

advertising

effective September 27, 2010

customize your strategy



**Media
General**
NORTH CAROLINA
COMMUNITY NEWSPAPERS



THE NEWS HERALD
437-2161
www.morganton.com

www.morganton.com

Full Run Advertising

Flex Programs

The Flex Program allows you maximum flexibility to choose the best weeks to run your ads this year. Graduating weeks require different annual investment levels. To qualify, advertisers must run at least one insertion per week for the contracted number of weeks. Weeks can be non-consecutive. Advertiser must choose to enroll in this program.

RETAIL FLEX PROGRAM			
Weeks	Min. Inches	DAILY	SUN
6	4	\$8.50	\$9.25
12	5	\$7.98	\$8.68
18	6	\$7.52	\$8.17
25	8	\$6.89	\$7.49

Multi-Insertion Ad Program

Our Multi-Insertion Ad Program allows contract Advertisers to stretch their advertising investment to get the most frequency possible.

- All ads must be run in a 7-day period, ordered at one time, no size changes.
- Minimal copy changes relating to dates only.
- Six inch minimum ad size.

VIP ADS & MULTI-INSERTION				
Investment Level		4x	3x	2x
D	\$1,000	\$6.90	\$7.67	\$8.53
	\$2,500			
	\$5,000			
	\$7,500			
C	\$10,000	\$6.10	\$6.79	\$7.55
	\$13,000			
	\$17,000			
	\$23,000			
B	\$30,000	\$5.45	\$6.07	\$6.75
	\$38,000			
	\$47,000			
	\$58,000			
A	\$75,000	\$5.22	\$5.86	\$6.53
	\$96,000			
	\$120,000			
	\$142,000			
Over	\$182,000	Call for Rates		
full color premium		25%	35%	45%

Full color charges are a percent of space charges • Spot color charge is 80% of full color premium

Cross-Market/Cross Platform Solutions

- Co-op
- Direct Marketing
- Design Services
- Comic Advertising
- www.morganton.com

Weekly Publications

Starwatch (Forsyth County)
 The Buzz (Hickory & Morganton)
 The Express (Marion)

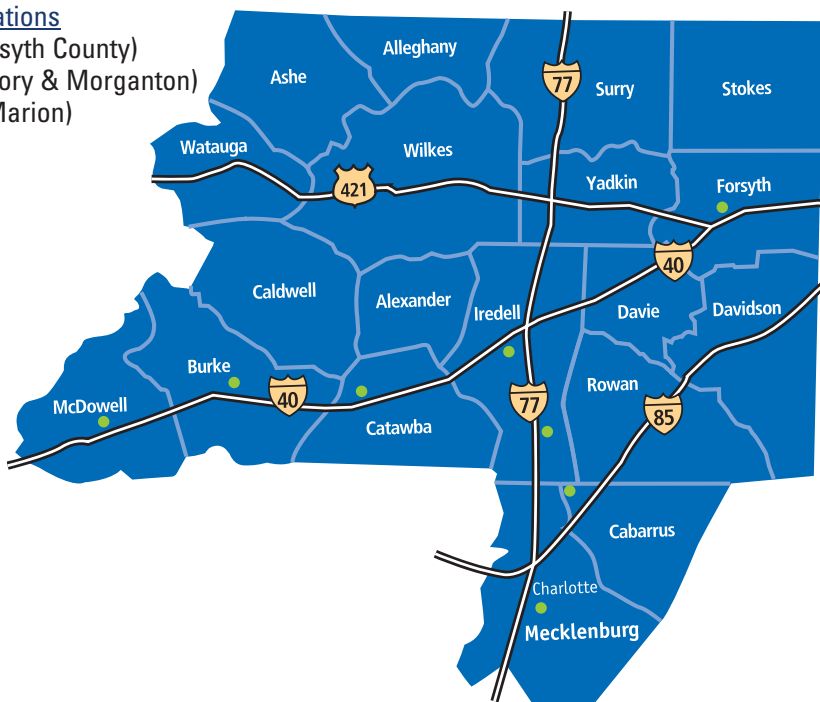
Daily Newspapers

Winston-Salem Journal
 Hickory Daily Record
 Statesville

Record & Landmark
 Morganton News-Herald (no Saturday)
 McDowell News (no Saturday or Monday)

Tri-Weekly and Weekly Newspapers

Mooreville Tribune
 (Concord-Kannapolis)
 Independent Tribune
 Harrisburg Horizons



Retail ROP Rates

Use the enclosed rates for full run ROP (Run of Press) products if you have a local storefront presence and have not been established as a national or classified rate category.

