



# McNairy County News

252 Mulberry Avenue • Selmer, TN 38375  
Phone: 731-645-7048 • Fax: 731-645-7049

## 2022 RATE CARD

Publication Date: Thursday

### PERSONNEL

Publisher: .....Melanie King  
Editor/Staff Writer: .....Russell Ingle  
Ad Design/Layout: .....Suzanne Ingle  
Founder/Sports Writer:.....Tom Evans  
Sports Writer: .....Joel Counce

### RATES

#### GENERAL ADVERTISING

Open Rate: .....\$4.25 per col. inch  
Nonprofit: .....\$ 4.00 per col. inch  
National: .....\$5.25 per col. inch  
Blind Box Ads: ..... Additional \$5 fee per week  
Political: .....\$5.25 per col. inch  
*(payment required in advance for political ads)*

#### LEGAL ADVERTISING

Legal Notices: .....\$4.75 per col. inch  
Notice to Creditors: .....\$75.00  
*(runs twice)*  
Order of Publication: .....\$100.00  
*(runs four times)*

#### CLASSIFIED ADVERTISING

Line Ad: ..... \$5.00 (up to 30 words)  
additional words .....10¢/word

#### LIFESTYLE ADVERTISING

Obituaries: ..... Up to 300 words Free; \$5 to include  
photo, 10 cents/word over 300  
Weddings/Engagements: .....\$7.00  
Birthdays: .....\$7.00  
Card of Thanks: ..... Free or w/photo \$5.00

#### USE OF COLOR (ALL ADVERTISING)

Full Color (4 color process): .....Inquire for price

### CIRCULATION

Audited circulation as of October 2021  
Full Run 2,800

### PLACEMENT

Every effort will be made to meet any reasonable request for position on specific pages, but can not be guaranteed.

### DEADLINE

Legal Advertising: .....Monday at 5 p.m.  
General Advertising: .....Monday at 5 p.m.  
Classified Advertising: .....Monday at 5 p.m.  
Lifestyles Advertising: .....Monday at 5 p.m.

### PRE-PRINTED INSERTS

\* 2,800 required for insertion \*

.....\$50 per 1,000 (5¢ per insert)

### FORMAT

The McNairy County News is 6 columns wide by 20 inches tall

Column Widths:	Inches:
1 Column:.....	1.83
2 Columns:.....	3.79
3 Columns:.....	5.75
4 Columns:.....	7.6
5 Columns:.....	9.6
6 Columns:.....	11.625

### COPY REGULATIONS

All advertising is subject to the approval of the publisher. We reserve the right to revise or reject in part or in whole any advertisement. Liability for errors in advertisements shall not exceed the cost of the space occupied by the error. We will provide a correction letter, upon request, if we have failed to correct presented errors, to be posted in their store.

### SUBMISSION GUIDELINES

Digital photos and documents must be printable at 300 DPI at the desired column width. Pre-printed photos and advertisements must be of high quality and ready to be printed. Portable document format (PDF) files must have all fonts and images embedded and use the appropriate color space (CMYK). The McNairy County News will not be held liable for errors due to illegible documents or improperly created PDF files.

### EMAIL

Advertising: .....suzanne@mcnairycountynews.com  
Stories: .....news@mcnairycountynews.com  
Requests: .....melanie@mcnairycountynews.com  
Lifestyles: .....suzanne@mcnairycountynews.com