

# The Waycross Shopper

540 Plant Ave. • P.O. Box 1304  
Waycross, Georgia 31502

Retail Advertising Rate Card Number 33

Effective January 1, 2019

The Waycross Shopper Publishes Every Tuesday

## 1. PERSONNEL

**Publisher,** Al Joiner  
**Advertising Sales**  
Al Joiner/Louise Carter/Angie Crews

## 2. COMMISSION AND TERMS OF PAYMENT POLICIES

- a. Local rates are non-commissionable
- b. Payment due following insertion.
- c. Contract rates and discounts are forfeited if payment is not made by 30th of month following insertion.
- d. Claims for adjustment of errors must be made not later than thirty (30) days after publication date upon which said error occurred. Claims submitted after this time limit will not be honored.
- e. For the mutual protection of its paper, its advertisers and its readers, the Waycross Shopper reserves the right to revise or reject any advertisement which it, in its sole judgment and discretion, considers to be objectionable or offensive in subject matter, phraseology or layout.
- f. Advertisements of a political nature must comply with federal, state, or local requirements and must identify the sponsor. All political ads MUST be paid when material is submitted and are subject to the publisher's approval.

## 3. GENERAL RATE POLICY

- a. Advertising simulating news must be slugged "advertisement"
- b. Publisher has the right to refuse any advertisement.

## 4. BLACK AND WHITE RATES

- a. **ROP Rates**  
Open Rate.....\$8.00  
4 weeks.....5% discount
- b. **Placement Charges**  
Front page.....\$550.00  
Back page & 2nd Front.....\$535.00

## 5. PREPRINTED INSERT RATES

- a. Rates per thousand
- b. Minimum number of inserts is 5000
- c. Zoned coverage is available upon request.  
**Larger than 8½"X11" must be 1/4 folded**

### Pre-Printed Inserts

(Minimum of 5,000 Inserts)

|                  |        |
|------------------|--------|
| 2 Page Tab.....  | \$39/m |
| 4 Page Tab.....  | \$43/m |
| 8 Page Tab.....  | \$49/m |
| 12 Page Tab..... | \$53/m |
| 16 Page Tab..... | \$55/m |
| 20 Page Tab..... | \$58/m |
| 24 Page Tab..... | \$65/m |

### e. Insert-Delivery

Preprinted sections must be delivered to our offices on nonreturnable skids or in boxes. Please advise your shipper that deliveries must be made to:

**The Waycross Shopper**  
540 Plant Ave.  
Waycross, Ga 31501

**Monday- Thurs. 9 a.m. to 5 p.m.; Fri. 9a.m.-3:30 p.m.**

### f. Insert deadlines

Preprints to be delivered by Friday before publication, prepaid.

## 6. ZONED EDITIONS

Available upon request.

## 7. COLOR RATES

|                           |          |
|---------------------------|----------|
| Black and One Color.....  | \$50.00  |
| Black and Two Colors..... | \$100.00 |
| Process Color.....        | \$150.00 |

## 8. CONTRACT AND COPY REGULATIONS

- a. The Waycross Shopper reserves the right to edit or reject any copy submitted.
- b. The Waycross Shopper does not assume responsibility for any errors that may occur in price or text. The Shopper will issue, upon request, a letter setting forth the error. The Shopper in no way will compensate for any merchandise sold at a loss as a result of a misquoted price. No allowance is made for errors that do not materially affect the value of the advertisement. Where allowance is made because of error on the part of the publisher, it will not be to a greater extent than the actual cost to the advertiser of the space occupied by the advertisement.
- c. The Shopper will submit only one proof of advertising (ads over 21 inches) to customer for checking against original copy. Your proof is for correction of original copy only.