Investment levels indicate an annual investment in North Carolina Media Group products and services. An advertiser has 12 months to fulfill the Investment agreement. All products and services count toward investment level fulfillment except commercial printing and postage.

COLOR CHARGES		
Ad Size	Full Color	Spot Color
Full Pages	25%	19%
Half plus	33%	25%
Quarter plus	41%	31%
15" plus	50%	38%

← Color charges are a percent of space charges.
 Ads under 15 inches are charged \$75.00 flat-fee for any color.

RETAIL RATES		
Investment Level	DAILY	SUN
Open	\$13.58	\$15.20
D	\$1,000 \$10.87	\$11.81
	\$2,500 \$10.03	\$10.90
	\$5,000 \$9.39	\$10.20
	\$7,500 \$9.01	\$9.79
C	\$10,000 \$8.75	\$9.51
	\$13,000 \$8.50	\$9.25
	\$17,000 \$8.26	\$8.98
	\$23,000 \$7.98	\$8.68
B	\$30,000 \$7.73	\$8.40
	\$38,000 \$7.52	\$8.17
	\$47,000 \$7.32	\$7.96
	\$58,000 \$7.12	\$7.74
A	\$75,000 \$6.89	\$7.49
Over	\$96,000	Call for Rates

← 25% Premium for Position Guarantee
 Holidays:
 Sunday Rates apply on Thanksgiving.

THE NEWS HERALD

The News Herald is published each morning Monday through Friday and Sunday. The newspaper serves all of Burke County. The focus is on local news, information and entertainment. Complete coverage of state, national and world events are available through its Associated Press membership.



PREPRINT RATES (per 1000)				
Tab Pages	Under 18,000	18,001 to 24,500	24,501 to 45,000	Over 45,001
Single Sht.	\$48	\$44	\$38	\$32
4	\$63	\$58	\$50	\$43
8	\$66	\$61	\$55	\$48
12	\$71	\$69	\$62	\$55
14	\$76	\$72	\$65	\$57
16	\$79	\$76	\$67	\$59
20	\$86	\$82	\$73	\$64
24	\$92	\$87	\$77	\$68
28	\$100	\$95	\$83	\$71
32	\$107	\$102	\$88	\$75
36	\$112	\$107	\$93	\$78
40	\$118	\$113	\$97	\$80
44	\$125	\$118	\$101	\$82
48	\$129	\$122	\$103	\$84

PREPRINT DISCOUNTS			
Investment Level		Open	NA
D	\$1,000 -	7,500	5%
C	\$10,000 -	23,000	10%
B	\$30,000 -	58,000	18%
A	\$75,000 -	142,000	26%
Over		\$182,000	Call for Discounts

Logistics

ROP Deadlines

PROOFS:

Copy received after deadline cannot be guaranteed proof service and is given to the newspaper for reproduction at the advertiser's risk.

Deadlines

Sunday	12 Noon	Wednesday
Monday	5:00 p.m.	Wednesday
Tuesday	5:00 p.m.	Thursday
Wednesday	5:00 p.m.	Friday
Thursday	5:00 p.m.	Monday
Friday	5:00 p.m.	Tuesday

Holiday Deadlines

TWENTY-FOUR (24) hours in advance of Normal ROP Deadlines (see above) or as notified.

Guaranteed Position

If possible, we will honor all requests for a particular position. If you wish to guarantee a certain position the following additional charge will apply: 25% extra. All paid position requests are subject to first availability.

