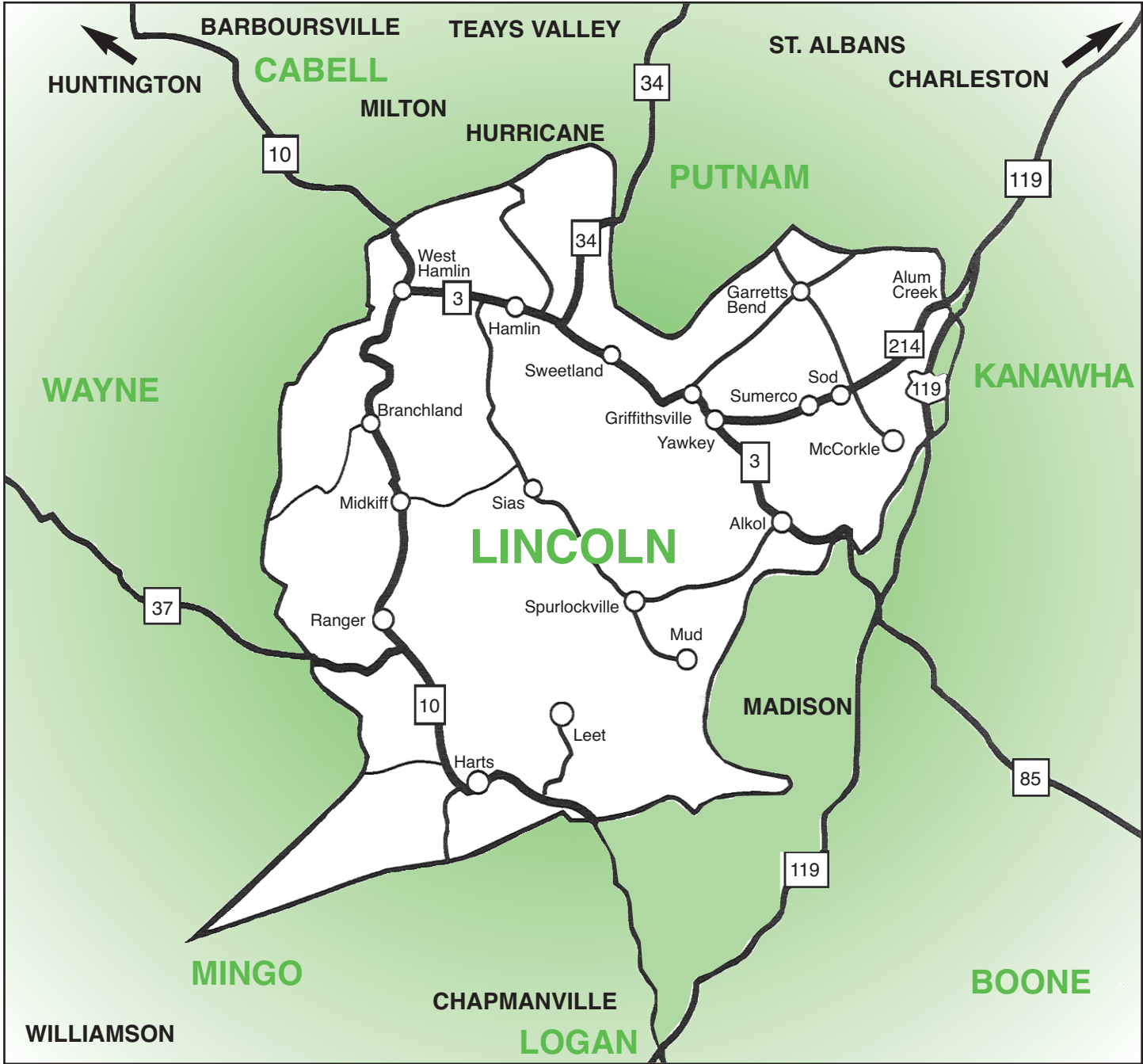


Advertising and Printing Rate Guide

THE LINCOLN JOURNAL INC.
 P.O. Box 308 • 328 Walnut Street Phone: 304-824-5101 • Fax: 304-824-5210 • www.lincolnjournal.com



PUBLISHERS OF:

