

The Advertiser-Gleam

Marshall County's best-selling newspaper
Alabama's largest paid non-daily circulation

Published Wednesdays and Saturdays

Rates & information effective Jan. 1, 2008

P.O. Box 190 • 2218 Taylor Street • Guntersville, Alabama 35976
Phone (256) 582-3232 • Fax (256) 582-3231 • e-mail: ads@advertisergleam.com

Circulation - Over 18,300 households with The Advertiser-Gleam + Bargaineer (TMC) combination!

The Advertiser-Gleam - 11,420 paid circulation, distributed primarily by mail. Audited by The Audit Bureau of Circulation (ABC). Primary areas of distribution: Guntersville 35976; Albertville 35950, 35951; Grant 35747; Arab 35016; Boaz 35956, 35957; Union Grove 35175; Horton 35980



The Bargaineer (TMC Shopper) - 6,910 distributed free by 3rd class mail in conjunction with Wednesday's Advertiser-Gleam to all non-subscriber households on the Guntersville and Grant mail routes. (Zip Codes 35976 and 35747) TMC sold only in combination with the Wednesday Advertiser-Gleam.

Display Ad Rates - Net

Calculated per each month's total column inches

Column Inches Total Buy Per Calendar Month	Advertiser-Gleam (paid circ. only) Available SAT & WED	COMBO OPTION
		Gleam + Shopper (paid + TMC) Available WED only
2 - 65	\$7.35	\$9.55
66 - 128	6.99	9.09
129 - 193	6.61	8.59
194 - 257	6.20	8.06
258 - 386	5.88	7.65
387 - 515	5.58	7.26
516 & up	5.25	6.82

Preprint Insert Rates - Net

Quantity discounts available beginning at 12 insertions/year

Single Sheet	- \$48.00
2 Full / 4 Tab	- \$54.50
4 Full / 8 Tab	- \$59.75
6 Full / 12 Tab	- \$65.25
8 Full / 16 Tab	- \$70.75
10 Full / 20 Tab	- \$76.25
12 Full / 24 Tab	- \$81.75
14 Full / 28 Tab	- \$87.25
16 Full / 32 Tab	- \$92.75

Please supply 10,800 for local paid circulation, or 17,700 for local circ. + TMC

Inserts for the **Bargaineer** (TMC only) must be folded to a maximum 7" x 11", otherwise a \$10/m folding fee will be added

Deliver inserts 7 days prior to publication date.

Ship pre-printed inserts only: c/o Sand Mt. Reporter, 1603 Progress Drive, Albertville, AL 35950. Receiving hours are 8 - 4, Mon. - Fri.

Insert dimensions allowed: Single sheet up to 10" x 12"; Flexi to 7" x 10.5"; Tab up to 11" x 13"; Full up to 11" x 21". Quarter-fold required for TMC.

Minimum quantity/charge 7,000 pieces. Stock over 34 lb. subject to add'l charge.

Miscellaneous

Front Page space (limited availability) - \$19.10 pci.
Position charge (specified page, if available) add 10%
Camera-ready art receives 8% discount
Spot color per page \$80; 2 colors \$155; 3 colors \$225

Deadlines

For Wed. edition - noon Mon.; For Sat. edition - noon Thurs.
For Bargaineer - copy required by 9:00 a.m. Monday

Classified Ads

24¢ per word, 25 word minimum. Deadline - 9 a.m. the day prior to publication
Classified display ads - add 10% to display rates shown above

Legal Notices

23¢ per word-the first insertion
22¢ per word each additional insertion

General Terms & Conditions

All rates are NET of all fees and commissions. No Contracts.
All political and going out of business advertising must be prepaid.
The Advertiser-Gleam does not knowingly accept ads of a fraudulent, misleading or discriminatory nature and reserves the right to edit, cancel or reject any advertisement at any time, or add the word "advertisement" to any ad.
All credit accounts are due and payable on the first day of the month following publication, and are considered delinquent after the 30th.
The Gleam reserves the right to revise advertising rates on 30 days notice.
Liability for errors or omissions shall not exceed the cost of that portion of advertising space affected for first insertion only.

Mechanical Info

All pages, including classified, measure 21-1/2 inches deep by 13 inches wide, and are divided into 6 columns.

Columns	Width
1	2.06"
2	4.25"
3	6.43"
4	8.62"
5	10.81"
6	13.00"

We print using an 85 line screen.

John Harvey
Advertising Manager

Representatives: Alabama Newspaper Advertising Service
3324 Independence Drive, Suite 200, Birmingham, AL 35209