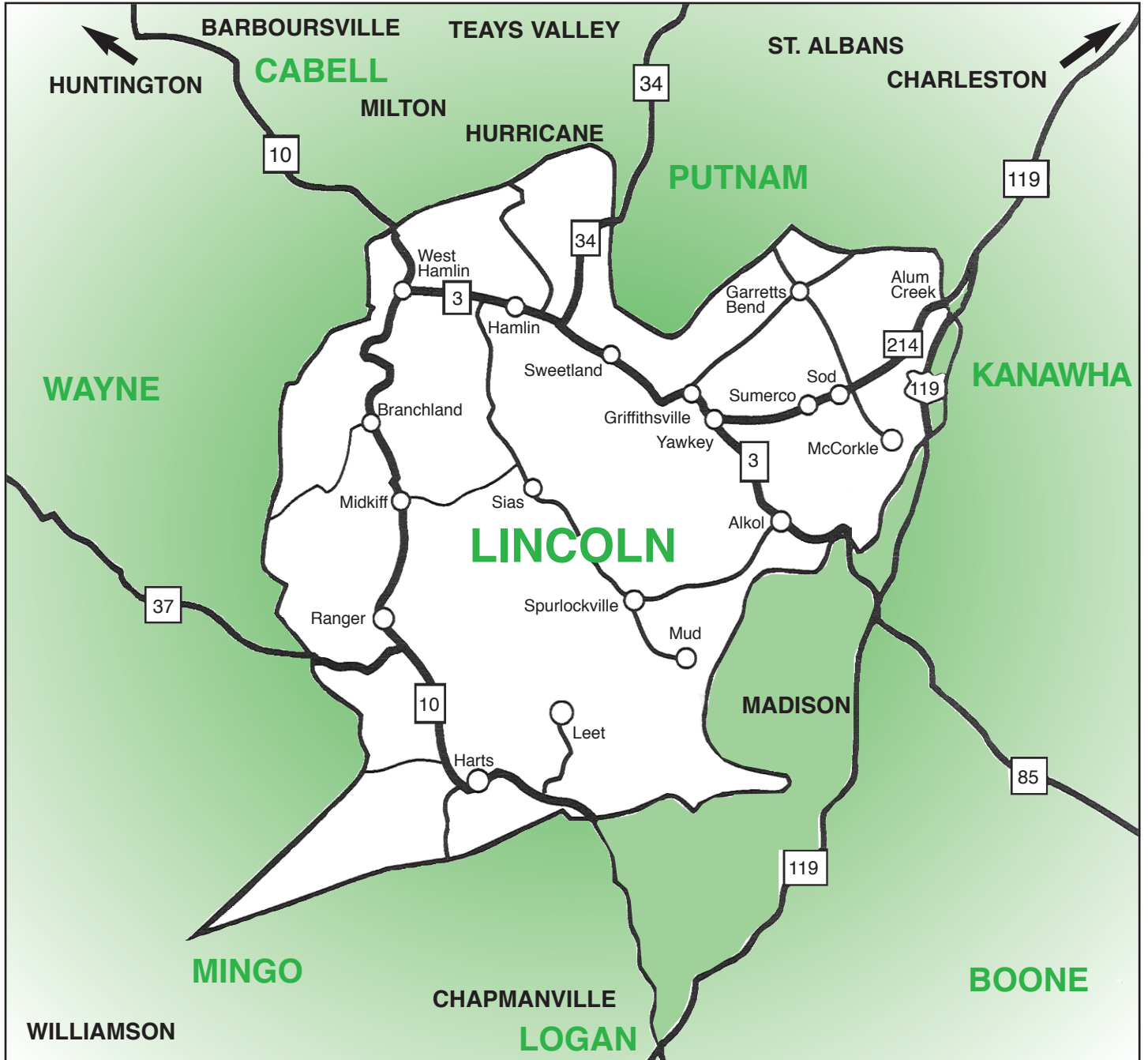


Advertising and Printing Rate Guide

THE **LINCOLN JOURNAL** INC.
P.O. Box 308 • 328 Walnut Street Phone: 304-824-5101 • www.lincolnjournal.com



PUBLISHERS OF:

THE **LINCOLN JOURNAL**

Lincoln
News
Sentinel

THE **LINCOLN TIMES**

lincolnjournal@zoominternet.net

THE LINCOLN JOURNAL'S FACTS & FIGURES

The Lincoln Journal, Inc. publishes two newspapers and one Total Market Coverage Publication. **The Lincoln Journal** and **The Lincoln News Sentinel** are paid circulation newspapers which are mailed periodical class on Wednesdays and placed in over 65 vendor boxes throughout Lincoln and several surrounding counties.

