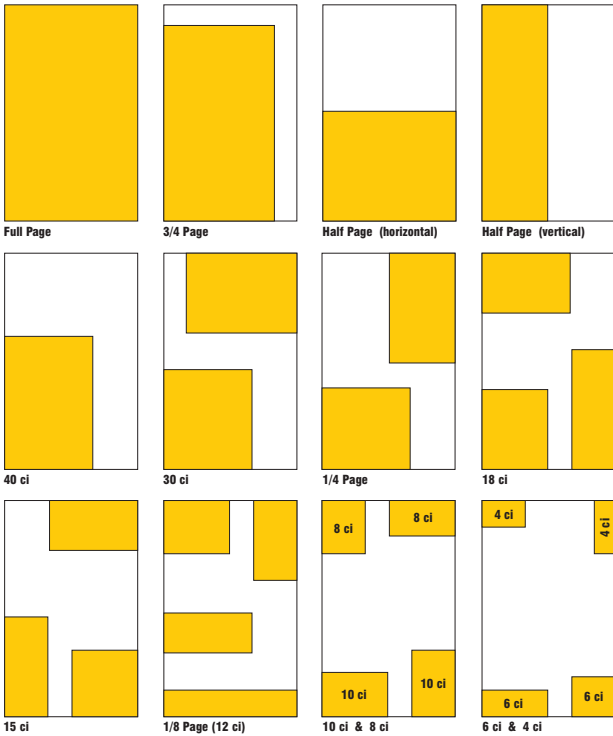


## Ad Sizes



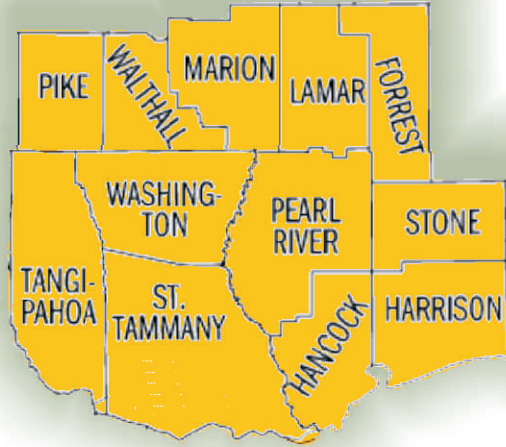
## Ad Dimensions

### Inches

(WIDTH x HEIGHT)

FULL PAGE	10 x 16.3
3/4 PAGE	8.313 x 14.7
HALF PAGE (H)	10 x 8.25
HALF PAGE (V)	4.937 x 16.3
40 ci	6.625 x 10
30 ci (V)	4.937 x 10
30 ci (H)	10 x 6
1/4 PAGE (V)	4.937 x 8.25
1/4 PAGE (H)	8.313 x 4.9
18 ci (V)	3.249 x 9
18 ci (S)	4.937 x 6
18 ci (H)	6.625 x 4.5
15 ci (V)	3.249 x 7.5
15 ci (H)	4.937 x 5
1/8 PAGE (V)	3.249 x 6
1/8 PAGE (H)	4.937 x 4
10 ci (V)	3.249 x 5
10 ci (H)	4.937 x 3.33
8 ci	3.249 x 4
6 ci	3.249 x 3
4 ci	3.249 x 2

## Timberlands Coverage Area



# Timberlands ADVERTISER

## DISTRIBUTION AREA

Over 17,500 copies distributed across  
3 parishes in Southeast Louisiana  
9 counties in Southern Mississippi:  
St. Tammany, Tangipahoa & Washington  
Parishes in Louisiana and Pike Walthall, Marion,  
Lamar, Forrest, Pearl River, Stone,  
Harrison & Hancock Counties in Mississippi.

Covering the communities of Bogalusa, Franklinton,  
Covington, Folsom, Mandeville, Abita Springs,  
Slidell, Hammond, Amite, Kentwood, McComb,  
Tylertown, Columbia, Hattiesburg, Purvis, Poplarville,  
Picayune, Wiggins, Saucier, Gulfport & Bay St. Louis.