THE **LINCOLN JOURNAL**

Lincoln
 News
 Sentinel

THE **LINCOLN TIMES**

advertising@lincolnjournal.com • advertising@lincolnnewsentinel.com

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 12,600 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 4,000 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 Quadra, 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 • Fax 304-824-5210
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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
Combined Buy	\$18.00 per inch

ROP deadline is **Wednesday at 10:00 am** for the Lincoln Times and **Friday at 5:00 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 your ad 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

20 lb. Bond 8 1/2 x 11.....	\$53.50 per thousand
67 lb. Bristol Vellum 8 1/2 x11.....	\$60.00 per thousand

Number of Standard Pages	Number of Tabloid Pages	Cost Per Thousand
2-4	4-8	\$65.00
8-12	16-24	\$75.00
14-16	28-32	\$85.00

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 in. x 21.162 in.
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 \$7.25 per column inch.
- February **VALENTINES**
Sweetheart photos are \$15.00 per 1 column photo. Ad cost is \$7.25 per column inch.
- February **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 \$7.25 per column inch.
- May **GRADUATION EDITION**
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 \$7.25 per column inch.
- July **INDEPENDENCE DAY ACTIVITY BOOK**
This is one for the kids. Our activity book features games, coloring pages, and patriotic songs. It's passed out by *The Lincoln Journal* staff during the July 4th parade. Ad price is \$310.00 full page, \$180.00 half page, \$135.00 signature ad, \$80.00 half signature ad, color \$50.00 extra.
- August **FALL SPORTS PREVIEW TAB**
You've waited all year for this one, a highlight of area school football teams, cheerleaders and bands. Don't miss out on this one, space is limited and goes fast. Ad price is \$460.00-full page, \$240.00-half page, \$135.00-quarter page, \$75.00-eighth page, \$45.00-sixteenth page.
- November **VETERANS - \$7.25**
- December **BASKETBALL PREVIEW TAB**
Highlighting area schools basketball season. Ad cost is \$460.00 full page, \$240.00 half page, \$135.00 quarter page, \$75.00 eighth page, \$45.00 sixteenth page.
- December **CHRISTMAS COLORING & SONG BOOK**
Jam-packed with songs and coloring pages, this one is a favorite with the kids and adults. The books are passed out by *The Lincoln Journal* staff during the Christmas parade. Ad price is \$310.00 full page, \$180.00 half page, \$140.00 signature ad, \$80.00 half signature ad, color \$50.00 extra.
- December **CHRISTMAS GREETINGS**
This special Broadsheet section will include letters to Santa from area elementary schools, the winner to the annual Coloring Contest and Christmas Angels. Photo cost is \$15.00 per photo. Ad cost is \$7.25 per column inch.
- December **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 \$7.25 per column inch.

Rates subject to change without notice.

Classified Rates!

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

\$850

Two Weeks
Rates subject to change
without notice.



Your classified also
appears on the internet!

Our deadline is *Tuesday at 4:30 pm* for *The Lincoln Times* and *Friday at 4:30 pm* for *The Lincoln Journal/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.....\$5.65
11-50 Column Inches Per Month.....\$5.10
51-100 Column Inches Per Month.....\$4.70
101-280 Column Inches Per Month...\$4.35

Our deadline is *Tuesday at 4:30 pm*
for *The Lincoln Times* and
Friday at 4:30 pm for
The Lincoln Journal/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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Full State Coverage!

Let *The Lincoln Journal* handle your *Statewide Classified Ad...*
with just one call your classified ad will appear in over
70 newspapers, reaching *1.6 million readers* across West Virginia

for one low price!

\$159⁰⁰
Per Week

Rates subject to change
without notice.



**WV Statewide Classified First 25
words: \$159.00 per week Each
additional word: \$7.00**

Our deadline is *Wednesday at 10:00 a.m.* for the next week's newspapers.

Your ad will appear *one day* during the week in 70 newspapers across the state. Weekly papers run the ads the day of publication. The daily papers will determine what day the ad will run. No discounts given to ad agencies or for multiple runs.

We do not accept ads for:

1. Money through the mail
2. Credit repair
3. Multi-level marketing (MLM)
4. Envelope stuffing

5. We do accept Adoption ads with the following stipulation:

All adoption ads must have a letter from your **State Social Worker**, stating that the Home Study has been completed. ** A letter from an attorney is not acceptable.**

6. Any ad that will require a fee must state this in the ad.
7. We do accept "900" number ads in West Virginia, but we do not place these ads in other states because of the various restrictions and fees imposed.



