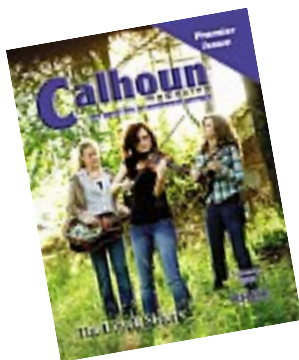


# The Daily Citizen Rate Card 2009



**THE DAILY CITIZEN**

308 S. Thornton Ave.  
Dalton, GA 30720

For More Information about  
Our Publication Please Call:

**706-217-6397**  
[www.daltondailycitizen.com](http://www.daltondailycitizen.com)

# Advertising Deadlines

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<b>The Daily Citizen</b>	<b><u>Publication</u></b>	<b><u>Deadline</u></b>
	Sunday	Thursday, 5PM
	Sunday Lifestyle	Wednesday, 11AM
	Monday	Friday, Noon
	Tuesday	Friday, 5PM
	Wednesday	Monday, 5PM
	Wednesday Lifestyle	Monday, 10AM
	Thursday	Tuesday, 5PM
	Friday	Wednesday, 5PM
	Saturday	Thursday, 5PM
<b>Classified Word Ads</b>	<b>Tues. through Sat. Sun. &amp; Mon.</b>	<b>2PM day before 3PM Friday</b>
<b>The Weekly Citizen</b>	<b>Monday</b>	<b>Thursday, 11AM</b>
<b>El Informador</b>	<b>Wednesday</b>	<b>Friday, 5PM</b>

# Mechanical Requirements

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## The Daily Citizen, The Weekly Citizen, El Informador

<b>1 Column</b>	<b>1.623”</b>
<b>2 Columns</b>	<b>3.398”</b>
<b>3 Columns</b>	<b>5.174”</b>
<b>4 Columns</b>	<b>6.949”</b>
<b>5 Columns</b>	<b>8.725”</b>
<b>6 Columns</b>	<b>10.5”</b>

# Electronic Ad Requirements

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The Daily Citizen gladly accepts ad layouts electronically in PDF format from any program. If you wish to email original documents (program files) you must include all fonts and graphic elements.

If there are any questions, please refer them to us before emailing. You may call our prepress department at 706-272-7765 or 706-272-7762 for more information.

We are Macintosh based and we accept files created in the following programs:  
Quark, Multi Ad Creator, Photoshop, Adobe Acrobat, Microsoft Office.

For e-mail addresses and FTP site access information please contact your advertising representative.

# Pre-Printed Advertising Insert Rates

The Daily Citizen  
The Weekly Citizen

Frequency	Size	CPM
1 to 10 Inserts	Card Stock	\$57.00
	4-28 pages	\$75.00
	30 plus pages	\$76.00
11 to 20 Inserts	Card Stock	\$48.00
	4-28 pages	\$63.00
	30 plus pages	\$65.00
21 to 40 Inserts	Card Stock	\$46.00
	4-28 pages	\$59.00
	30 plus pages	\$61.00
41 to 50 Inserts	Card Stock	\$45.00
	4-28 pages	\$58.00
	30 plus pages	\$60.00
51 to 70 Inserts	Card Stock	\$42.00
	4-28 pages	\$56.00
	30 plus pages	\$58.00
71 to 99 Inserts	Card Stock	\$40.00
	4-28 pages	\$54.00
	30 plus pages	\$56.00
100 plus Inserts	Card Stock	\$38.00
	4-28 pages	\$53.00
	30 plus pages	\$56.00

## Minimum Quantities

Daily Citizen – Distribution Options

Option A – Full Run

Option B – Home Delivery Only

Weekly Citizen – Full Run Only – 19,500

El Informador – Full Run Only – 8,500 – \$35.00/M



## The Daily Citizen

Wednesday, November 22, 2006 • Dalton, Georgia • www.dailycitizen.com • 30 Cents

### Utility to raise rates Jan. 1

Increases to affect business and residential customers

By [Name] [Date]