The Lincoln Times, a Total Market Coverage publication is mailed to every home in Lincoln County each Saturday and has a circulation of over 12,800 per week.

The Lincoln Journal is a continuation of a publishing tradition that goes back to the early 1900's. It has been Lincoln County's only continuously published subscription newspaper since 1903. **The Lincoln Journal** and **The Lincoln News Sentinel** have a paid circulation of over 5,000 weekly. The Charleston and Huntington Daily Newspapers reach less than 15% of the local market, while our three publications will expose your message to every home and business in Lincoln County. We are the market that you have been missing.

THE LINCOLN JOURNAL'S MARKET AREA

The area served by The Lincoln Journal, Inc.'s three publications includes all of Lincoln County, as well as the Chapmanville area of Logan County, the Danville-Madison area of Boone County, the Salt Rock and Culloden areas of Cabell County and the Tornado-South Charleston areas of Kanawha County. The Alum Creek area of Lincoln County, which lies within the Greater Charleston Metropolitan Statistical Area, is experiencing rapid population and business growth thanks to the development along nearby Corridor G (Rt. 119).

Lincoln County's proximity to Huntington, Charleston, Teays Valley and Logan provides ready access for shoppers to each of those cities. According to the most current demographics released by the U.S. Census Bureau, the county has a population of over 21,000.

Lincoln County is a bedroom community, most of whose population works in nearby Kanawha, Putnam, Cabell, Boone, and Logan counties. Employment within the county includes jobs in education, farming, coal mining, oil, gas and manufacturing. Most major purchases, such as new cars, home improvement and furniture are made outside of the county.

THE LINCOLN JOURNAL'S PUBLISHING TECHNOLOGY

The Lincoln Journal, Inc. produces quality advertisement art on the Macintosh G4 OSX V.10.2.2. We are currently using Mac G4, Star Max 5500/200, Power 7200s, and several other models from the Quandra, Centis, and Performa lines. We have three color flatbed scanners, three Kodak and one Nikon Digital camera for use in photo reproduction. We utilize many of the current layout and design programs such as Multi-Ad Creator, QuarkXPress and Illustrator. Also available are SyQuest and Zip drives for printing completed advertising!

For Complete Coverage... You Need To Be Advertising

THE **LINCOLN JOURNAL** INC.

The **Lincoln News Sentinel** THE **LINCOLN TIMES**

Phone 304-824-5101
www.lincolnjournal.com • email: lincolnjournal@zoominternet.net

Advertising Rates!

Broadsheet Display Rate

Open Local Rate (Monthly)	\$9.05 per inch
50-100 Column Inches (Monthly)	\$8.35 per inch
101-200 Column Inches (Monthly)	\$7.75 per inch
201-280 Column Inches (Monthly)	\$7.10 per inch
Over 281 Column Inches (Monthly)	\$6.30 per inch

National Display Rate

The Lincoln Journal	\$9.90 per inch
The Lincoln News Sentinel	\$9.25 per inch
Political Advertising Rate	\$9.25 per inch
Times Political Advertising Rate	\$6.50 per inch
Combined Buy	\$18.00 per inch

ROP deadline is **Friday at 4:30 pm** for the Lincoln Times and **Friday at 4:30 pm** for The Lincoln Journal/Lincoln News Sentinel.

Color Rates

Black and One Color	\$75.00
Black and Two Colors	\$120.00
Full Color (4 Color Process)	\$180.00

Tips for a successful ad design:

Layout/design:

- Keep your ad clean, uncluttered and easy to read.
- Generally, the larger the ad the more information you can provide.
- Avoid too many or difficult to read type styles.
- Reverse type can be effective for the company name or phone number.
- Keep the ad flow toward the phone number.

