

**Shoppers**  
**AD-VANTAGE**  
*Area's Best Advertising Buy!*  
 A PUBLICATION OF THE JOURNAL, INC.

**Total Market Coverage of • Williamston  
 Pelzer • Piedmont • Powdersville • Belton**

Optional routes are mailed at publisher's discretion according to advertiser needs. 25,000 maximum, direct (mail and newspaper distribution).

Distribution by: United States Postal Service  
 \*Greenville County Postal Routes  
 Anderson County Postal Routes

**ADVANTAGE 1  
 PIEDMONT, SC\*  
 ZIP CODE 29673**

RR 1.....	512
*RR 2.....	685
RR 3.....	536
*RR 4.....	592
*RR 5.....	755
*RR 6.....	655
RR 7.....	544
RR 8.....	580
RR 9.....	789
RR 10.....	685
RR 11.....	566
RR 12.....	577
*RR 13.....	741
*RR 14.....	589
RR 15.....	290
RR 16.....	814
	9910
*City.....	523
*BH.....	557
BH.....	280
	1360

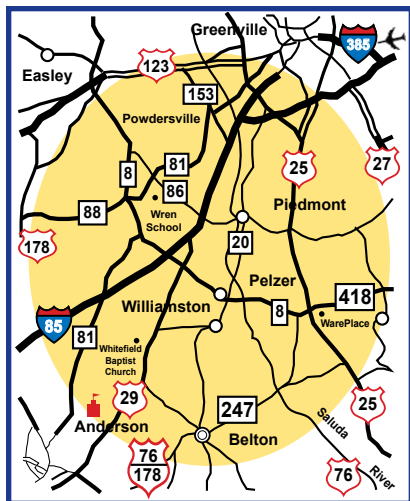
**ADVANTAGE 2**

<b>WILLIAMSTON, SC ZIP CODE 29697</b>	<b>PELZER, SC ZIP CODE 29669</b>
RR 1.....	583
RR 2.....	687
RR 3.....	743
RR 4.....	548
RR 5.....	674
	3235
.....	3700
City 1.....	409
City 2.....	572
City 3.....	416
City 4.....	331
BH.....	629
	2357

**ADVANTAGE 3**

<b>BELTON, SC • ZIP CODE 29627</b>	<b>EASLEY, SC ZIP CODE 29642 POWDERSVILLE</b>
RR 2.....	594
*RR 3.....	551
RR 4.....	561
	3583
RR 6.....	611
RR 7.....	626
RR 8.....	640
	3497

TMC Coverage Area Shown On Map



**Advertise For Success!**

1. Advertising is not a current expense but an investment in the future. Business may be great today, but how about next month or next year?
2. Advertising can pre-sell customers requiring less time for a clerk to make a sale.
3. The secret to successful advertising is consistency, not size.
4. Advertise items people want, when they want them, and in the price range they are willing to pay. You should get results.
5. Take the planned approach. Instead of throwing an ad together, sit down with your newspaper representative and go over your plans for the next month. You'll be surprised at how little time it takes to put together an effective program.

**Why Advertise?**

**ADVERTISING IS AN INVESTMENT** in the future of your business. And like any other investment, you may not see the benefits right away or the benefits may not always be obvious.

**TO GENERATE TRAFFIC.** You can't sell until potential buyers walk through the door. Advertising, your "public salesperson," brings customers to your store, increasing sales opportunities.

**TO REACH NEW CUSTOMERS.** Our market is changing more than you might think. That means many of your customers move away each year and need to be replaced. Advertising raises awareness of your business among newcomers to the area.

**TO SUCCEED IN THE LONG RUN.** Advertising on a consistent basis increases your name recognition in the market - giving you a long-term advantage over competitors who frequently cut back or cancel their advertising.

