

The COLUMBIAN PROGRESS

318 Second St.
Columbia, MS 39429
P.O. Box 1171
PH: (601) 736-2611
FX: (601) 736-4507

www.columbianprogress.com

ADVERTISING RATES

Local Rate.....	\$11.50
National & Agency.....	\$13.53
Non-Profits and Charities.....	\$8.65
Classified Display (8 column format).....	\$8.95
Marion County Advertiser.....	\$4.30
Full Process Color Rate.....	\$250

FREQUENCY AGREEMENTS

First Ad.....Local Rate	\$11.50
Second Ad.....20% Off.....	\$9.20
Third Ad.....30% Off.....	\$8.05
Fourth Ad.....40% Off.....	\$6.90

To be run in consecutive editions and not in conjunction with any other discounts.

FREQUENCY DISCOUNTS

<u>52 Weeks</u>	
Over 64"	\$4.85 (58% off)
32" - 63"	\$5.85 (49% off)
17" - 31"	\$6.35 (45% off)
1" - 16"	\$7.35 (36% off)

<u>26 Weeks</u>	
Over 64"	\$5.65 (51% off)
32" - 63"	\$6.55 (43% off)
17" - 31"	\$7.15 (38% off)
1" - 16"	\$8.15 (29% off)

<u>13 Weeks</u>	
Over 64"	\$6.35 (45% off)
32" - 63"	\$7.50 (35% off)
17" - 31"	\$8.15 (29% off)
1" - 16"	\$9.20 (20% off)

<u>4 Weeks</u>	
Over 64"	\$7.15 (38% off)
32" - 63"	\$8.30 (28% off)
17" - 31"	\$8.95 (22% off)
1" - 16"	\$10.00 (13% off)

To be run in consecutive editions and not in conjunction with

MAXIMUM EXPOSURE

Keep your business's NAME in front of customers' MINDS.

3" Ad.....	\$145/mo. (40% off)
2" Ad.....	\$125/mo. (35% off)
1" Ad.....	\$100/mo. (30% off)

*Three-month minimum commitment.

*Can change ad up to two times per month.

*All ads are in full color.

ANNUAL AGREEMENT RATES

3,000 Inches	\$5.75 (50% off)
1,000 Inches	\$6.35 (45% off)
750 Inches	\$6.90 (40% off)
500 Inches	\$7.50 (35% off)
350 Inches	\$8.05 (30% off)
150 Inches	\$9.20 (20% off)

Inches to be used in 12 months and not in conjunction with any other discounts.

COMBO DISCOUNTS

Mid-Week or Weekend Combo	50% OFF
Marion County Advertiser Combo	59% OFF

Discount based on Open Rate or National Open Rate.

INSERTS

Single Sheet	\$60/M
8 Tabloid or 4 Full Pages.....	\$65/M
12 Tabloid or 6 Full Pages.....	\$70/M
16 Tabloid or 8 Full Pages.....	\$75/M
24 Tabloid or 12 Full Pages.....	\$80/M
32 Tabloid or 16 Full Pages.....	\$85/M

Ship Inserts to The Columbian-Progress:

318 Second St., Columbia, MS 39429

Inserts must be delivered Thursday by 5 p.m. prior to insertion date. * No loading dock.

TERMS AND CONDITIONS

All accounts are net 15 days, due and payable by the 15th of the month following publication. All political advertising must be paid in full before publication. Discount allowed if account is current only. Delinquent balance subject to a 1.5 percent finance charge. We accept Visa, MasterCard and Discover.

ABOUT US

The Columbian-Progress is a twice weekly (Thursday & Saturday) newspaper with general circulation in Marion County, MS. and is distributed by mail to subscribers as well as rack and dealer locations. The Marion County Advertiser (Total Market Coverage) is distributed by both carrier and free distribution racks at local business locations.