## CONTACT INFORMATION

Your Advertising Representative Is:



# Timberlands ADVERTISER

## CLASSIFIED and DISPLAY ADVERTISING



The BIGGEST Free Classified Print Advertising Option in Southeast Louisiana!

### OFFICE:

985-735-8186

Fax 985-732-7594

607 Rio Grande St., Bogalusa, LA 70427

Place your Classifieds @

**985-735-8053**

[www.TimberlandsAdvertiser.com](http://www.TimberlandsAdvertiser.com)

media guide 2010

# The POWER of the



The Timberlands Advertiser, southeast Louisiana's largest FREE Classified print advertising option, features a popular reader-friendly format with a weekly circulation over 17,500 copies blanketing twelve parishes and counties throughout southeast Louisiana and southern Mississippi. ...In fact, over 175,000 Louisiana adult residents read it every month... The Timberlands Advertiser is delivered on Tuesdays, just in time for readers to plan their weekly shopping. In fact, people read it every week for only one reason: they want to buy something!

In every issue of the Timberlands Advertiser, hundreds of individual classified ads are supported by commercial clients who know we are the best investment for their advertising dollar. They are convinced of the Timberlands Advertiser's contribution to their success. As we often hear them say, "everyone reads the Timberlands Advertiser" and that produces results you can measure!

## ADVERTISING DESIGN

The Timberlands Advertiser is proud to offer professional ad design, typesetting and copy writing assistance to display advertisers at no charge. Our in-house graphics department is fully equipped and professionally staffed.

## CLASSIFIEDS

Classified ads are an effective and economical way to reinforce your Timberlands Advertiser display ad program. Ask your advertising representative for details.

## FORMAT INFORMATION

The Timberlands Advertiser is a tabloid-format publication. Method of printing is offset on newsprint. Camera-ready art should be prepared for an 85-line screen or coarser. Our display ads are generally produced in CorelDraw, utilizing Adobe InDesign, QuarkXpress, Photoshop and other applications where necessary. We are capable of accepting ads electronically - for format and compression options, please contact our Graphics Department at (985) 735-8186, or email questions to timberlands@bellsouth.net.

## CREDIT POLICIES

All accounts are cash-in-advance until a credit application is submitted and approved. Clients requesting credit status should fully complete, sign and submit our credit application to the Timberlands Advertiser business office. Terms: Bills are due and payable upon receipt. An interest charge of 1.5% per month will be added to accounts delinquent past 30 days. Collection charges, including attorney's fees and court costs, are added to bills outstanding in excess of 90 days.

## ENTERTAINMENT/POLITICAL/NON-PROFIT

All entertainment and political advertising must be paid in advance. All advertising of a political or religious nature must identify the sponsor in the ad. Not-for-profit organizations may qualify for the 12-week rate.

# Timberlands Advertiser General Rates

## Advertising Cost Per Insertion

Effective January 2010

## Inside Publication Rates:

### INSIDE PAGE ADS:

OPEN RATE . . . . . **\$10.00 per column inch**

### AD COST QUICK CHART:

Unit	Open	4x	8x	CONTRACTUAL DISCOUNTED RATES FOR CONSECUTIVE RUNS		
				12x	26x	52x
Full Page	980.00	882.00	833.00	784.00	735.00	686.00
3/4 Page	735.00	661.50	624.75	588.00	551.25	514.50
Half Page	490.00	441.00	416.50	392.00	367.50	343.00
40 ci	400.00	360.00	340.00	320.00	300.00	280.00
30 ci	300.00	270.00	255.00	240.00	225.00	
1/4 Page	245.00	220.50	208.25	196.00	183.75	
18 ci	180.00	162.00	153.00	144.00	135.00	
15 ci	150.00	135.00	127.50	120.00	112.50	
1/8 Page	120.00	108.00	102.00	96.00	90.00	
10 ci	100.00	90.00	85.00	80.00		
8 ci	80.00	72.00	68.00	64.00		
6 ci	60.00	54.00	51.00	48.00		
4 ci	40.00	36.00	34.00	32.00		
2 ci	20.00	18.00	17.00	16.00		

