

Carolina Business Rates

Ad Size	Full Circulation				Zoned (one zone only)			
	1 Time	3 Times	6 Times	12 Times	1 Time	3 Times	6 Times	12 Times
Full Page	\$1,975.00	\$1,777.50	\$1,580.00	\$1,382.50	\$1,197.00	\$1,077.30	\$ 957.60	\$ 837.90
4/5 Page	\$1,680.00	\$1,512.00	\$1,344.00	\$1,176.00	\$ 992.00	\$ 892.80	\$ 793.60	\$ 694.40
3/5 Page	\$1,303.00	\$1,172.70	\$1,042.40	\$ 912.10	\$ 764.00	\$ 687.60	\$ 611.20	\$ 534.80
1/2 Page	\$1,130.00	\$1,017.00	\$ 904.00	\$ 791.00	\$ 662.00	\$ 595.80	\$ 529.60	\$ 463.40
2/5 Page	\$ 945.00	\$ 850.50	\$ 756.00	\$ 661.50	\$ 557.00	\$ 501.30	\$ 445.60	\$ 389.90
1/4 Page	\$ 652.00	\$ 586.80	\$ 521.60	\$ 456.40	\$ 423.00	\$ 380.70	\$ 338.40	\$ 296.10
1/5 Page	\$ 512.00	\$ 460.80	\$ 409.60	\$ 358.40	\$ 321.00	\$ 288.90	\$ 256.80	\$ 224.70
1/10 Page	\$ 278.00	\$ 250.20	\$ 222.40	\$ 194.60	\$ 191.00	\$ 171.90	\$ 152.80	\$ 133.70
Business Card Directory	\$ 81.50	\$ 73.35	\$ 65.20	\$ 57.05				

All rates shown are *per month* and are net to agencies.

Specialized Advertising:

- **Inserts**—Single cards up to 4 page tabs folded to 8 1/2 x 11. Pinpoint your market by zip code or zone.

Frequency Discounts & Incentives:

- 3 times 10% • 6 times 20% • 12 times 30%
- **Full Page Ad Free** — 1 time during 12-month agreement of 1/5 page or larger.
- **Double Your Ad At No Additional Cost** 1 time during 6-month agreement.

Color: \$100.00

Credit & Payment: All advertisers are billed on the first of each month. Frequency discounts are earned only when advertising agreement is honored. Broken contracts will result in backbilling at earned rate. A 1.5% finance charge will be added to accounts over 30 days.

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Mechanical Requirements:

Page size — 10 1/4" width, 15" depth
 (5 columns per page)
 1 column — 1 7/8"
 2 columns — 4"
 3 columns — 6"
 4 columns — 8 1/8"
 5 columns — 10 1/4"

Printing: Offset on newsprint

E-Mail: Send as pdf file to:
 taylorpub@embarqmail.com

Ad Sizes: In Inches

Standard Ads	Width	Depth
Full Page	10 1/4	15
4/5 Page Vertical	8 1/8	15
4/5 Page Horizontal	10 1/4	12
3/5 Page Vertical	6	15
3/5 Page Horizontal	8 1/8	11 1/4
1/2 Page Vertical	6	12 1/2
1/2 Page Horizontal	10 1/4	7 1/2
2/5 Page Vertical	4	15
2/5 Page Horizontal	6	10
1/4 Page Vertical	4	9 1/2
1/4 Page Horizontal	6	6 1/4
1/5 Page Vertical	4	7 1/2
1/5 Page Horizontal	6	5
1/10 Page Vertical	1 7/8	7 1/2
1/10 Page Horizontal	4	3 3/4