Preprint Deadlines

Reservations for inserts must be made at least two weeks in advance. Printed material must be delivered to Media General Newspapers 10 days prior to date of insertions. Inserts must be shipped freight prepaid. Receiving dock open Monday-Friday; 8:00 a.m.- 5:00 p.m.

Late Delivery

Late preprint deliveries may create extra handling in our production departments. A minimum surcharge of 10% will be billed for late delivery. Should the late delivery create any additional overtime in our production department, those charges will also be billed to the advertiser.

Delivery Hours

Monday-Friday, 8:00 a.m. to 5:00 p.m.
828-322-4510 Ext. 5602

Preprint Shipping

Shipments for Morganton are to be delivered to:

1100 Park Place
11th Avenue Boulevard SE
Hickory, NC 28602

Preprint Guidelines

A page measuring up to 60 column inches will be considered a tab page. All pages measuring more than 60 inches and up to 120 standard inches will be considered a standard page.

Mechanical Requirements

Camera-ready art, slicks, veloxes.
Halftone screen 100 lines, offset press

Retail, National and Local National ROP

STANDARD PAGE: (120") 6 columns
Width 9.889"; Depth 20"
TABLOID PAGE: (60") 5 columns
Width 9.5"; Depth 11.25"

Column Widths

1 column:	1.556"
2 columns:	3.22"
3 columns:	4.889"
4 columns:	6.556"
5 columns:	8.22"
6 columns:	9.889"
Double Truck:.....	20.889"

20 inches per column, 120 inches per page, 260 inches per double truck. Minimum space for a double truck to be centered is 12 columns by 20 inches deep. Advertisements requiring use of the gutter, and less than 20 inches deep, must be a full 13 columns wide.

Ads measuring more than 18 inches in depth will be charged for full column depth of 20 inches.

Circulation

	Circulation	Readership
Mon.-Fri.	8,967*	22,418
Sunday	9,930*	29,600

* paid circulation

Source: ABC Audit Report December 31, 2005.
Why Newspapers? Newspaper
Association of America 2006

Payment Policy

Media General Newspapers will bill for all retail advertising on the schedule listed below.

October	September 27, 2010 through October 31, 2010
November	November 1, 2010 through November 28, 2010
December	November 29, 2010 through December 26, 2010
January	December 27, 2010 through January 30, 2011
February	January 31, 2011 through February 27, 2011
March	February 28, 2011 through March 27, 2011
April	March 28, 2011 through May 1, 2011
May	May 2, 2011 through May 29, 2011
June	May 30, 2011 through June 26, 2011
July	June 27, 2011 through July 31, 2011
August	August 1, 2011 through August 28, 2011
September	August 29, 2011 through September 28, 2011

Terms and Conditions

1. Retail advertising rates apply only to:

A. The sale of advertising space to any single firm or individual advertiser to promote its selling at retail directly to the public within The News Herald's retail trading areas.

B. The sale of advertising space to promote retail sales directly to the public from on-going, non-transient inventories by a group of retailers in contiguous locations within the retail trading area; or State and Federal offices.

C. The sale of space for political advertising.

2. Local National rates apply only to

A. Manufacturers and distributors for advertisements containing their signature or a dealer list. A co-op contract must be on file with The News Herald to earn discounted rates.

B. The sale of advertising space to promote some special interest or event occurring in The News Herald's retail trading area, the cost of which is to be shared among multiple sponsors. Such advertising is acceptable at the sole discretion of The News Herald and is acceptable only if the reference to individual sponsors appears only in a list of sponsor's names, unless the advertisement is an insert that includes advertisers who are predominantly located outside of the retail trading area.

3. National advertising rates apply to the sale of all advertising space that does not otherwise meet the criteria of paragraphs 1 or 2, above, including but not limited to the sale of advertising space for employment/recruiting purposes and the sale of advertising space to businesses not having an established or permanent location in The News Herald's retail trading area.

4. An advertising agency commission program is available to recognized advertising agencies for National and Local National rate advertising at 15%. Contact The News Herald's National Advertising Account Executive for details.

