

THE MONROE JOURNAL

A newspaper published every Thursday

49 Hines Street • P.O. Box 826
Monroeville, AL 36461
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Electronic mail:
advertising@monroejournal.com

World-Wide Web:
<http://www.monroejournal.com>

ADVERTISING RATE CARD

Effective
January 2026

1. ADVERTISING PERSONNEL:

Bo Bolton, advertising manager and publisher
Michael Lambeth, advertising sales manager
Jodie Bolton, associate publisher
Bill Bolton, advertising sales representative
Mitchell Stabler, composing and layout/design

2. REPRESENTATIVES:

**Alabama Newspaper
Advertising Service, Inc.**
3324 Independence Drive, Suite 200
Birmingham, AL 35209
Telephone: 205-871-7737

**American Newspaper
Representatives, Inc**
1700 W. Big Beaver, Suite 235
Troy, MI 48084-3543
Telephone: 810-643-9910

3. COMMISSION AND TERMS OF PAYMENT:

• National rate is commissionable at standard agency 15 percent, net 2 percent, 30 days. Local rates are not commissionable. Classified advertising must be paid in advance unless an account has already been established for another purpose. Political advertising must be paid in advance.

• If you wish to establish an account for display advertising, submit the names, addresses and phone numbers of at least three credit references. Credit cannot be extended until an account is approved. Credit customers are billed at the end of each month, and payments are requested by the 10th. A finance charge of 1-1/2 percent per month is applied after 30 days.

4. GENERAL RATE POLICY:

Local rates (non-commissionable) are available to a company that has a permanent office in Monroe or in an adjacent county, or an individual who lives in one of these counties. Other advertisers will be charged at the national rate. Package (contract) rates are available at significant savings from the rates on this card. Rates are not covered by a contract may be revised by the publisher with advance notice to the advertiser.

5. R.O.P — Preprint Rates:

Your rate goes down the more you advertise! It is reduced in 4-per-cent increments, based on the number of column inches published in The Journal:

<u>Inches per month</u>	<u>Rate</u>
50 or fewer	\$13.30
51 to 83	\$13.10
84 to 115	\$12.90
116 to 150	\$12.70
151 to 200	\$12.50
201 to 266	\$12.30
267 or more	\$12.10

Ad Agency/National Rate: \$13.30 per column inch.

Miscellaneous Charges:

- Photographs: One photograph - either taken by our staff or supplied by the customer - is free with an ad of one-half page or more. Otherwise, staff-made pictures are \$8.00 each, with a \$15.00 mini-mum. If the picture requires a trip outside the Monroeville-Frisco City-Excel area, there is a travel charge of \$10.00 per half-hour. The charge for printing a customer-supplied photo is \$4.50. For unusually large advertisements or quantities of pictures, discounts on these charges will be considered.
- Heavy Composition: When an ad requires extraordinary amount of small type or detailed composition, we reserve the right to make an additional change.

Preprinted-Insert Rates:

The following net rates are based on the assumption that each tabloid page weighs approximately one-tenth ounce. We reserve the right to set higher rates for heavier pages. If the pages are larger or smaller than tabloid, the number of the pages will be calculated in proportion to size and weight.

- **Single sheet: \$60.00 per thousand copies**
- **12-page tabloid or smaller: \$65.00 per thousand copies**
- **16- to 24-page tabloid: \$70.00 per thousand copies**
- **28- to 32-page tabloid: \$85.00 per thousand copies**
- **36-page tabloid: \$100.00 per thousand copies**

Inserts must be delivered to our plant by Monday for the Monroe Journal. We need 7,400 copies for insertion in The Monroe Journal Maximum folded size is 11 by 12 inches.

5. Special Services:

- Commercial printing. We specialize in business forms, including multi-part snapout and carbonless forms, and in web printing of newspaper-type circulars. We can print your inserts for The Monroe Journal and other publications. Contact Michael Lambeth.