Color:

- Helps you stand out from the competition.
- It can be used to highlight your product or service effectively and communicate a feeling you want associated with your business.

Logos, illustrations and borders:

- Logos should receive a prominent space.
- Illustrations should be used to attract attention when possible. They should be distinct and point into the advertiser's ad, not to the competitor's ad.
- Border should be distinctive but not overpowering. Use to create a mood or tie in with your products/services.

Copy:

- Keep copy short, clear and to the point.
- Use a headline to get the reader's attention. Use it to identify the most important feature to the advertiser's company that distinguishes you from the competition.
- Emphasize benefits offered.
- Specify brand names and areas of specialization.
- Include vital information about location, hours, parking, credit cards, etc.
- Give special attention to your phone number.

Preprinted Insert Rates

Retail (Local) and National Inserts

Single Sheet 8 1/2 x 11.....\$60.00 per thousand

Number of Pages	Cost Per Thousand
4	\$65.00
6	\$70.00
8-12	\$75.00

Deadline for inserts is Monday at 12 noon at **The Lincoln Journal** 328 Walnut St., Hamlin, WV

MECHANICAL

Measurements & Requirements Broadsheet Format

Page Size.....	6 Columns x 21.162 inches
Column Size.....	1.573 inches
Impression Space per page.....	10.25 inches x 21.162 inches
One Column	1.573"9.5 picas
Two Columns.....	3.309".....19 picas
Three Columns.....	5.044".....30 picas
Four Columns.....	6.779"41 picas
Five Columns.....	8.515".....51 picas
Six Columns.....	10.25".....61.5 picas

THE LINCOLN JOURNAL

"A Publication of The Lincoln Journal, Inc."
Covering 100% of Lincoln County's Market

1. **The Lincoln Journal** is printed offset. Repro Proof or Original Art are required for Ad Composition.
2. Terms are cash with copy unless credit has been established with the newspaper.
3. **The Lincoln Journal** is not liable for any error to a greater extent than the cost of the space occupied by the error in the Ad.
4. Errors must be reported within 48 hours after date of publication.
5. Although no position can be guaranteed every reasonable request will be met if possible. No position can be granted in violation of the standard rules of pyramid makeup.
6. **The Lincoln Journal** reserves the right to edit or reject any copy submitted.
7. Cancellation cannot be accepted after deadlines.
8. Composition on advertising set and cancelled before publication will be charged to the advertisers, based upon the labor and material cost involved.
9. Rates apply only to normal composition, additional mechanical charges will be made based upon time involved.
10. Ads are measured to the nearest 1/4 inch.

Rates are subject to change without notice.

Special Publications

- January FOCUS ON HEALTH CARE**
This broadsheet extra will focus on the health care issues facing Lincoln County today. Ad cost is \$7.75 per column inch.
- February VALENTINES - BROADSHEET**
Sweetheart photos are \$15.00 per 1 column photo. Ad cost is \$7.75 per column inch.
- March PROGRESS EDITION**
A tradition in Lincoln County, 2-3 broadsheet sections will highlight business and industry in Lincoln County as well as education, energy, history, etc..., news, stories and features throughout the paper will be written, spotlighting Lincoln County's growth and future outlook. Special section ad price is \$7.75 per column inch.
- BASEBALL, SOFTBALL & TRACK PREVIEW - TABLOID**
Included are the schedules, team pictures, feature articles and more. Ad price is \$480.00-full page, \$250.00-half page, \$145.00-quarter page, \$85.00-eighth page, \$50.00-sixteenth page.
- April EASTER**
Special section ad price is \$7.75 per column inch.
- May PROM PROMISE**
Special section ad price is \$7.75 per column inch
- MOTHER'S DAY**
Tell Mom how much she means to you with a special message and/or picture just for her on Mother's Day. Special ad price is \$7.75 per column inch.
- June GRADUATION EDITION - BROAD SHEET**
Show the graduating class that you support them in their continuing education and job search. Special section will include area graduate photos and local businesses showing their support. Special Ad rate is \$7.75 per column inch.
- July INDEPENDENCE DAY ACTIVITY - TABLOID**
This is one for the kids. Our activity tabloid features games, coloring pages, and patriotic songs. It will be inserted into *The Lincoln Journal* on Wednesday, July 1st. Ad price is full page - \$465.00, \$245.00-half page, \$140.00-full signature, \$80.00-half signature, color \$180.00 extra.
- August FALL SPORTS PREVIEW TAB**
You've waited all year for this one, a highlight of area school football teams, soccer teams, volleyball, cheerleaders and bands. Don't miss out on this one, space is limited and goes fast. Ad price is \$465.00-full page, \$245.00-half page, \$140.00-quarter page, \$80.00-eighth page, \$50.00-sixteenth page.
- September GRANDPARENT'S DAY**
Send a message of love and appreciation to your grandparents. Special Ad Price is \$7.75 per column inch.