5. Forwarding of an order by the advertiser is construed as an acceptance by the advertiser of all rates and conditions under which advertising space is at the time sold by The News Herald. Failure to make an order correspond in price, or otherwise, with the applicable rate card is regarded only as a clerical error and publication shall be made and charged for based upon the rates and terms of the applicable rate card, without further notice. Special clauses in an order shall not be accepted if they relate to legal liability or circulation guarantees; the terms and conditions of any form advertising contract prepared and tendered by the advertiser shall be inapplicable to the extent that they are inconsistent with the terms and conditions stated herein. Execution of The News Herald's form advertising contract by the advertiser is construed as an acceptance of all rates and conditions under which advertising space is at the time sold by The News Herald; provided, however, that to the extent said rates and conditions are inconsistent with the provisions of The News Herald's form advertising contract, the provisions of the contract shall apply.

6. Submission of an advertisement to a sales representative of The News Herald does not constitute a commitment by The News Herald to publish the advertisement. Only publication of an advertisement constitutes acceptance of the advertiser's order. Publication of an advertisement does not constitute an agreement for continued publication. The News Herald shall in no event be liable for failure to publish advertising when specified by the advertiser, provided that, if no advertising is published, any charges received therefore by The News Herald shall be refunded.

7. Acceptance and publication of advertising does not constitute any extension of credit. The News Herald may, at its sole discretion, extend credit upon completion of an application for credit, and/or personal guarantees by the advertiser, and/or any additional information and references deemed necessary. The advertiser should allow two working days for the processing of its credit application. When The News Herald extends credit, payments are due by the 15th of the month following publication. Continuation of credit privileges is dependent upon full and prompt payment. The granting of credit from time to time is an accommodation to the advertiser, the terms of which may be changed by The News Herald upon [30] days prior written notice to the advertiser.

8. Except as otherwise provided herein, all bills for advertising are net and are due and payable upon submission of statement. A charge of 1.5% per month (which accrues to 18% annually) shall be made on all unpaid advertising when the account becomes 60 days past due, and such charge shall appear on the subsequent monthly statement.

9. When The News Herald sets copy, a charge shall be made for the actual space occupied if such space is greater than the space specified in the order. If the actual space occupied is less than the space specified in the order, The News Herald shall bill the advertiser for the exact space ordered.

10. The News Herald reserves the right to amend or revise rates, terms, conditions, etc. upon 30 days written notice; all advertising contracts are acceptable subject to this reservation. If said amendments are not acceptable to the advertiser, the advertiser may, by written notice to The News Herald prior to the effective date of the amendments, cancel its advertising contract without liability for future obligations thereunder. Any agreements, rates, terms, or conditions not set forth herein or in the advertising contract between the advertiser and The News Herald shall be void and of no effect.

11. The News Herald reserves the right to edit, reject, or cancel any advertisement for any reason it deems sufficient, including but not limited to any advertisement deemed objectionable in subject matter, illustration, or phraseology.

12. Proofs may be furnished to the advertiser prior to publication of its advertisement. The purpose of such proofs is to provide the advertiser an opportunity to inspect for typographical errors and to make any price changes. The News Herald shall make any other changes if time permits and at an additional charge of \$25.00 per hour, with a \$25.00 minimum charge. If the advertiser is furnished such proofs, The News Herald shall not be held liable or responsible for any error in any published advertisement unless the advertiser's proof correction requests are returned in ample time before publication and are not met. Whether or not such proofs are furnished, The News Herald shall assume liability for typographical errors ONLY for the first insertion of the advertisement, and its liability shall not exceed the cost of the space occupied by the error. In no event shall The News Herald be liable or responsible for errors that do not materially affect the value of the advertisement or for errors due to omission of material by the advertiser.

13. It is the advertiser's responsibility to examine its advertisement for any errors upon publication of the advertisement. The News Herald shall not be held responsible for errors beyond the first publication date of a multiple insertion. Requests for error adjustments must be made within 10 days of the publication date. Error adjustments shall be given in the form of either (A) additional advertising space or (B) cancellation of the charge or refund of any payment for the advertising space involved. The News Herald has the exclusive right to choose the appropriate form of adjustment.