One Order One Bill One Check

**ALSO AVAILABLE - Classified Advertising Packages
For Surrounding States.**

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THE LINCOLN TIMES

Covering All of Lincoln County

304-824-5101

FAX 304-824-5210

Email: advertising@lincolnjournal.com

MAILING LIST

(As of March 2007, updated Quarterly)

A TOTAL MARKET PUBLICATION OF THE LINCOLN JOURNAL

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

ALKOL - 25501

Postmaster: Pat McDaniels 524-2898
 H.C. 82.....210
 H.C. 69.....115
 P.O.....220
TOTAL.....545

ALUM CREEK - 25003

Postmaster: Evan Carfagna 756-9344
 P.O.....390
 Rural Rt. 1.....280
 H.C. 39.....380
 H.C. 40.....238
TOTAL.....1288

BRANCLAND - 25506

Postmaster: Brian Barrett 778-7701
 P.O.....350
 Rt. 1.....620
 Rt. 2.....515
 Rt. 3 Sias, Palermo, Myra.460
 Rt.4.....160
TOTAL.....2105

BIG CREEK - 25505

Postmaster: Shawn Garrett 855-3812
 P.O.....180
 H.C. 66 Big Creek.....48
TOTAL.....228

GRIFFITHSVILLE - 25521

OIC: Darlene Bryant 524-7366
 P.O.....185
 Rt. 1112
 H.C.R. 78.....108
TOTAL.....405

HAMLIN - 25523

OIC: Edith Stacey 824-3633
 C.R.....626
 P.O.....76
 Rural Rt. 1.....30
 Rt. 2 HCR.....250
 Rt. 3.....52
 Tango Rd.....24
TOTAL.....1058

HARTS - 25524

Postmaster: Jance Kirk 855-7812
 P.O.....388
 Rt. 1.....596
 Rt. 2.....311
 Leet & Ferrellsburg HC 66..373
TOTAL.....1668

JULIAN - 25529

Postmaster: Brenda Dean 369-3371
 P.O.....100
 H.C. 64.....136
 H.C. 69.....148
TOTAL.....384

KIAHSVILLE - 25534

Postmaster: Doris Stevenson 849-5800
 P.O & Rt. 1.....120

MIDKIFF - 25540

Postmaster: Shirley Watts 778-7337
 P.O.....155
 General Delivery.....10
 Rt. 2.....60
TOTAL.....225

RANGER - 25557

Postmaster: Dee Hensley 778-7966
 P.O.....140
 H.C. 65.....95
 H.C. 67.....240
 H.C. 77.....350
TOTAL.....825

SALT ROCK - 25559

Postmaster: Anthony Mitchell 736-1226
 P.O.....240
 Rt. 1.....537
 Rt. 2.....315
TOTAL.....1092

SOD - 25564

Postmaster: Charlie Coates /
 OIC: Kem Griffith 756-3702
 P.O.....169
 Rt. 1.....289
 Rt. 3.....16
 H.C. 63.....65
TOTAL.....539

SPURLOCKVILLE - 25565

PMR: Trina Craddock 524-7232
 P.O.....55
 H.C. 82.....210
 H.C. 65.....30
TOTAL.....295

SUMERCO - 25567

Postmaster: Paula Justice 524-7796
 P.O.....128
 H.C.R. 63.....199
 Rt. 1.....16
TOTAL.....343

WEST HAMLIN - 25571

Postmaster: Louise Young 824-7477
 P.O.....570
 Rt. 1.....465
 Rt. 2.....217
TOTAL.....1252

YAWKEY - 25573

Postmaster: Ruth Spuduck 524-7300
 P.O.....175
 Rt. 1.....175
 H.C.R. 69.....51
TOTAL.....401

TOTAL.....12,788

CENTURY PRINTING

& Signs,
Inc.

328 WALNUT STREET • HAMLIN, WV 25523 • PHONE (304) 824-5101
673 CENTRAL AVE. • BARBOURSVILLE, WV 25504 • PHONE (304) 736-8908
email: printing@lincolnjournal.com • www.lincolnjournal.com

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 8.5X7 (1,500 \$244.38)

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

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