The Dalton Water Utility Board has approved a rate increase that will take effect on Jan. 1. The increase is the result of a study conducted by the utility's engineering department. The study found that the utility's current rates do not cover the cost of operating and maintaining the system. The utility's board of directors has approved a rate increase of 10 percent for residential customers and 15 percent for commercial customers. The utility's board of directors also approved a new rate structure that will allow the utility to recover the cost of depreciation on its assets. The utility's board of directors also approved a new rate structure that will allow the utility to recover the cost of depreciation on its assets.

### WRESTLING SEASON BEGINS



### Tour de Georgia to return

By [Name] [Date]

The Tour de Georgia, a multi-day cycling race, is set to return to Dalton, Georgia, in 2007. The race, which is one of the most prestigious cycling events in the Southeast, has been held in Dalton for several years. The race is a 10-day event that covers a distance of over 1,000 miles. The race is held in the heart of Dalton, Georgia, and is a major attraction for the city. The race is held in the heart of Dalton, Georgia, and is a major attraction for the city. The race is held in the heart of Dalton, Georgia, and is a major attraction for the city.



## The Weekly Citizen

DALETON, GEORGIA • Sunday, November 26, 2006

### Ask Mr. Bartley

The Dalton Daily Citizen has a new column called "Ask Mr. Bartley." The column is written by a local attorney and provides legal advice to readers. The column is a popular feature of the newspaper and is read by many of the community's residents. The column is a popular feature of the newspaper and is read by many of the community's residents. The column is a popular feature of the newspaper and is read by many of the community's residents.

### The Rock of Tunnel Hill

Woman's Club a driving force for 70 years



By [Name] [Date]

The Dalton Women's Club has celebrated its 70th anniversary. The club, which was founded in 1936, has been a driving force in the community for decades. The club has provided many services to the community, including social events, educational programs, and volunteer work. The club has been a source of support and inspiration for many of the community's residents. The club has been a source of support and inspiration for many of the community's residents. The club has been a source of support and inspiration for many of the community's residents.

## EL INFORMADOR

Comunicación al Estado y Desarrollo de la Comunidad Hispana

### "Día de Acción de Gracias", celebración en familia



By [Name] [Date]

The Dalton Hispanic Community Center is celebrating Thanksgiving. The center, which is a non-profit organization, provides services to the Hispanic community in Dalton, Georgia. The center has been a source of support and inspiration for many of the community's residents. The center has been a source of support and inspiration for many of the community's residents. The center has been a source of support and inspiration for many of the community's residents.

Departamento de Salud ofrece dentistería para niños

Condado de Cherokee propone ley anti-inmigrante

**The Daily Citizen**  
**308 South Thornton Avenue**  
**Dalton, Georgia 30720**

**Open Rate \$16.25**

**Weekly  
Partnership Flight Plan**

<b>5 Days</b>	<b>Monday – Friday</b>
1/8 Page	\$499.58
1/4 Page	\$888.94
1/2 Page	\$1,777.86
3/4 Page	\$2,539.80
Full Page	\$3,640.38

Advertiser pays for 2 days and the newspaper pays for 3 days. No ad changes, consecutive days and 1 color per ad per day. Add \$7 per ad schedule for the internet.

<b>7 Days</b>	<b>Monday – Sunday</b>
1/8 Page	\$599.60
1/4 Page	\$1,066.91
1/2 Page	\$2,133.81
3/4 Page	\$3,048.30
Full Page	\$4,369.23

Advertiser pays for 3 days and newspaper pays for 4 days. No ad changes, consecutive days and 1 color per ad per day. Add \$7 per ad schedule for the internet.

**Monthly  
Business Builder Program**

1 inch ad	\$112 monthly
2 inch ad	\$224 monthly
3 inch ad	\$336 monthly
4 inch ad	\$448 monthly
6 inch ad	\$576 monthly

4 ads per week for 4 weeks. Add \$7 per ad schedule for the internet.