Special Publications

October BREAST CANCER AWARENESS - BROADSHEET

Join us as we mark this annual awareness campaign in Lincoln County. Special Section Ad Price is \$7.75 per column inch.

November VETERANS - \$7.75 per column inch.

December CHRISTMAS COLORING & SONG - TABLOID

Jam-packed with songs and coloring pages, this one is a favorite with the kids and adults. The tabloid will be inserted into *The Lincoln Journal* on December 2nd. Ad price is \$465.00 full page, \$245.00 half page, \$140.00 signature ad, \$80.00 half signature ad, color \$180.00 extra.

BASKETBALL PREVIEW - TABLOID

Highlighting area schools basketball season. Ad cost is \$450.00 full page, \$250.00 half page, \$145.00 quarter page, \$85.00 eighth page, \$50.00 sixteenth page.

CHRISTMAS GREETINGS

This special broadsheet section will include letters to Santa from area elementary schools, the winner of the annual Coloring Contest and Christmas Angels. Photo cost is \$15.00 per photo. Ad cost is \$7.75 per column inch.

NEW YEAR'S GREETINGS

This special broadsheet section will include greetings for the new year and reminders to don't drink and drive. Ad cost is \$7.75 per column inch.

Rates subject to change without notice.

Classified Rates!

16 words or less for 2 weeks
for one low price!

\$950
Two Weeks



Your classified also
appears on the internet!

Our deadline is *Friday at 4:30pm* for *The Lincoln Times* and *Friday at 4:30 pm* for *The Lincoln Journal and Lincoln News Sentinel*.

Advertisers should read the ad the **FIRST DAY IT APPEARS AND REPORT ERRORS** in time for the next insertion. *The Lincoln Journal* is responsible for **ONLY THE FIRST** incorrect insertion.

Classified Weekly Display Rates!

1 - 10 Column Inches Per Month.....	\$6.65
11 - 50 Column Inches Per Month.....	\$6.10
51 - 100 Column Inches Per Month.....	\$5.70
101 - 280 Column Inches Per Month.....	\$5.35

Our deadline is *Friday at 4:30*
for *The Lincoln Times* and
Friday at 4:30 pm for *The Lincoln Journal and Lincoln News Sentinel*.

MECHANICAL
Measurements & Requirements
CLASSIFIED PAGE FORMAT

Page Size.....8 Columns x 21.162 inches
 Column Size.....6 picas or 1.139 inches
 Impression Space per page.....10.25 x 21.162 inches
 or 61.6 picas x 126.11 picas
 Total Space.....2709 agate lines per page

One Column 6 picas	Two Column 14 picas	Three Column 22.5 picas	Four Column 30 picas	Five Column 38 picas	Six Column 45 picas
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THE **LINCOLN JOURNAL** INC.

lincolnjournal@zoominternet.net

Phone: 304-824-5101 • www.lincolnjournal.com

THE LINCOLN JOURNAL

Online Edition

www.lincolnjournal.com

Attention Business Advertisers

With over a million page views per year at our Website, your ad will be seen by thousands of readers. They will think of your company first when needing your services, professional help and products. Your ad can be linked to your Website, Facebook page or e-mail address.

Your online ad will appear
24 hours a day.
Up to 2 alternating images.

