

The Advertiser-Gleam

Published Wednesdays and Saturdays

Effective
Jan. 1, 2010

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

Saturate the market with The Advertiser-Gleam + TMC combination!

Circulation data reflects adult audience. Figures not inflated by NIE distribution to school children.

The Advertiser-Gleam - 10,954 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) - 6,700

Distributed free by 3rd class mail in
conjunction with Wednesday's Advertiser-
Gleam to 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

Discounted per calendar month volume
Best value - add our TMC to Wed. Gleam

Column Inches	Advertiser-Gleam	The Bargaineer
Total Buy	Paid Circulation	TMC Shopper
Per Calendar	Available	Supplement
Month	SAT / WED	WED only
Open	\$7.60	\$2.22
66 - 128	7.21	2.16
129 - 193	6.82	2.05
194 - 257	6.40	1.92
258 - 386	6.07	1.82
387 - 515	5.76	1.73
516 & up	5.42	1.63

Preprint Insert Rates - Net

Cost per thousand. Inquire about additional frequency discounts

	1-12/yr	12+/yr
Single Sheet -	\$49.00	\$46.50
2 Full / 4 Tab -	\$55.50	\$52.75
4 Full / 8 Tab -	\$61.00	\$58.00
6 Full / 12 Tab -	\$66.50	\$63.50
8 Full / 16 Tab -	\$72.00	\$68.75
10 Full / 20 Tab -	\$77.50	\$74.25
12 Full / 24 Tab -	\$83.00	\$79.50
14 Full / 28 Tab -	\$88.75	\$84.50
16 Full / 32 Tab -	\$94.50	\$90.25

Supply 10,500 for
local paid circulation,
17,300 for local paid
circulation + TMC

Inserts for TMC
portion exceeding
7"x11" will incur
folding charges.

Deliver 7 days prior to run date to: Advertiser-Gleam c/o Sand Mt. Reporter,
1603 Progress Drive, Albertville, AL 35950. Receiving hours 8-4, Mon.-Fri.
Full run required Thanksgiving edition. Rates based on 34# stock. Quarter-
folding required for TMC portion only.

Miscellaneous

Front Page space (limited availability) - \$19.75 pci.
Position charge including classified display add 10%
Spot color per page \$80; 2 colors \$155; 3 colors \$225
Subscriptions \$26 per year in Marshall Co., \$48 outside

Display Ad Deadlines

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

In Line Classified Ads

25¢ per word, 25 word minimum. Deadline - 9 a.m. the day prior to publication

Legal Notices

24¢ per word-the first insertion
23¢ per word each additional insertion

General Terms & Conditions

All rates are NET of all fees and commissions. No Contracts.

Proofs and tearsheets provided upon request.

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 Dimensions

All pages, including classified, measure 21-1/2 inches
deep by 11.6 inches wide and are divided into 6 cols.

Columns	Width
1	1.83"
2	3.79"
3	5.75"
4	7.70"
5	9.67"
6	11.62"

We print using an 85 line screen.

John Harvey
Advertising Manager

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