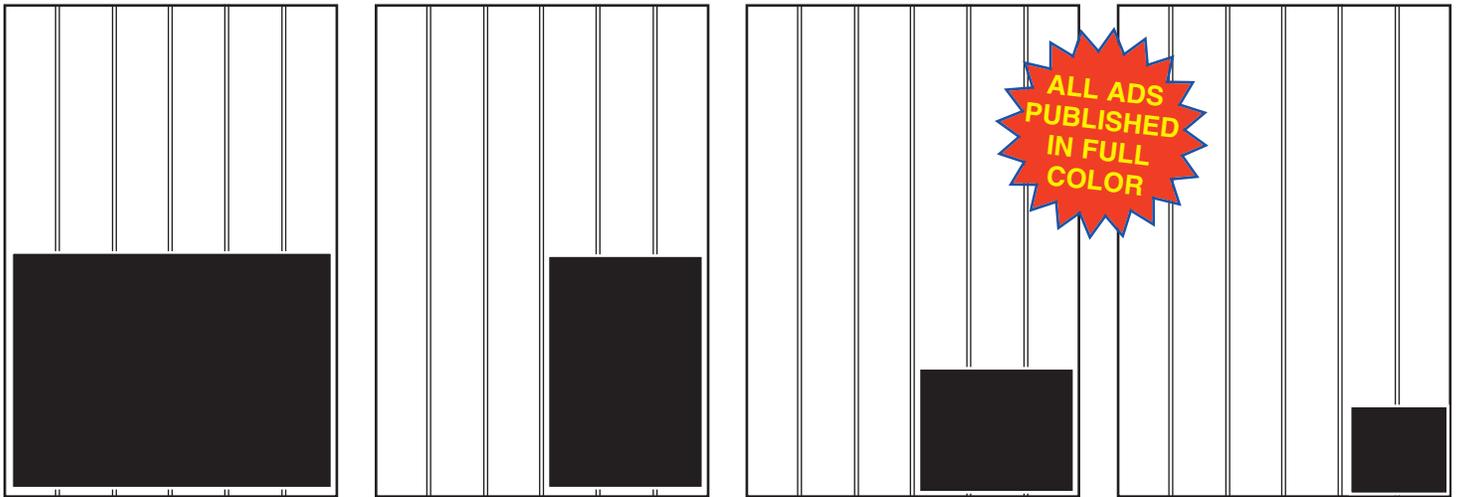
DEADLINES

Mid-Week Retail	2 p.m., Monday
Weekend Retail	5 p.m., Wednesday
Mid-Week Classifieds	Noon, Monday
Weekend Classifieds.....	Noon, Wednesday
Mid-Week Legals	Noon, Thursday

STAFF

Charlie Smith	Publisher
Ashley Clark	Advertising Consultant
Andrea Porter	Advertising Consultant
Wright Nichols	Production Manager
Tracey McNeese	Production Assistant/Classifieds
Bonnie Hudson	Office Manager

PICK A PRICE • PICK A PACKAGE



Choose from any ad-size configuration in these examples.

1/2 PAGE

1/4 PAGE

1/8 PAGE

1/16 PAGE

52 WEEKS \$410
normally \$836 save 51%

26 WEEKS \$462
normally \$836 save 45%

13 WEEKS \$506
normally \$836 save 39%

4 WEEKS \$558
normally \$836 save 33%

52 WEEKS \$262
normally \$443 save 41%

26 WEEKS \$285
normally \$443 save 36%

13 WEEKS \$315
normally \$443 save 29%

4 WEEKS \$341
normally \$443 save 23%

52 WEEKS \$152
normally \$234 save 35%

26 WEEKS \$164
normally \$234 save 30%

13 WEEKS \$180
normally \$234 save 23%

4 WEEKS \$193
normally \$234 save 17%

52 WEEKS \$84
normally \$117 save 28%

26 WEEKS \$90
normally \$117 save 23%

13 WEEKS \$99
normally \$117 save 16%

4 WEEKS \$105
normally \$117 save 10%

*All prices are listed on a per week basis.



SIGN ME UP TO SAVE!

Business Name: _____

Authorization Signature: _____

Package Type: _____

Start Date: _____

End Date: _____

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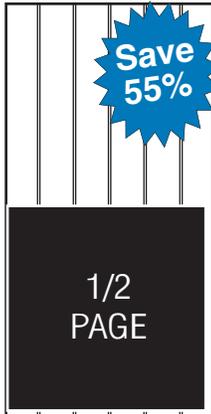
Ad Consultants: Ashley Clark & Andrea Porter

BUSINESS BUILDERS



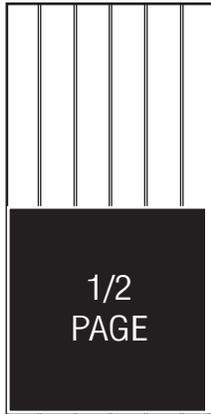
FULL
PAGE

ELITE PACKAGE
Includes two full-page ads
& two half-page ads.



1/2
PAGE

\$550/WEEK

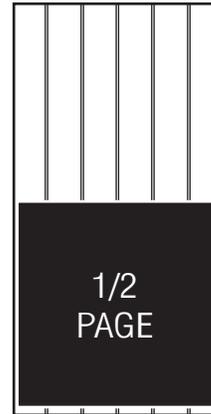


1/2
PAGE

PREMIUM PACKAGE
Includes four half-page ads.