14. In the event of The News Herald's error advertising goods at less than the specified price, The News Herald shall furnish a letter to the advertiser to be posted, noting the error and stating the correct price. The News Herald shall not assume any liability for goods sold at the incorrect price.

15. The News Herald shall not be responsible for orders, cancellations, or corrections given over the telephone. Written confirmations of orders, cancellations, or corrections must be received by The News Herald in ample time to follow. Cancellations shall be allowed at no charge when received by The News Herald no later than 24 hours after the regular deadlines. Copy set and not published shall be charged at \$10.00 per column inch. Cancellations received more than 24 hours after the regular deadlines and before 4:00 p.m. on the day prior to printing shall be subject to a charge of 25% of the cost of the space canceled. The News Herald shall accept no cancellations after 4:00 p.m. on the day prior to printing.

16. Positions may be requested for any page on which advertising is acceptable and shall be filled, if possible, depending upon editorial make-up and advertising space demands. Specifications on orders for the use or barring the use of any page, or relating to the kind of news or advertising on the page are treated as requests only. Every effort shall be made to comply with such position requests. Subject to the provisions of paragraph 11 hereof, The News Herald shall guarantee section position for an additional 10% of the cost of the advertisement, page position for an additional 25% of the cost of the advertisement, or page three of main news for an additional 40% of the cost of the advertisement subject to availability; provided, however, that in no event shall exact placement on a page be guaranteed.

17. Political advertisements must be paid in advance of publication by check and shall be set as display advertisements. A political advertisement must clearly state (A) that it is a "paid political advertisement," (B) the political party affiliation of a candidate for partisan office, (C) by whom the advertisement was paid, and (D) by whom the advertisement was authorized. In the event that the advertisement is not authorized by the candidate, his or her authorized political committee, or its agents, the advertisement must clearly state that it is not authorized by any candidate or candidate's committee and must include the name and residence address of the individual responsible for the advertisement. In no event may a political advertisement imply the incumbency of a candidate who is not in fact the incumbent.

18. Any advertisement simulating news matter must have the word "Advertisement" or the words "Paid Advertisement" at the top and/or bottom of the advertisement. The News Herald reserves the right to include such words if omitted by the advertiser and to determine the size of the word "Advertisement." The advertiser's failure to include such words may result in a charge for the additional space necessary to include them. In no event may The News Herald's masthead or news type be used for advertising purposes.

19. No advertising contract is valid unless signed by The News Herald's Advertising Director or a designated manager. All advertising contracts must be made in the advertiser's name and signed and titled by an owner or officer of the advertiser. All advertisements are accepted for publication entirely upon the representation that the advertiser and its agency (if any) are properly authorized to publish the entire contents and subject matter thereof. The advertiser acknowledges and agrees that the space reserved under the advertising contract is to be used by the advertiser signing the contract and used exclusively for the advertiser's present business and cannot be sold, given,

transferred, or assigned, in whole or in part, to any other firm, individual, corporation, or other entity.

20. The News Herald may cancel any advertising contract at any time for reasons satisfactory to the publisher. If the contract is canceled because the advertiser defaults in payment of any amount when due thereunder, becomes insolvent, makes an assignment for the benefit of creditors, is adjudged bankrupt, or a receiver is appointed, then the advertiser shall pay at the rate earned. If the contract is canceled by The News Herald for any other reason, the advertiser shall pay at the contract rate. The advertiser may cancel any advertising contract for any reason upon 30 days written notice to The News Herald, in which event the advertiser shall pay at the rate earned.

21. The News Herald shall not be liable for failure to furnish advertising space or to publish any advertisement due to public emergency or necessity, force majeure, restrictions imposed by law, acts of God, labor disputes or for any other cause, including equipment failures or any mechanical or electrical breakdowns, beyond The News Herald's control.

22. Any federal, state or local tax imposed on advertising published hereunder shall be an additional charge to the advertiser, over and above the rates set forth herein.

