

Money Matters

Invest in Smart Advertising.

The *Daily Mountain Eagle* is the perfect place to advertise to the right audience at the right time. Invest back into your business. Learn more about this opportunity today by calling **205-221-2840**.



testimonial:

Bob Bryan
Attorney At Law

“Nelson, Bryan and Cross benefits tremendously from our relationship with the *Daily Mountain Eagle*. They are an invaluable source of advertising for us, providing consistent reminders about who we are and what we do. I could not be more pleased with our partnership with the *Daily Mountain Eagle*.”

Daily Mountain Eagle

P.O. Box 1469 | 1301 Viking Dr. | Jasper, AL | 205-221-2840 | www.mountaineagle.com



Daily Mountain Eagle

ADVERTISING RATES

Payment Terms

Credit approved contract and non-contract billed advertising is Net 20 days. If paid in full by the 20th, non-contract billed advertising earns a 5% discount.

Payment Options

Stated rates for all contract advertising services are conditional on payment by cash, check or credit card (American Express excluded).

Political Advertisements

Political advertising is accepted at current open rates and must be paid in advance. Non-Political advertisers may not use their current advertising agreements for political advertising.

DISPLAY SIZE
1 column = 1.604"
2 columns = 3.333"
3 columns = 5.062"
4 columns = 6.792"
5 columns = 8.521"
6 columns = 10.25"

CLASSIFIED SIZE
1 column = 1.604"
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TABLOID SIZE
<u>1/8 PAGE</u> 5.053" x 2.474"
<u>1/4 PAGE</u> 5.053" x 4.964"
<u>1/2 PAGE TALL</u> 5.083" x 10"
<u>1/2 PAGE WIDE</u> 10.25" x 4.96"
<u>FULL PAGE</u> 10.25" x 10"

DISPLAY AD DEADLINES
<u>Tuesday DEADLINE</u> Friday, 3 P.M.
<u>Wednesday DEADLINE</u> Monday, 12 Noon
<u>Thursday DEADLINE</u> Tuesday, 12 Noon
<u>Friday DEADLINE</u> Wednesday, 12 Noon
<u>Saturday DEADLINE</u> Thursday, 12 Noon
<u>Sunday DEADLINE</u> Thursday, 5 PM

LOCAL RETAIL OPEN RATE: ...\$10.84	
Local Retail Yearly Contract Rates:	
	SAVINGS
\$ 4,000.....	\$9.86 (9%)
\$ 9,000.....	\$9.65 (11%)
\$14,000.....	\$9.43 (13%)
\$21,000.....	\$9.21 (15%)
\$30,000.....	\$9.00 (17%)
\$42,000.....	\$8.78 (19%)

CLASSIFIED DISPLAY OPEN RATE: ...\$13.56	
Monthly Volume Discount Rates:	
	SAVINGS
16-75".....	\$10.85 (20%)
76-150".....	\$10.31 (24%)
151-300".....	\$9.76 (28%)
301-525".....	\$9.22 (32%)
526-750".....	\$8.81 (35%)
751"+.....	\$8.41 (38%)

*Buy any three ads at open rate and get the fourth free! **

*Must be same ad and run in the same calendar month.

SPECIAL RATES	
Non-Profit Rate.....	\$8.75
Church Rate.....	\$8.75
Political Rate.....	\$10.84

FREQUENCY CAMPAIGN*

*Requires 3 Paid Ads Per Week

2x2	Frequency	Per Ad	SAVINGS	Weekly
	3 Months	\$20	54%	\$60
6 Months	\$18	58%	\$54	
12 Months	\$16	63%	\$48	

2x3	Frequency	Per Ad	SAVINGS	Weekly
	3 Months	\$25	61%	\$75
6 Months	\$23	65%	\$69	
12 Months	\$20	69%	\$60	

2x4	Frequency	Per Ad	SAVINGS	Weekly
	3 Months	\$30	65%	\$90
6 Months	\$27	69%	\$81	
12 Months	\$23	73%	\$69	

3x5	Frequency	Per Ad	SAVINGS	Weekly
	3 Months	\$51	69%	\$153
6 Months	\$48	71%	\$144	
12 Months	\$44	73%	\$132	

3 COL. X 5 INCHES

(At Open Rate: 1-Day=\$162.60)

2 COL. X 2 INCHES

(At Open Rate: 1-Day=\$43.36)

2 COL. X 3 INCHES

(At Open Rate: 1-Day=\$65.04)

2 COL. X 4 INCHES

(At Open Rate: 1-Day=\$86.72)

Customer Loyalty Prices

	1st Run	2nd Run	3rd Run	Reg. Price
1/8 Page (B&W)	\$149	\$129	\$99	\$162
1/8 Page (color)	\$199	\$169	\$129	\$282
1/4 Page (B&W)	\$249	\$199	\$149	\$349
1/4 Page (color)	\$349	\$299	\$249	\$649
Half Page B&W)	\$449	\$399	\$299	\$699
Half Page (color)	\$549	\$499	\$399	\$928
Full Page (B&W)	\$799	\$699	\$499	\$1399
Full Page (color)	\$899	\$799	\$599	\$1628

MUST RUN AT LEAST TWICE WITHIN A 7-DAY WINDOW

Section Front Banner Ads

on the front of the Sports, Business and Lifestyles sections.

\$129/day with color*

Minimum commitment of 13 weeks.

*When available. Black and white runs \$99/day.



COLOR RATES

Color is available on any size ad for the following additional charge.

	NATIONAL	LOCAL	CONTRACT
Black plus one color	\$110	\$94	\$79
Black plus two colors	\$189	\$159	\$129
Process	\$273	\$229	\$199

For ads smaller than 32 column inches, color may be purchased by the inch: \$8 per column inch full color.