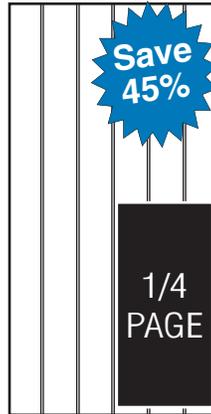


\$405/WEEK



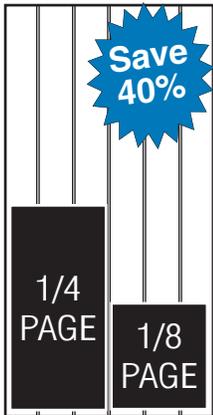
1/2
PAGE

ADVANTAGE PACKAGE
Includes one half-page ad
& three quarter-page ads.



1/4
PAGE

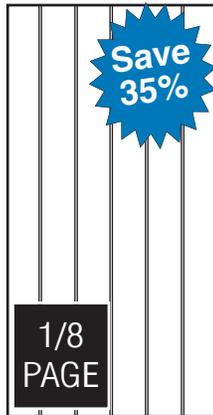
\$278/WEEK



Save
40%

1/4
PAGE
1/8
PAGE

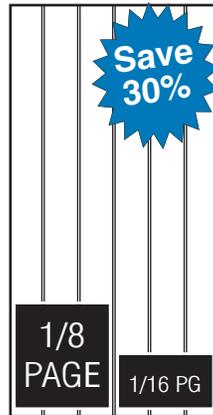
PLUS PACKAGE **\$183/WEEK**
Includes two quarter-page ads
& two eighth-page ads.



Save
35%

1/8
PAGE

STANDARD PACKAGE **\$133/WEEK**
Includes four eighth-page ads.



Save
30%

1/8
PAGE
1/16 PG

BASIC PACKAGE **\$88/WEEK**
Includes one eighth-page ad
& three 1/16th-page ads.



SIGN ME UP TO SAVE!

Business Name: _____

Authorization Signature: _____

Package Type: _____

Start Date: _____

End Date: _____

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Ad Consultants: Ashley Clark & Andrea Porter

HELP WANTED SOLUTIONS

TAKE ADVANTAGE OF THESE SPECIAL RATES FOR AN ENTIRE MONTH TO REACH OUT AND FIND YOUR NEXT EMPLOYEE(S) FOR A SMALL INVESTMENT!

BIG SAVINGS, BIG RESULTS

Classified word ad **INCLUDED** with each insertion!

PREMIUM package . \$215/mo
SELECT package. . . . \$180/mo
STANDARD package \$145/mo



SIGN ME UP TO SAVE!

Business Name: _____

Authorization Signature: _____

Package Type: _____

Start Date: _____

Phone: (601) 736-2611 Fax: (601) 736-4507

The Columbian-Progress

(ACTUAL SIZE)
2 COL. X 3 INCHES

STANDARD
Package
\$145/mo

(ACTUAL SIZE)
2 COL. X 5 INCHES

SELECT
Package
\$180/mo

(ACTUAL SIZE)
3 COL. X 5 INCHES

PREMIUM
Package
\$215/mo

ONE-WEEK RATES AVAILABLE

PREMIUM: \$105 SELECT: \$75

STANDARD: \$55

MAXIMUM EXPOSURE

THIS IS WHAT
YOU GET:

(Actual Size)

1 X 2

(Actual Size)

1 X 3

(Actual Size)

1 X 1

THIS IS ALL
YOU PAY:

3" AD \$145/mo (40% OFF)

2" AD \$125/mo (35% OFF)

1" AD \$100/mo (30% OFF)

*Three-month minimum commitment.

*Can change ad up to two times per month.

* All ads published in full color.

Keeps your business's NAME in front of
customers' MINDS.

Great for service, professional
and small retail businesses



SIGN ME UP TO SAVE!

Business Name: _____

Authorization Signature: _____

Package Type: _____

Start Date: _____

Phone: (601) 736-2611 Fax: (601) 736-4507

Email: csmith@columbianprogress.com

The Columbian-Progress

MAKE IT

POP!

Get Dramatic
Results with
Color

LOCAL COLOR RATES

Full Page	\$150
Half Page.....	\$100
1/4 Page.....	\$75
1/8 Page.....	\$50
1/16 Page.....	\$25

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