**The Journal Paid Circulation 4,000  
 The Journal Online 1,000+  
 Total Market Coverage 10,900  
 www.thejournalonline.com**

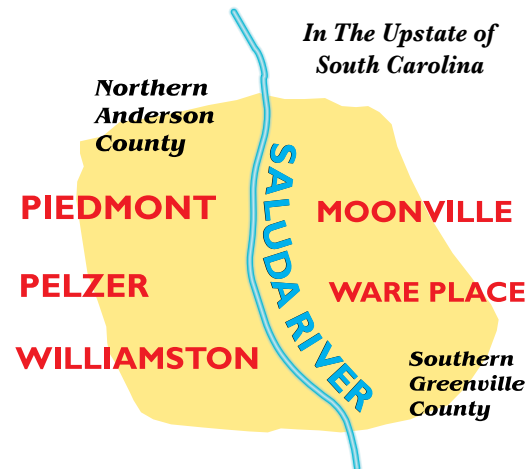
Williamston Pelzer/West Pelzer Piedmont, SC

**The JOURNAL**  
 & Surrounding Communities

**ON LINE**  
**The JOURNAL**  
 Williamston • Pelzer/West Pelzer • Piedmont  
 www.thejournalonline.com



**Advertising Rates and Conditions  
 January 1, 2012**



Serving The Upstate's Fastest Growing Areas:

**Northern Anderson,  
 Southern Greenville County  
 Williamston • Pelzer • West Pelzer  
 • Piedmont & Surrounding Communities  
 In The Upstate South Carolina**

**Office (864) 847-7361  
 FAX (864) 847-9879  
 e-mail: editor@thejournalonline.com  
 www.thejournalonline.com**

# The JOURNAL

Weekly Newspaper of Williamston, Pelzer/West Pelzer, Piedmont

Serving Northern Anderson & Southern Greenville Counties  
In Upstate South Carolina

**Published Weekly on Wednesdays**

**January 1, 2012**

**David C. Meade - Advertising Manager**

**Richard A. Meade - Production Manager**

**Tina Williams - Graphics/Layout**

106 W. Main St., PO Box 369, Williamston, SC 29697

www.williamstonjournal.com or www.thejournalonline.com

E-mail ad copy to: tina@thejournalonline.com

Inquiries: editor@thejournalonline.com

## Advertising Rates

Open Rate (Commissionable) - Gross .....	\$8.91
Local Display Advertising Rate - Net .....	\$7.75
Classified Display Advertisement .....	\$6.50
Classified Advertising, Minimum Charge .....	\$5.50
(20 cents for each word over 25 words)	
Twice - \$5.25 per insertion, three or more - \$5.00 per insertion	
On Line Classifieds .....	Included
Card of Thanks, In Memory .....	\$7.00 per col. in.
Legal Advertising .....	\$7.50 per col. in.
Expert Service (Minimum 4 weeks) .....	\$5.50 Week
Church Page (Minimum 4 weeks) .....	\$10.00 Week
Business Card .....	\$26 Week
Banner Ad (6 col. x 2 in.) .....	B&W, \$120 Week
Banner Ad (6 col. x 2 in.) .....	Color, \$220 Week
Color .....	Spot \$50.....Process \$150

## Pre-Printed Circulars

### Tab Pages

Flyer.....	\$ .045
*Up to 8 pages Net \$ .049 ea. - Commissionable \$ .059 ea.	
*10 to 16 pages Net \$ .059 ea. - Commissionable \$ .069 ea.	
*18 to 20 pages Net \$ .069 ea. - Commissionable \$ .079 ea.	
Over 20 pages \$ .04 per ounce (Frequency Discounts Available)	

### Quantities Needed

The JOURNAL.....	Williamston/Pelzer/Piedmont	4,000
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## Online Advertising Rates

Display Ad Online Only.....	\$50 Mo.
Print Ad Online.....	\$10 Wk.
Side Ad with link .....	\$50 Mo.
Business Card Online .....	\$50 Mo.
Online Banner Ad .....	\$100 Mo.

For information on Special Sections, Pages, or Features, please contact one of our Ad Representatives at (864) 847-7361.

## Mechanical Requirements

The chart below gives column measure in inches:

Measure	Reg. Inches	Class. Inches
1 Column	1.875 - 1 7/8	1.375 - 1 3/8
2 Columns	3.8125 - 3 13/16	2.875 - 2 7/8
3 Columns	5.75 - 5 3/4	4.3125 - 4 5/16
4 Columns	7.75 - 7 3/4	5.75 - 5 3/4
5 Columns	9.687 - 9 11/16	7.1875 - 7 3/16
6 Columns	11.625 - 11 5/8	8.687 - 8 11/16
7 Columns	N/A	10.125 - 10 1/8
8 Columns	N/A	11.025 - 11 5/8

**Page Size, The JOURNAL** - 6 Col. x 21 = 126 col. in. per pg. Excessive composition or excessive changes in copy that deviate from original layout will be charged at the rate of \$50.00 per hour.

