



McNairy County News

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

2021 RATE CARD

Publication Date: Thursday

PERSONNEL

Publisher:Melanie King
Staff Writer:.....Russell Ingle
Design: Suzanne Ingle
Founder/Sports Writer:.....Tom Evans
Sports Writer:Ethan Huggins

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 2019
Full Run 3,000

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