**13 Week or Quarterly Agreement**

<b>Inches</b>	<b>pci</b>	<b>Example</b>
104	\$14.25	(8" ad per week)
208	\$13.18	(10" ad per week)
390	\$12.52	(30" ad per week)
585	\$11.58	(45" ad per week)
780	\$10.71	(60" ad per week)
1,170	\$9.91	(90" ad per week)
1,677	\$9.17	(Full page per week)

85% of contract must be complete to avoid short rates  
Only ROP spending goes toward contract fulfillment  
Only one contract level above signed level will be credited on all inches run. Pick-up rates apply within 7 days of first ad with no changes (1<sup>st</sup> 25%, 2<sup>nd</sup> 35% and 3 + 55%). All products inserted into the newspaper will count toward contract fulfillment (ie: special sections and Health Mind & Body). Add \$7 per ad schedule for the internet.

**Annual/52 Week Bulk Agreement**

<b>Inches</b>	<b>pci</b>	<b>Example</b>
416	\$11.70	(8" per week)
624	\$10.99	(12" per week)
832	\$10.33	(16" per week)
1,560	\$9.56	(30" per week)
3,120	\$8.84	(60" per week)

70% of contract must be complete to avoid short rates  
Only ROP spending goes toward contract fulfillment, will earn special discount toward all other non-newspaper products

Only one contract level above signed level will be credited on all inches run

Pick-up rates apply within 7 days of first ad with no changes (1<sup>st</sup> 35%; 2<sup>nd</sup> 45%; 3+ 60%)

All products inserted into the newspaper will count toward contract fulfillment (ie: Special sections, Health Mind & Body). Add \$7 per ad schedule for the internet.

**Annual/Revenue Based Agreement**

<b>Dollars</b>	<b>pci</b>	<b>Example</b>
\$5,305	\$10.91	(8" per week)
\$7,474	\$10.03	(12" per week)
\$9,368	\$9.63	(16" per week)
\$16,256	\$8.91	(30" per week)
\$30,063	\$8.07	(60" per week)
\$41,728	\$7.63	(90" per week)
\$55,350	\$7.06	(Full Page per week)
\$94,614	\$6.03	(2 Full Pages per week)
\$129,417	\$5.50	(3 Full Pages per week)
\$152,376	\$4.86	(4 Full Pages per week)

100% of contract must be complete to avoid short rates  
All spending goes toward contract fulfillment (ie: Dalton Magazine, color, El Informador, preprints)

All contract levels above signed level will be earned on spending above first contract, no credits

Pick-up rates apply within 7 days of first ad with no changes (1<sup>st</sup> 35%; 2<sup>nd</sup> 45%; 3 + 60%). Add \$7 per ad schedule for the internet.

**Color Rates**

	<b>Open</b>	<b>26x</b>	<b>52x</b>
Black + 1 Color	\$140	\$105	\$80
Process Color	\$240	\$200	\$155
<b>Splash Color</b>	<b>\$5 per column Inch</b>		

Available on quarter page and smaller ads. Process color when available

**National Rate**

**\$19.50 pci**

Gross rate eligible for 15% agency discount

**Non-Profit Rate**

Run Ad 1 time	\$10.00 pci
Run ad 3 or more times	\$8.00 pci

Add \$7 per ad schedule for the internet.



# Reach the Spanish Speaking Market Effectively by Advertising in "El Informador"

El Informador, published each Wednesday, is North Georgia & Southeast Tennessee's largest, oldest and most widely read Hispanic newspaper. It is carrier delivered to key distribution points in our market area and made available to the public for free.

Established in 1994, El Informador has grown to be a powerful influence in the buying decisions for much of the Hispanic market. There is no better way to reach the fastest growing segment of our population.

Call today, your bilingual representative is eager to work with you to help you reach your Hispanic print advertising goals.

