

ADVERTISING RATES

March 1, 2014

<p>The Eatonton Messenger UP TO 5,600 CIRCULATION \$900 per column inch Thursday - Paid</p>	<p>Lake Oconee News UP TO 5,200 CIRCULATION \$900 per column inch Friday - Paid (3,900) Putnam, Hancock, Morgan, Greene, Oconee Counties</p>	<p>AD EXPRESS UP TO 6,500 CIRCULATION \$675 per column inch Direct Mail Coverage - May Vary Weekly</p>
<p>The Eatonton Messenger & Lake Oconee News REGULAR \$18⁰⁰ COMBO 10,800 Paid Coverage \$1400 per column inch Thursday/Friday</p>	<p>Lake Oconee News & AD EXPRESS REGULAR \$15⁷⁵ COMBO 8,400 Direct Mail & Paid Coverage \$1300 per column inch Friday/Saturday</p>	<p>The Eatonton Messenger & AD EXPRESS REGULAR \$15⁷⁵ COMBO 12,100 Direct Mail & Paid Coverage \$1300 per column inch Thursday/Saturday</p>
<p>Triple Shot - (All Three) The Eatonton Messenger Lake Oconee News AD EXPRESS Up to 17,300 Circulation REGULAR \$24⁷⁵ \$2000 per column inch</p>		<p>NATIONAL ADS The Eatonton Messenger Lake Oconee News AD EXPRESS Up to 17,300 Circulation Accounts outside 100 mile radius of Putnam County \$500 Per Column inch per paper \$1500 Per Column inch Full Coverage</p>

INSERTS	RATE PER THOUSAND	OPEN RATE	13 WEEK*	26 WEEK*	52 WEEK*	
		Single Sheet 8½ x 11 inch	\$7000	\$6500	\$6000	\$5200
		Up to 12 Tab 6 Full	\$7500	\$7000	\$6500	\$5800
		12 to 24 Tab Up to 12 Full	\$8000	\$7500	\$7000	\$6800
		25 to 36 Tab Up to 18 Full	\$8800	\$8500	\$8000	\$7800
<p>Contact us for rates over 36 tab, 18 full. *Requires signed contract Quantities needed: The Eatonton Messenger 5,600 Lake Oconee News 5,200 AD EXPRESS 6,500</p>						

The Eatonton Messenger
EATONTON OFFICE
100 N. Jefferson Avenue
P.O. Box 4027
Eatonton, GA 31024
CALL (706) 485-3501
FAX (706) 485-4166
email: msgr@msgr.com

Lake Oconee News
LAKE OCONEE OFFICE
1106 Market Street
Greensboro, GA 30650
CALL (706) 454-1290
FAX (706) 454-1292
email: lon@msgr.com

AD EXPRESS
MADISON OFFICE
195 West Jefferson Street
Madison, GA 30650
CALL (706) 342-9833
FAX (706) 342-9859
email: lon@msgr.com

REACHING OVER **46,000** READERS EACH WEEK

CLASSIFIED ADVERTISING

March 1, 2014

CLASSIFIED DISPLAY AD RATES

6-Column Format

Ad Runs in The Eatonton Messenger, ADEExpress, and Lake Oconee News

\$1350
pci

Up To 17,100 Coverage

COMMERCIAL CLASSIFIED LINE ADS

4 LINES, 1 WEEK

\$1300
One Week

2 weeks ... \$24⁰⁰ 4 weeks ... \$42⁰⁰
3 weeks ... \$34⁰⁰ 5 weeks or more ... \$10⁰⁰ per week

Up to 20 words - over 4 lines
\$1⁰⁰ per line, per week
5 words per line

FAMILY INLINE CLASSIFIED ADS

20 WORDS OR LESS

\$1100
per week

2 weeks ... \$21⁰⁰ 4 weeks ... \$32⁰⁰
3 weeks ... \$27⁰⁰ 5 weeks or more ... \$8⁰⁰ per week

Each additional word over minimum is
35¢ per word, per week.

STAR ADS

**Guaranteed results
RUNS UNTIL SOLD**

\$3200

Autos, Trucks, RV's, Boats, Jet Skis, Motorcycles, Vans, Planes, Buses

Extra distribution to All local Restaurants and State Welcome Centers, including:
Greensboro, Milledgeville, Athens, Madison, Sparta, Watkinsville

Homefinder Magazine

Monthly - 1st Week of Each Month

In-Home delivery in The Eatonton Messenger and Lake Oconee News, plus 365 locations,
including Realtors®, banks, retail stores, and racks everywhere

REALTOR RATES	PAGE	½ PAGE	¼ PAGE
Open Rates	\$400	\$275	\$250
6 issues	\$375	\$250	\$225
13 issues	\$325	\$200	\$175
Multiple Full Page Discounts	4 TO 8 \$350	9 TO 20 \$325	20 AND UP \$300

CHURCH AND CHARITY RATE

Non-Profit

Single
\$800
pci

Combo
\$1000
pci

Triple Shot & Classified
\$1500
pci

SINGLE COLOR RATES

Red, Blue, Yellow, or Green - includes Black

Single
\$7500
pci

Combo
\$12500
pci

Triple Shot & Classified
\$15000
pci

FULL COLOR

3 Primary Colors, plus Black - separations, if needed, billed at cost

Single
\$20000
pci

Combo
\$30000
pci

Triple Shot & Classified
\$40000
pci

POLITICAL ADS

Paid in Advance

Single
\$1000
pci

Combo
\$1400
pci

Triple Shot & Classified
\$1700
pci