

ESTABLISHED 1845

# MOOREFIELD EXAMINER

and Hardy County News

## Weekender

Hardy/Pendleton Edition

### Advertising Rate Card

Effective January 1, 2010

THE R.E. FISHER CO., INC. publishes two weekly publications. The *Moorefield Examiner* has a total paid circulation of 4,800 with 3,200 distributed in Hardy County, West Virginia, plus 118 paid online subscribers. Display and classified advertising go into the full run, while preprints are recommended for Hardy County only. 3,200 preprints are currently needed to cover spoilage and seasonal fluctuations in local counter sales.

The Examiner is distributed by Periodical postage and counter sales on Wednesdays in county. Delivery out of county is principally by periodical postage with wide fluctuations in delivery time.

Run of press advertising must be in our office prior to 2 p.m. Friday the week before publication. Preprints must be on hand by 4 p.m. Friday.

The *Weekender, Hardy/Pendleton Edition* is delivered to every address, residential and business, in Hardy County and a portion of Pendleton County, West Virginia. Our edition of the Weekender, with a total circulation of 9,147, is part of a network of 2 similar publications with total circulation in excess of 28,765. The Hardy/Pendleton Edition is distributed by Standard A mail on Friday and Saturday as are the majority of copies of the other two network members.

Display advertising may be placed in any combination of the three editions with a single buy order placed with us. Run of press advertising must be ordered and all materials furnished prior to 2:00 p.m. Tuesday.

Preprint advertising can be inserted into any combination of ZIP codes within the network area. Again, a single buy order and delivery of preprint insertion to our office will get you the coverage you desire. Preprint insertion orders must be received prior to noon Tuesday and preprints must be on hand not later than noon Monday of the week they are meant to run.

#### PERSONNEL:

Owner: R.E. Fisher Co. Inc.

Publisher: David O. and Phoebe Fisher Heishman

General Manager: David O. Heishman

Advertising Manager: David O. Heishman

Representatives: West Virginia Press Services

errors. Publisher assumes no liability for sales or other action by the advertiser pursuant to noted errors.

- The publishers will be responsible for only one incorrect insertion.
- Positioning of advertising will not be guaranteed.

#### GENERAL POLICY:

- Terms of this card may be changed by negotiated contract which will include guaranteed quantities and defined closed end time periods.
- Advertising set to resemble news copy must be labeled with the word "ADVERTISEMENT" over the ad.
- Placing of any matter for publication by an advertiser will be regarded as an acceptance of the provisions of this rate card.
- The publishers reserve the right to edit, reject, or cancel advertising at any time.
- Advertising ordered, set and then canceled by the advertiser will be charged at 25% of normal rate.
- The Publisher will not be responsible for any damage in excess of the dollar value of the space occupied by noted

#### POLITICAL RATE

Regular rates. Payable in advance. Must contain the words "Paid Political Advertising" or "Paid for by \_\_\_"

***All rates on this card, unless otherwise indicated as commissionable, are NET RATES. Net rates are net amounts due and are not commissionable. All agency commissions must be added.***

#### WEB ADVERTISING ON MOOREFIELD EXAMINER ONLINE

www.moorefieldexaminer.com. Includes free link to your website. Web ads run on a monthly basis. Space is limited.

Banner Ad (468x60 pixels) – \$100.00 per month  
Column Ad (120x60 pixels) – \$15.00 per month

See page 2 for specific print rates and publication information.

#### The R.E. Fisher Co., Inc.

Shipping: 132 S. Main Street, Moorefield, WV 26836 Mailing: P.O. Box 380, Moorefield, WV 26836  
Phone: (304) 530-6397 Fax: (304) 530-6400 Advertising Email: advertising@moorefieldexaminer.com

ESTABLISHED 1845

# MOOREFIELD EXAMINER

and Hardy County News

Published weekly on Wednesday except between Christmas and New Years; 51 issues a year.

Advertising Deadline is 2 P.M. Friday.

Distributed by Periodical Mail, Counter Sales and via Internet.

## NET DISPLAY RATE

Ads sized 1 to 8 column inches.....\$6.70 pci  
 Ads sized over 8 to 24 column inches.....\$6.45 pci  
 Ads sized over 24 column inches.....\$6.20 pci

## NET DISPLAY CLASSIFIED RATE

\$7.50 per column inch

## DISPLAY/DISPLAY CLASSIFIED DISCOUNTS

“Repeat” Discount.....10% off net rate  
 (Any ad re-run without changes within 30 days of previous insertion)  
 Pre-Pay Discount.....5% off net rate

## COMMISSIONABLE RATE

\$9.90 per column inch

## CLASSIFIED RATE

\$6.00/wk Examiner, Weekender and online for 25 words or less,  
 10¢/word consecutively thereafter. Blind ads double the rate.  
 Words counted between spaces.

## LEGAL RATE

As set by West Virginia Law, 11-1/2¢ word first insertion,  
 less 25% for additional insertions.

