



McNairy County News

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

2023 RATE CARD

Publication Date: Thursday

PERSONNEL

Publisher:Melanie King
Editor/Staff Writer:Drew Wheeler
Ad Design/Layout:Suzanne Ingle
Founder/Sports Writer:Tom Evans
Sports Writer:Ashton Rich
Advertising Sales:Melanie King

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:\$5.25 per col. inch
Notice to Creditors:\$90.00
(runs twice)
Order of Publication:\$125.00
(runs four times)

CLASSIFIED ADVERTISING

Line Ad:\$5.00 (up to 30 words)
additional words10¢/word

LIFESTYLE ADVERTISING

Obituaries: Up to 500 words \$40
includes photo, 10 cents/word over 500
Weddings/Engagements:\$10.00
Birthdays:\$10.00
Card of Thanks: Free or w/photo \$10.00

USE OF COLOR (ALL ADVERTISING)

Full Color (4 color process):Inquire for price

CIRCULATION

Audited circulation as of October 2022
Full Run 3,200

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 12 noon
General Advertising:Monday at 12 noon
Classified Advertising:Monday at 12 noon
Lifestyles Advertising:Monday at 12 noon

PRE-PRINTED INSERTS

* 3,200 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: ads@mcnairycountynews.com
Stories:news@mcnairycountynews.com
Requests:melanie@mcnairycountynews.com
Lifestyles:suzanne@mcnairycountynews.com