

# ADVERTISING RATES

March 1, 2014

<p><b>The Eatonton Messenger</b> UP TO <b>5,600 CIRCULATION</b> <b>\$900</b> per column inch Thursday - Paid</p>	<p><b>Lake Oconee News</b> UP TO <b>5,200 CIRCULATION</b> <b>\$900</b> per column inch Friday - Paid (3,900) Putnam, Hancock, Morgan, Greene, Oconee Counties</p>	<p><b><u>AD EXPRESS</u></b> UP TO <b>6,500 CIRCULATION</b> <b>\$675</b> per column inch Direct Mail Coverage - May Vary Weekly</p>
<p><b>The Eatonton Messenger &amp; Lake Oconee News</b> REGULAR \$18<sup>00</sup> <b>COMBO 10,800</b> Paid Coverage <b>\$1400</b> per column inch Thursday/Friday</p>	<p><b>Lake Oconee News &amp; <u>AD EXPRESS</u></b> REGULAR \$15<sup>75</sup> <b>COMBO 8,400</b> Direct Mail &amp; Paid Coverage <b>\$1300</b> per column inch Friday/Saturday</p>	<p><b>The Eatonton Messenger &amp; <u>AD EXPRESS</u></b> REGULAR \$15<sup>75</sup> <b>COMBO 12,100</b> Direct Mail &amp; Paid Coverage <b>\$1300</b> per column inch Thursday/Saturday</p>
<p><b>Triple Shot - (All Three)</b> The Eatonton Messenger Lake Oconee News <b><u>AD EXPRESS</u></b> Up to <b>17,300 Circulation</b> REGULAR \$24<sup>75</sup> <b>\$2000</b> per column inch</p>		<p><b>NATIONAL ADS</b> The Eatonton Messenger Lake Oconee News <b><u>AD EXPRESS</u></b> Up to <b>17,300 Circulation</b> Accounts outside 100 mile radius of Putnam County <b>\$500</b> Per Column inch per paper <b>\$1500</b> Per Column inch Full Coverage</p>

<b>INSERTS</b>	<b>RATE PER THOUSAND</b>	<b>OPEN RATE</b>	<b>13 WEEK*</b>	<b>26 WEEK*</b>	<b>52 WEEK*</b>	
		<b>Single Sheet</b> 8½ x 11 inch	<b>\$7000</b>	<b>\$6500</b>	<b>\$6000</b>	<b>\$5200</b>
		<b>Up to 12 Tab</b> 6 Full	<b>\$7500</b>	<b>\$7000</b>	<b>\$6500</b>	<b>\$5800</b>
		<b>12 to 24 Tab</b> Up to 12 Full	<b>\$8000</b>	<b>\$7500</b>	<b>\$7000</b>	<b>\$6800</b>
		<b>25 to 36 Tab</b> Up to 18 Full	<b>\$8800</b>	<b>\$8500</b>	<b>\$8000</b>	<b>\$7800</b>
<p>Contact us for rates over 36 tab, 18 full. *Requires signed contract Quantities needed: The Eatonton Messenger <b>5,600</b>    Lake Oconee News <b>5,200</b>    <b><u>AD EXPRESS</u></b> <b>6,500</b></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 ... \$24<sup>00</sup>      4 weeks ... \$42<sup>00</sup>  
3 weeks ... \$34<sup>00</sup>      5 weeks or more ... \$10<sup>00</sup> per week

Up to 20 words - over 4 lines  
\$1<sup>00</sup> per line, per week  
5 words per line

## FAMILY INLINE CLASSIFIED ADS

### 20 WORDS OR LESS

**\$1100**  
per week

2 weeks ... \$21<sup>00</sup>      4 weeks ... \$32<sup>00</sup>  
3 weeks ... \$27<sup>00</sup>      5 weeks or more ... \$8<sup>00</sup> 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	<b>\$400</b>	<b>\$275</b>	<b>\$250</b>
6 issues	<b>\$375</b>	<b>\$250</b>	<b>\$225</b>
13 issues	<b>\$325</b>	<b>\$200</b>	<b>\$175</b>
Multiple Full Page Discounts	4 TO 8 <b>\$350</b>	9 TO 20 <b>\$325</b>	20 AND UP <b>\$300</b>

## 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