**Page Size, The ADVANTAGE** 10.25 x 11.5 inches

## Conditions

1. No display advertisement will be taken for less than one column inch.
  2. Advertisements requiring more than 18-1/2 inches in depth will be charged for the full length of column, 21 inches in The JOURNAL.
  3. Advertisements must be as many inches in depth as columns wide.
  4. Advertisers will be accommodated with position request as near as possible, but position will not be guaranteed.
- The minimum acceptable depth for an ad to utilize the double truck position and gutter is 10.5 inches in The JOURNAL. An advertiser may purchase a "Scotch Double Truck" only if the ad measures full column depth and is 10 columns wide in The JOURNAL.
5. Under no circumstances will the newspaper be responsible for the sale of goods made by reason of errors in advertisements. When such errors occur the newspaper will furnish a letter to be displayed where goods are located, stating that an error has been made.
  6. In event of error in advertising copy by The JOURNAL, the publisher will be responsible for adjustment only for that portion of the advertisement which appeared in error.
  7. Advertisers who sign for monthly earned contracts and fail to carry out this contract for the period stated in the contract, agree to pay the difference between the prevailing rate on this contract and that allowed on open space accounts for the entire period that this contract has been in effect.
  8. Composition charges will be made for excessive changes or alterations from original copy.
  9. Advertisements of unusual make-up will not be accepted, such as advertisements running upside down.
  10. Step down ads must be made up so they can be separated.
  11. In the event that any tax is imposed on newspaper advertising, the advertiser specifically agrees that such tax or taxes shall be added to the rates set forth in this contract.
  12. Publisher reserves the right to revise, edit or reject any and all copy.
  13. Frequency, bulk and volume discounts apply only to contracts that are signed prior to publication of advertisements.

## Monthly Volume Discounts

50-187 Col. Inches .....	5%	400-499 Col. Inches .....	11%
188-299 Col. Inches .....	7%	500 or more Col. Inches .....	15%
300-399 Col. Inches .....	9%		

## Advertising Deadlines

**The JOURNAL - Published on Wednesday**

Deadline: 5 pm Monday before publication

**The ADVANTAGE (TMC)**

Call for information

Offices Are Open Monday - Friday 8 am - 5 pm

## Circulation

The JOURNAL - 4,000 • The ADVANTAGE - 6,900

Total Market Coverage - 10,900

## Subscription Rate For The JOURNAL

**Anderson, Greenville & Pickens Counties**

1 Year - \$28.00 • 2 Years - \$48.00

**All Other Areas**

1 Year - \$32.00 • 2 Years - \$60.00

Senior Citizens Discount for 60 and older - 10% off

**Online Subscription Only**

1 Year - \$28.00 • 2 Years - \$48.00

Online Subscription free with print subscription

## Frequency Contracts

	Inches	4 Wks.	13 Wks.	26 Wks.	52 Wks.
	1.5	10%	13%	15%	20%
	4	10%	13%	15%	20%
	6	10%	13%	15%	20%
	10	10%	13%	15%	20%
	12	10%	13%	15%	20%
1/8 pg.	15.75	10%	13%	15%	20%
	18	10%	13%	15%	20%
	24	10%	13%	15%	20%
1/4 pg.	31.5	10%	13%	15%	20%
	45	11%	14%	16%	21%
1/2 pg.	63	12%	15%	17%	22%
	96	13%	16%	18%	23%
	105	14%	17%	19%	24%
Full pg.	126	15%	18%	20%	25%
2nd pg.	126	50%	50%	50%	50%

### Yearly Bulk Contracts

In./Yr.	% Disc.	In./Yr.	% Disc.
187.5	5%	2,625	19%
375	7%	3,000	20%
750	9%	3,375	21%
1,125	10%	3,750	22%
1,500	11%	4,875	23%
1,875	12%	6,000	24%
2,250	13%	7,500	25%

### Net Discount Rates

Open 7.75	
5% - 7.36	18% - 6.35
7% - 7.20	19% - 6.28
9% - 7.05	20% - 6.20
<b>10% - 6.97</b>	21% - 6.12
11% - 6.89	22% - 6.04
12% - 6.82	23% - 5.97
13% - 6.74	24% - 5.89
14% - 6.67	25% - 5.81
15% - 6.58	<b>50% - 3.88</b>
16% - 6.51	
17% - 6.43	