\$30⁰⁰

per month
(Reg. \$48.50)

Rates subject to change without notice.
Based on a 4-month contract.

If paid in advance

\$300⁰⁰

per year
(Reg. \$532⁰⁰)

Get a
combination
rate of just
\$40⁰⁰

per month for both Websites:
www.lincolnjournal.com
www.lincolnnewsentinel.com

If paid in advance

\$400⁰⁰

per year
(Reg. \$1064)

Receive a full page ad in our print edition for only \$600
(regular open rate \$1178) when you buy our
online advertising special.*

*You can place your full page ad at this special rate during any week of the year.

Need a Web page? We will create and host your page for a one-time fee of \$150. Updates are extra.

Phone: 304-824-5101

lincolnjournal@zoominternet.net

THE LINCOLN TIMES

Covering All of Lincoln County

304-824-5101

Email: lincolnjournal@zoominternet.net

A TOTAL MARKET PUBLICATION OF THE LINCOLN JOURNAL

MAILING LIST

(As of Jan. 2006, updated Quarterly)

Delivered every Saturday to every family from the following post offices. Mailed bulk rate standard class.

ALKOL - 25501

Postmaster: Candace Nelson 524-2898
 H.C. 82.....530
 H.C. 69.....161
 P.O.....150
 TOTAL.....841

ALUM CREEK - 25003

Postmaster: Everett Conley 756-9344
 P.O.....0
 Rural Rt. 1.....293
 H.C. 39.....411
 H.C. 40.....0
 TOTAL.....704

BRANCLAND - 25506

Postmaster: Brian Barrett 778-7801
 P.O.....210
 Rt. 1.....775
 Rt. 2.....650
 Rt. 3 Sias, Palermo, Myra..650
 TOTAL.....2285

BIG CREEK - 25505

Postmaster: Shawn Garrett 855-3812
 P.O.....125
 H.C. 66 Big Creek.....52
 TOTAL.....177

GRIFFITHSVILLE - 25521

OIC: Lorretta Kirk 524-7366
 P.O.....187
 Rt. 3.....442
 H.C.R. 78.....215
 TOTAL.....844

HAMLIN - 25523

OIC: Edith Stacy 824-3633
 C.R.....600
 P.O.....180
 Rural Rt. 1.....0
 HC 75.....252
 Rt. 3.....96
 Tango Rd.....0
 TOTAL.....1128

HARTS - 25524

Postmaster: Deadra Hensley 855-7812
 P.O.....236
 Rt. 1.....596
 Rt. 2.....352
 Leet & Ferrellsburg HC 66.442
 TOTAL.....1626

JULIAN - 25529

Postmaster: Brenda Dean 369-3371
 P.O.....65
 H.C. 64.....144
 H.C. 69.....165
 TOTAL.....374

KIAHSVILLE - 25534

Postmaster: Mary Meeks 849-5800
 P.O & Rt. 1.....165

MIDKIFF - 25540

Postmaster: Becky Harless 778-7337
 P.O.....110
 General Delivery.....0
 Rt. 2.....82
 TOTAL.....192

RANGER - 25557

Postmaster: Patricia London 778-6660
 P.O.....100
 H.C. 65.....96
 H.C. 67.....210
 H.C. 77.....325
 TOTAL.....731

SALT ROCK - 25559

Postmaster: Jeffrey Lucas 736-1226
 P.O.....160
 Rt. 1.....570
 Rt. 2.....273
 TOTAL.....1003

SOD - 25564

OIC: Elizabeth Alford 756-3702
 P.O.....124
 Rt. 1.....331
 Rt. 3.....11
 H.C. 63.....76
 TOTAL.....542

SPURLOCKVILLE - 25565

OIC: Ruth Spurlock 524-7232
 PMR: Sue Burton 524-7232
 P.O.....16
 H.C. 82.....0
 H.C. 65.....39
 TOTAL.....55