## MECHANICAL MEASUREMENTS

6 columns by 21 inches (includes classified pages)

1 col.....1.83"	4 col.....7.708"
2 col.....3.79"	5 col.....9.667"
3 col.....5.75"	6 col.....11.625"

## COLOR CHARGES

Process: normal rate + \$75.00/ad

Spot color: normal rate + \$40.00/ad. *Cannot guarantee exact color.*

## NET PREPRINT INSERT RATES

Single Sheet (less than or equal to 0.020 pounds).....\$57/m  
 2-8 page tab (less than or equal to 0.040 pounds).....\$60/m  
 10-12 page tab (less than or equal to 0.061 pounds).....\$65/m  
 14-16 page tab (less than or equal to 0.081 pounds).....\$70/m  
 18-20 page tab (less than or equal to 0.101 pounds).....\$75/m  
 Over 20 pages (greater than 0.101 pounds)...\$75 + \$250.00/pound/m

Minimum total charge of \$115.00

**Next higher page count/weight level rate applies and will be charged when agencies deduct commissions/fees from preprint orders.**

## IN-COUNTY CIRCULATION BY ZIP

Town.....	Zip.....	# of Papers*
Baker.....	26801.....	303
Fisher.....	26818.....	45
Lost City/Lost River.....	26810.....	85
Mathias.....	26812.....	302
Milam.....	26838.....	9
Moorefield.....	26836.....	1,949
Old Fields.....	26845.....	64
Wardensville.....	26851.....	356
<b>Total.....</b>		<b>3,113</b>

\*This number includes both mail subscriptions and counter/vending machine sales.

**For in-county inserts we recommend sending 3,200 inserts to cover spoilage and seasonal fluctuations in counter sales. Inserts in the Examiner cannot be zoned by zip code.** We recommend inserting within Hardy County. The other two available options are inserting in the full run (4800) or inserting just in the town of Moorefield (1900).

**Ask us about our Business Directory!**

# Weekender

Hardy/Pendleton Edition

Published weekly on Saturday; 52 issues a year.

Advertising Deadline is 2 P.M. Tuesday.

Distributed by Standard A Mail

## NET DISPLAY RATE

\$7.20 per column inch in Hardy/Pendleton Edition plus \$3.10 p.c.i. for each additional edition in the Weekender Network (Hampshire and/or Grant/Pendleton)

## CLASSIFIED RATE

\$6.00/wk Examiner, Weekender and online for 25 words or less,  
 10¢/word consecutively thereafter. Blind ads double the rate. Words counted between spaces.

## MECHANICAL MEASUREMENTS

6 columns by 21 inches (Same as Examiner)

## COLOR CHARGES

Process: normal rate + \$75.00/ad

Spot color: normal rate + \$40.00/ad. *Cannot guarantee exact color.*

## NET PREPRINT INSERT RATES

See left hand column, same as Examiner.

## CIRCULATION BY ZIP CODE (HARDY/PENDLETON)

Town.....	Zip.....	# of Papers
Baker.....	26801.....	577
Fisher.....	26818.....	287
Lost City.....	26810.....	219
Mathias.....	26812.....	716
Milam.....	26838.....	36
Moorefield.....	26836.....	3,300
Old Fields.....	26845.....	362
Wardensville.....	26851.....	975
Brandywine & Sugar Grove.....	26802.....	981
Franklin.....	26807.....	1,694
<b>Total.....</b>		<b>9,147</b>

## (HAMPSHIRE)

Town.....	Zip.....	# of Papers
Levels.....	25431.....	181
Points.....	25437.....	211
Slanesville.....	25444.....	470
Augusta.....	26704.....	2,344
Delray.....	26714.....	236
Green Spring.....	26722.....	291
Rio/Kirby.....	26729.....	313
Romney/Three Churches.....	26757.....	3,121
Shanks.....	26761.....	261
Springfield.....	26763.....	721
Junction/Purgitsville.....	26824.....	334
Yellow Spring (26865) High View (26808)		
Capon Bridge (26711) Bloomery (26817).....		2,329*
<b>Total.....</b>		<b>10,812</b>

\*Special Rates apply to these zip codes.

## (GRANT/PENDLETON)

Town.....	Zip.....	# of Papers
Bayard.....	26707.....	185
Gormanian.....	26720.....	132
Scherr.....	26726.....	112
Lahmansville.....	26731.....	134
Maysville.....	26833.....	968
Petersburg.....	26847.....	3,308
Cabins.....	26855.....	431
Mt. Storm.....	26739.....	454
Burlington.....	26710.....	920
New Creek.....	26743.....	775
Upper Tract.....	26866.....	446
Seneca Rocks.....	26884.....	325
Riverton.....	26814.....	244
Onego.....	26886.....	18
Circleville.....	26804.....	354
<b>Total.....</b>		<b>8,806</b>

**Grand Total of all Weekenders 28,765**

*Inserts in the Weekender can be zoned by zip code. A map of the coverage area is available upon request.*