For advertising information call: 706.272.7796 or 706.272.7740



Each weekly issue includes local news and sports, as well as national and international news of interest to the Hispanic community. Best of all, it's FREE.

**"Let us help you expand your business and effectively catch the eye of the fastest growing market!"**



## Distribution Area:

- Dalton, GA
- Chatsworth, GA
- Ellijay, GA
- Calhoun, GA
- Chattanooga, TN

## Distribution:

- 8,500
- Frequency: Weekly
- Size: 10 x 21.5 in.

## EL INFORMADOR

308 S. Thornton Ave. - Dalton, GA 30720  
706.272.7796 - 706.272.7740  
www.elinformadoronline.com



**"Let us help you expand your business and effectively catch the eye of the fastest growing market!"**

## Print Advertising Rates

Prices are Per Week, Per Publication

AD SIZE	1 PUB.	13 PUB.	26 PUB.	52 PUB.
Business Card {2x2.5}	\$52.50	\$42.00	\$35.00	\$28.00
1/8 Page {3x5.5}	\$78.50	\$63.00	\$52.50	\$42.00
1/4 Page {3x10.5}	\$156.00	\$130.00	\$108.00	\$86.50
1/2 Page Vertical {3x21.5}	\$324.00	\$259.50	\$216.00	\$173.00
1/2 Page Horizontal {6x10.5}	\$324.00	\$259.50	\$216.00	\$173.00
Full Page {6x21.5}	\$648.00	\$518.50	\$432.00	\$345.50

\*Advertising Deadline is 5 PM on the Friday before Publication.

### COLOR RATES

Process Color: \$155.00  
Two Colors: \$105.00  
Spot Color: \$55.00

### INSERTS

Pre-printed Inserts: \$35 per Thousand  
"Ask about our Print & Deliver program!"

### Distribution Area:

Dalton, GA  
Chatsworth, GA  
Ellijay, GA  
Calhoun, GA  
Chattanooga, TN

### Distribution:

8,500

### Frequency:

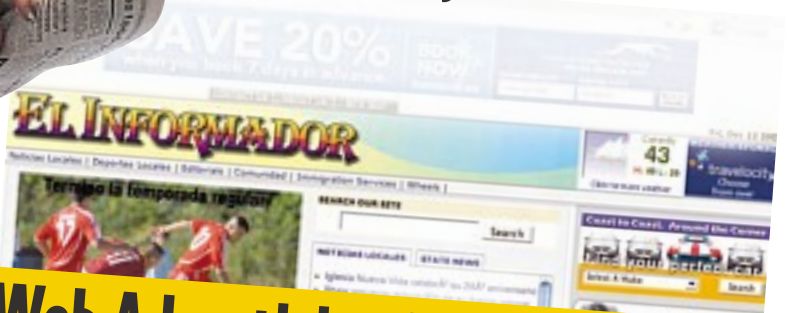
Weekly

### Size:

10 x 21.5 in.



**"El Informador is not only in print - it's online. Increase your company's exposure by advertising online too."**



## Web Advertising Rates

www.elinformadoronline.com

AD SIZE	OPEN	12 MO.
Home Page Leaderboard	\$400.00	\$350.00
Home Page Skybar	\$350.00	\$300.00
Local News	\$250.00	\$200.00
Sports	\$250.00	\$200.00
ROS/Half Banner	\$200.00	\$150.00
Weather	\$400.00	\$350.00