SUMERCO - 25567

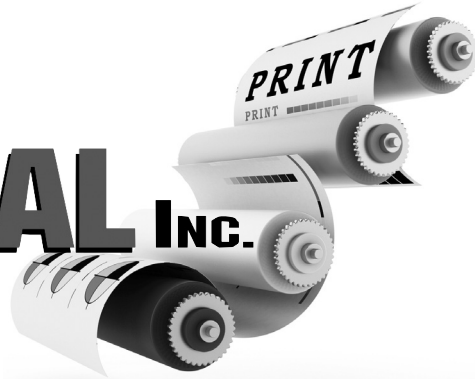
Postmaster: April Miller 524-7796
 P.O.....120
 H.C.R. 63.....218
 Rt. 1.....27
 TOTAL.....365

WEST HAMLIN - 25571

Postmaster: Louise Young 824-7477
 P.O.....400
 Rt. 1.....520
 Rt. 2.....244
 TOTAL.....1164

TOTAL.....12,196

THE LINCOLN JOURNAL Inc.



328 WALNUT STREET • HAMLIN, WV 25523
 PHONE 304-824-5101

Website: www.lincolnjournal.com Email: lincolnjournal@zoominternet.net

See Us For All Your Printing Needs!

- Offset Printing • Wedding Invitations • Advertising Specialties
- Desktop Publishing • Logo & Document Design • USPS Certified Design
- Office Supplies • Newsletters • Bumper Stickers • Brochures
- Presentation Materials • Business Cards • Binding • Padding • Collating
- Cutting • Professional Ad Design • Full/Spot Color • And Much, Much More!

Full Service Copies

8 1/2x11 - 8 1/2x14 Black Ink

20# Bond White.....	15¢ per copy
Both Sides.....	20¢ per sheet
20# Bond Color.....	20¢ per copy
Both Sides.....	25¢ per sheet
20# Bond Neon.....	20¢ per copy
Both Sides.....	25¢ per sheet
24# Resume Paper.....	25¢ per copy
Matching Envelopes.....	20¢ each
Additional Charges for Collating & Stapling	

11x17

20# Bond White.....	20¢ per copy
Both Sides.....	25¢ per sheet
20# Bond Color.....	25¢ per copy
Both Sides.....	30¢ per sheet
20# Bond Neon.....	25¢ per copy
Both Sides.....	30¢ per sheet

Resume Service

Resume Typesetting

\$25.00 First Page - \$15.00 Additional Page

Printed Flyers

Black Ink

Color ink add \$15.00 for most colors.
 (1 color in place of black)

250	
White.....	\$33.96
Regular Colors.....	\$34.75
Neon Hots.....	\$41.00
500	
White.....	\$43.34
Regular Colors.....	\$44.85
Neon Hots.....	\$56.83
1000	
White.....	\$60.21
Regular Colors.....	\$63.12
Neon Hots.....	\$86.41
2000	
White.....	\$87.34
Regular Colors.....	\$92.59
Neon Hots.....	\$128.87
2500	
White.....	\$100.96
Regular Colors.....	\$107.33
Neon Hots.....	\$150.25

Rates subject to change without notice.

Business Cards

Card Stock	500 Cards		1000 Cards	
	Black	One Color	Black	One Color
White Vellum.....	\$33.17.....	\$46.00.....	\$39.95.....	\$53.50
Color Vellum.....	\$35.31.....	\$47.08.....	\$43.87.....	\$54.57
Linen.....	\$40.66.....	\$47.08.....	\$49.22.....	\$57.78
Classic Laid.....	\$44.94.....	\$51.36.....	\$53.50.....	\$64.20
Enhance.....	\$57.78.....	\$70.62.....	\$79.18.....	\$89.88

Letterhead

Black Ink

Column 1 - 60# Economy - White Paper		Column 3 - Business Linen/25% Cotton Paper		
Column 2 - 60# Economy - Color Paper		Column 4 - Classic Laid/Strathmore Paper		
Quantity	Col. 1	Col. 2	Col.3	Col. 4
250.....	\$35.31.....	\$34.78.....	\$44.41.....	\$50.29
500.....	\$47.08.....	\$57.78.....	\$63.40.....	\$69.95
1000.....	\$65.27.....	\$84.53.....	\$94.16.....	\$105.93