Discounted Rates are **NON-COMMISSIONABLE**  
ci - abbreviation for column inches

## Premium Position Rates

### FRONT PAGE ADS:

OPEN RATE . . . . . **\$19.50 per column inch**

Front Page Rates are non-discountable. Long term contractual advertising on Front Page takes precedence over all other . Front Page advertising sold on a one (1) time basis. For complete details, see other information section.

### BACK PAGE ADS:

OPEN RATE . . . . . **\$13.00 per column inch**

## Color

### COLOR CHARGES:

FULL COLOR . . . . . **30% cost of display ad**

A minimum color charge of \$25.00 per ad.

## Inserts

### FULL CIRCULATION: (17,500)

UP TO 4 PAGE INSERT . . . . . **\$55.00 per thousand**

### LESS THAN FULL CIRCULATION:

UP TO 4 PAGE INSERT . . . . . **\$60.00 per thousand**

Call your advertising representative for other size and quantity pricing.

## Deadline/Publication Days

**Frequency** - Published every week on Tuesday

**Closing Days** - Fridays at 5PM. Advertisements requiring a proof must be submitted by Thursday at 5PM.

**Circulation** - 17,500 weekly

# Classified Advertising Rates

## Paid Classified Ads

FIRST THREE (3) LINES . . . . . **\$7.50**

ADDITIONAL LINES . . . . . **\$1.25 per extra line**

Lines are 22 character per line. A fraction of line used is considered to be an additional line and will cost the extra \$1.25 for an additional line. Ad must be paid for in advance or ad will not run. See paid classified form for information about what items are paid classifieds.

## Business/Service Classified Ads

FIRST THREE (3) LINES . . . . . **\$10.00**

ADDITIONAL LINES . . . . . **\$1.25 per extra line**

All business ads fall into this category including: Services Offered, Help Wanted, Business Equipment For Sale, Liquidation Sales/Going Out of Business Sales, Etc.

## Free Classified Ads

FREE to individuals who are buying, selling, or trading personal items. Free classified ads are limited to three (3) 22 character lines of space. Deadline for all free classified ads is 8:00 AM on Monday for the next Tuesday's issue. To know whether your ad is paid or free, see our paid classified form for information about what items are paid classifieds.

# Other Information, Terms & Conditions

- ALL ACCOUNTS DUE ON RECEIPT.** An interest charge of 1.5% per month with a \$1.00 minimum will be assessed on all accounts over 30 days.
- Front & Back Page ad rates are non-discountable. Discounts are not allowed on accounts over 30 days past due.
- All advertising is cash in advance unless credit has been established and approved by management.
- Minimum charge of \$50.00 on monthly billed accounts.
- Attorney's fees of 30% with a minimum of \$50.00 will be charged on all accounts placed with an attorney for collection.
- Advertisers may not specify location of placement of ad except by purchase of front, back or double truck ads. We will ATTEMPT to honor REQUEST for placement, but sales people can in no way guarantee placement of ads.
- Contractual Advertising takes precedence over all other non-contractual advertising appearing in the paper. In the event that a page is not completely sold out, the paper will attempt to accommodate larger advertisers who wish to purchase advertising on a certain page.
- Publication is a 17 1/2 tabloid size paper. Advertising layout is 6 columns (10 in.) x 16 1/2 inches.
- DEADLINE FOR ALL ADVERTISING-COMMERCIAL & PAID WANT ADS IS 5:00 PM FRIDAY FOR THE NEXT TUESDAY'S ISSUE**
- Reservation of Page Position (i.e. Back Page, specific Full Page, etc.) must be with a **SIGNED CONTRACT, AND ACCOUNT MUST NOT BE DELINQUENT** for established accounts. For non-established accounts, **CASH WITH ORDER.**