23. All property rights arising from the creation or production of advertisements for the advertiser by The News Herald, including but not limited to any copyright interest in any such advertisements which incorporate art work, creative ability, and/or typography furnished or arranged by The News Herald, shall be the property of The News Herald. No such advertisement or any part thereof may be reproduced without the prior written consent of The News Herald. The News Herald shall not be held liable or responsible for any original art work, drawings, or materials supplied by the advertiser that are left at The News Herald's offices for over 14 days.

24. Key numbers and coupons in advertisements are accepted at the advertiser's risk.

25. Advertising agencies are responsible for payment of all advertising ordered on behalf of their clients, but The News Herald reserves the right to hold the agency and the advertiser jointly and severally liable for all such payments.

26. In consideration of the publication of advertising, the advertiser and its agency (if any) hereby indemnify and agree to hold The News Herald harmless against any and all liability, loss or expense from any violations of law, claims for libel, unfair competition, unfair trade practice, violation of rights of privacy or rights of publicity, infringement of trademark, trade name, copyright or other proprietary rights, or any other claims, causes of action or the like arising directly or indirectly from the publication of advertising hereunder. The advertiser and agency (if any) further agree to pay the costs of any such actions, including but not limited to expenses and reasonable attorneys' fees for the counsel of The News Herald's selection.

27. The advertiser agrees to hold The News Herald harmless for all fees and expenses, including but not limited to expenses and reasonable attorneys' fees for the counsel of The News Herald's selection, incurred by The News Herald in enforcing payment of any amounts due under an advertising contract hereunder. It is agreed that the venue in any legal proceeding that may be taken to enforce an advertising contract hereunder shall be Burke Co., North Carolina. The laws of North Carolina (without regard to any of its conflicts of laws provisions) shall govern the interpretation and enforcement of this contract in all legal proceedings.

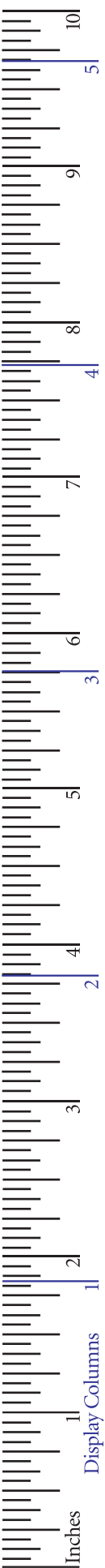
28. Contracts must be endorsed by the advertiser and in the possession of the newspaper in advance of the first published advertisement. Open rates apply until the contract has been accepted by the newspaper. If the contract has not been activated within 30 days of the first published advertisement, open rate advertising will not be adjusted to contract rates.

29. The advertiser agrees to pay any production charges the newspaper may bill such as veloxes, halftones, screens, reverses, separations, etc.

30. The newspaper will not be held responsible for issuing credit for erroneously billed advertising after 3 months.

31. Notwithstanding anything to the contrary herein, under no circumstances shall publisher be liable to advertiser or agency for any consequential, punitive, incidental or special damages. In no event will the liability of publisher to advertiser, agency or any third party for damages, direct or otherwise, arising out of or in connection herewith exceed the total value of the monies payable to publisher for the services not performed in accordance with these terms and conditions.

32. Publisher shall use commercially reasonable efforts to in performing the services hereunder. Advertiser hereby acknowledges that publisher shall not be liable for immaterial deviations from the agreed services. Except as expressly stated in these terms and conditions, no warranties, conditions, guarantees, or representations are made by publisher, and publisher hereby disclaims all warranties, including but not limited to warranties of merchantability, fitness for a particular purpose, or other warranties, whether expressed or implied, in law or in fact, oral or in writing.



Proven Ways To Build Your Business

- Add Weeks To Your Newspaper Campaign
- Increase Ads Per Week to Your Campaign
- Increase Ad Size for Visual Impact
- Add Color for an Instant Eye Catcher

Four Points of a Successful Ad

- Benefit Headline - Tell the customer how it will benefit them
- Attention Getter - art, photo, illustration
- White Space - cluttered copy is a turnoff
- Reason to Buy - tell your product story - 50% OFF, Annual Clearance

