

The Sea Coast Echo

TO PLACE ADS IN THE SEA COAST ECHO CALL 228-467-5473

Advertising Rate Schedules • Effective February 1, 2015

THE SEA COAST ECHO OPEN RATE - per column inch \$13.75 POLITICAL RATE \$13.75

NATIONAL RATE - per column inch \$23.00

The Sea Coast Echo is published Wednesdays & Saturdays

PERSONNEL

James R. (Randy) Ponder, Editor and Publisher
Geoff Belcher, News Editor & Account Executive
Ellis C. Cuevas, Publisher Emeritus
Maurice Singleton, Advertising Manager
Chelle Grantham, Account Executive

TERMS OF PAYMENT

All bills are due and payable by the 15th of the month following insertion. A service charge of 1 1/2% (18% annually) will be assessed to all accounts over 30 days delinquent, minimum charge 50 cents. National rates are subject to a 15% agency commission if paid by the 15th of the month following insertion.

POLICY

The contract terms, conditions, and rates listed herein are subject to change without notice. Any contract term or rate is subject to the acceptance and final approval of the publisher and no other agent or representative of the paper.

The Publisher reserves the right to refuse any advertising, including the right to do so after the ad has been accepted for publication but before the publication occurs. The Advertiser's sole remedy for such refusal shall be the refund of the funds paid to purchase the ad.

Advertisements are accepted by the Publisher upon the representation that the agency and/or Advertiser is authorized to publish the contents and subject matter of the advertisement and that it is not libelous or does not infringe on the privacy of the individual or entity. All advertisements are accepted and published by the Publisher upon the representation that the agency and/or Advertiser will indemnify and hold harmless the Publisher from any loss or expense, including the cost of defense and any settlement and/or judgement resulting from claims based upon the contents of any advertisement including claims or suits for defamation, libel, violation of right of privacy, plagiarism or copyright infringement.

All advertisements created by the Publisher are not considered a

"work made for hire" and the Publisher retains the copyright to all advertisements created by the Publisher for the Advertiser. The advertisement may not be reproduced without the written permission of the Publisher. The Publisher maintains the right to reject or edit any submitted matter.

ADVERTISING RATES

OPEN RATE \$13.75 Per Column Inch

CONTRACT RATES- to be used within one year

1,500"-\$10.50 col. inch net 4,500"-\$10.00* col. inch net.

3,000"-\$10.25* col inch net 6,000"- \$9.50* col. inch net

CARD RATES- No copy changes

13 consecutive weeks \$11.50* col. inch net

*If paid by 15th of month following publication, or rate reverts to open rate of \$13.75 per inch.

ADVERTISING SUPPLEMENT RATES

The Sea Coast Echo

4 page standard or 8 page tab\$350

6 page standard or 12 page tab\$370

8 page standard or 16 page tab\$390

10 page standard or 20 page tab\$410

12 page standard or 24 page tab\$440

Quantity 7,800

COMBINATION RATES

Retail display ads- no copy changes. Any ad that runs two consecutive issues may receive the second at \$11.50 per col. inch, provided that there is no copy change.

COLOR RATES

1 color and black - \$95; 2 colors and black - \$240; 3 colors and black - \$280.

ROP DEPTH REQUIREMENTS

Page length 21-1/4 inches. Any ad exceeding 19 inches will be billed as full column. Double page spreads will be billed as 13 columns.

MEMBER:

Mississippi Press Association, National Newspaper Association, Hancock County Chamber of Commerce, MS Gulf Coast Advertising Federation

CONTACT US AT:

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