

CONTRACT AND COPY REGULATIONS

- a. Bulk space contracts are available to advertisers with established credit.
- b. An advertiser who does not use space contracted for, or fails to make payment when due, shall pay the open rate with no discount on all advertising used.
- c. Corrections in an advertisement shall be run without charge when error was caused by newspaper, and notified within 72 hours. Correction not to exceed space used by item in ad.

CLOSING TIMES - RETAIL & POLITICAL ADVERTISING

Saturday	Thursday 5 p.m.
Wednesday	Monday 5 p.m.

MECHANICAL MEASUREMENTS

- Six columns to a page
- Column width - 1.528 inches
- Six column width - 10 inches
- Page depth - 21.25 inches
- Heavy composition or proof required deadline is 24 hours earlier than normal deadline.

SPECIAL CLASSIFICATION RATES

Guaranteed position - 25% extra

CLASSIFIED RATE SCHEDULE

- 1 insertion, 20 words - \$10.00.
- Additional words - .25 each
- 4 insertions, 20 words - \$20.00
- Additional words - .25 each per insertion
- Insertions must be consecutive issues with no copy changes.

CLASSIFIED DISPLAY - Open rate \$13.75 col. inch;
2nd consecutive insertion - \$11.50 col. inch.

IN MEMORY OR CARD OF THANKS - \$8.00 col. inch.

CLASSIFIED COPY DEADLINES

<i>Insertion Day</i>	<i>Deadline</i>
Saturday	Thursday 5 p.m.
Wednesday	Monday 5 p.m.

GENERAL

The Sea Coast Echo established in 1892 - published Wednesday and Saturday.

Single Copy price: \$1.00
 \$60 per year (in Hancock County, Pass Christian, Perkinston, Picayune and Long Beach.) All other subscriptions \$90 per year.