Envelopes #10 Regular Black Ink

Column 1 - 60# Economy - White Paper		Column 3 - Business Linen/25% Cotton Paper		
Column 2 - 60# Economy - Color Paper		Column 4 - Classic Laid/Strathmore Paper		
Quantity	Col. 1	Col. 2	Col.3	Col. 4
250.....	\$40.13.....	\$51.90.....	\$58.32.....	\$67.41
500.....	\$51.35.....	\$69.55.....	\$82.39.....	\$93.63
1000.....	\$71.15.....	\$101.12.....	\$114.49.....	\$128.94

Carbonless Forms

Black Ink

2 Part Carbonless - Full 8½ x 11		3 Part Carbonless - Full 8½ x 11	
100.....	\$47.71	100.....	\$58.95
250.....	\$69.40	250.....	\$90.56
500.....	\$106.31	500.....	\$142.99
1000.....	\$168.04	1000.....	\$230.27
2 Part Carbonless - Half 5½ x 8½		3 Part Carbonless - Half 5½ x 8½	
250.....	\$66.17	250.....	\$79.31
500.....	\$85.04	500.....	\$108.11
1000.....	\$125.86	1000.....	\$166.57

All prices are from camera ready copy. Additional charges for composition, numbering, padding, folding, etc.



- 4 Part NCR 8.5x11 (500 \$147.87)
(1,000 \$315.00)
- 5 Part NCR 8.5.7 (1,500 \$244.38)

**Color Ink Add \$15.00
For Most Colors
(1 Color in place of black)**

328 WALNUT STREET • HAMLIN, WV 25523 • PHONE 304-824-5101

Rates subject to change without notice.

Retail Price Guide

Price Code	Stock Selection	Ink Color	500	1000	Add'l 1000
BC - 1	THRIFTY CARD Select from 9 Layouts (No Variance in Layout, Typestyle, Stock, or ink Colors)	Black, Reflex or Red Ink	28.00	31.50	21.00
BC - 2	WHITE PLATE	Black Ink One Color Black + One Color Two Color	31.00 43.00 48.00 55.50	37.00 50.00 54.50 60.50	24.00 26.50 39.00 45.50
BC - 3	LINEN, LAID CREAM BRISTOL CUSTOMER STOCK (\$50 MIN. Charge)	Black Ink One Color Black + One Color Two Color	43.00 49.00 57.50 67.50	51.50 57.00 66.50 76.00	36.50 39.50 49.00 56.00
BC - 4	PARCHTINT FIBRE-TONE BRITE WHITE HI-GLOSS	Black Ink One Color Black + One Color Two Color	50.50 52.50 61.50 71.00	57.50 61.00 70.50 80.50	40.00 43.50 52.00 62.00
BC - 5	TREASURE COTE FLUORESCENT, STRATHMORE, WOODGRAIN, LEATHERETE DELUXE PARCHMENT	Black Ink One Color Black + One Color Two Color	71.00 74.00 84.00 93.50	82.00 86.00 94.50 106.00	61.50 64.00 72.50 82.50
BC - 6	FOIL EMBOSSED Preset Design	Black Ink One Color Black + One Color Two Color	95.00 98.00 108.00 118.00	127.00 131.00 139.50 151.00	92.00 94.50 104.50 113.00

Additional Charges

1. Additional Color	50.00 per 1M 40.00 per 500	12. Irregular Size Cards Returned Uncut	30.00
2. Additional Lines Over 9	2.00 per line	13. PMS (per Color)	100.00
3. Bleed	10.00 per side	14. Proof	10.00 per card
4. Vertical Layout	8.00	15. Special Effects	14.00
5. Close Registration (Less than 1/16")	14.00	16. Screen Graphic	10.00
6. Arched Type	10.00	17. Second Side Print (Black or One Color)	30.00 per 500 40.00 per 1000
7. Reduction/Enlargment	10.00	18. Margins less than 1/8:	10.00
8. Flat Print	N/C	19. Digital Halftone (Created from customer photo)	36.00
9. Trap /Hairline Registration	24.00	20. Drop Ship Charges	8.00 plus freight
10. Logo/Paste Up Charge	N/C		
11. Logo from Catalog	N/C		

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Hamlin, West Virginia 25523

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