# EL INFORMADOR

308 S. Thornton Ave. - Dalton, GA 30720  
706.272.7796 - 706.272.7740  
www.elinformadoronline.com

# dalton

magazine

the good life in northwest georgia

Dalton Magazine  
is Published  
6 Times Per Year



	<b>One Time Price</b>	<b>Full Year Price</b> <i>(Per Edition)</i>
Back Cover	\$1,850.00	\$1,500.00
Inside Front Cover	\$1,200.00	\$1,000.00
Inside Back Cover	\$1,200.00	\$1,000.00
Page 3	\$1,200.00	\$1,000.00
Full Page	\$1,000.00	\$850.00
3/4 Page	\$750.00	\$600.00
1/2 Page (Vertical or Horizontal)	\$535.00	\$465.00
1/3 Page (Vertical or Horizontal)	\$465.00	\$400.00
1/4 Page (Vertical or Horizontal)	\$300.00	\$250.00
1/8 Page (Vertical or Horizontal)	\$225.00	\$200.00
Business Directory	\$200.00	\$175.00
Dining Guide	\$85.00	\$50.00

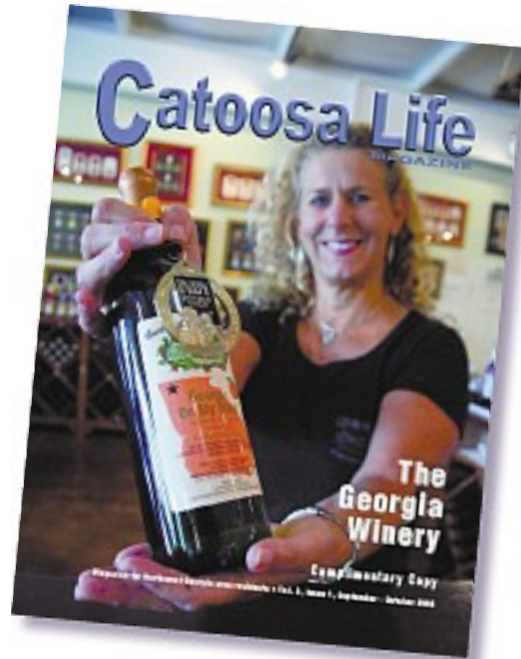
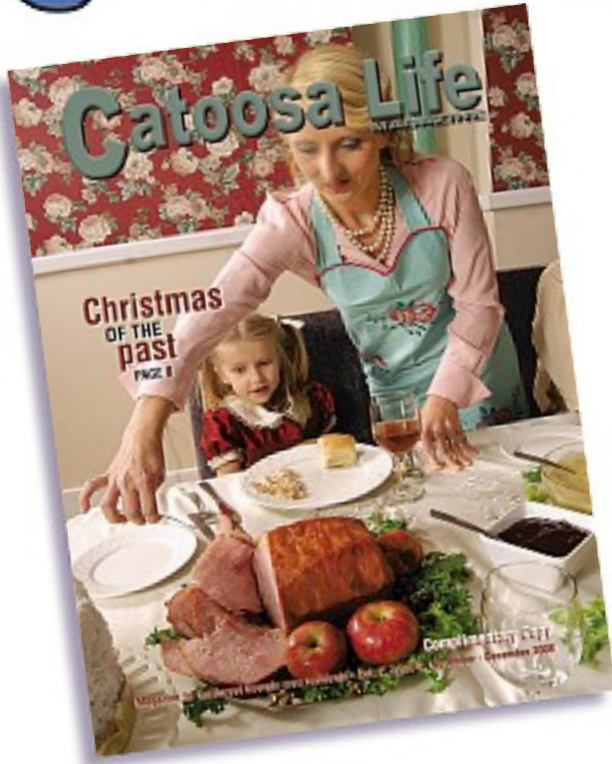
*Ask your Account Executive about our multiple magazine discounts*

**706-217-6397**

# Catoosa Life

MAGAZINE

*Catoosa Life Magazine  
is Published  
6 Times Per Year*



	<b>One Time Price</b>	<b>Full Year Price</b> <i>(Per Edition)</i>
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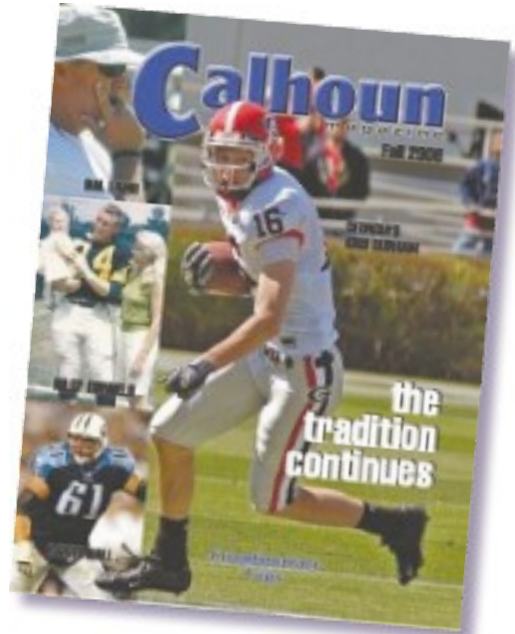
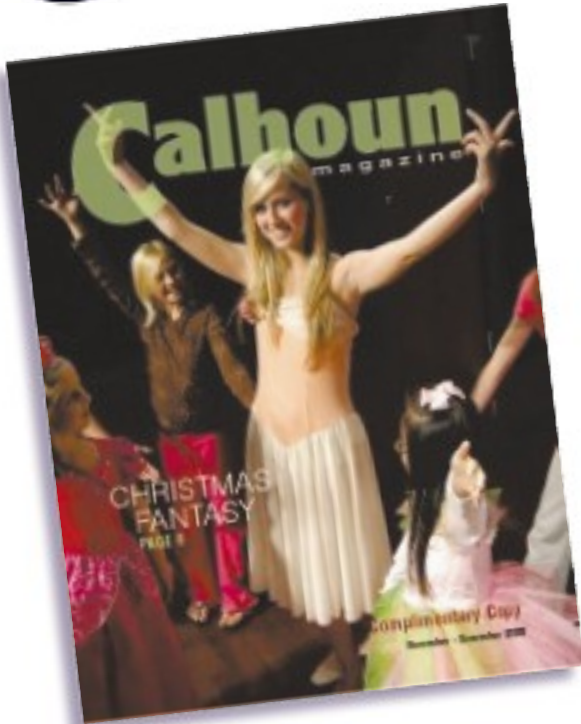
Back Cover	\$1,850.00	\$1,500.00
Inside Front Cover	\$1,200.00	\$1,000.00
Inside Back Cover	\$1,200.00	\$1,000.00
Page 3	\$1,200.00	\$1,000.00
Full Page	\$1,000.00	\$850.00
3/4 Page	\$750.00	\$600.00
1/2 Page (Vertical or Horizontal)	\$535.00	\$465.00
1/3 Page (Vertical or Horizontal)	\$465.00	\$400.00
1/4 Page (Vertical or Horizontal)	\$300.00	\$250.00
1/8 Page (Vertical or Horizontal)	\$225.00	\$200.00
Business Directory	\$200.00	\$175.00
Dining Guide	\$85.00	\$50.00

*Ask your Account Executive about our multiple magazine discounts*

**706-217-6397**

# Calhoun magazine

*Calhoun Magazine  
is Published  
4 Times Per Year*



	<b>One Time Price</b>	<b>Full Year Price</b> <i>(Per Edition)</i>
Back Cover	\$1,850.00	\$1,500.00
Inside Front Cover	\$1,200.00	\$1,000.00
Inside Back Cover	\$1,200.00	\$1,000.00
Page 3	\$1,200.00	\$1,000.00
Full Page	\$1,000.00	\$850.00
3/4 Page	\$750.00	\$600.00
1/2 Page (Vertical or Horizontal)	\$535.00	\$465.00
1/3 Page (Vertical or Horizontal)	\$465.00	\$400.00
1/4 Page (Vertical or Horizontal)	\$300.00	\$250.00
1/8 Page (Vertical or Horizontal)	\$225.00	\$200.00
Business Directory	\$200.00	\$175.00
Dining Guide	\$85.00	\$50.00

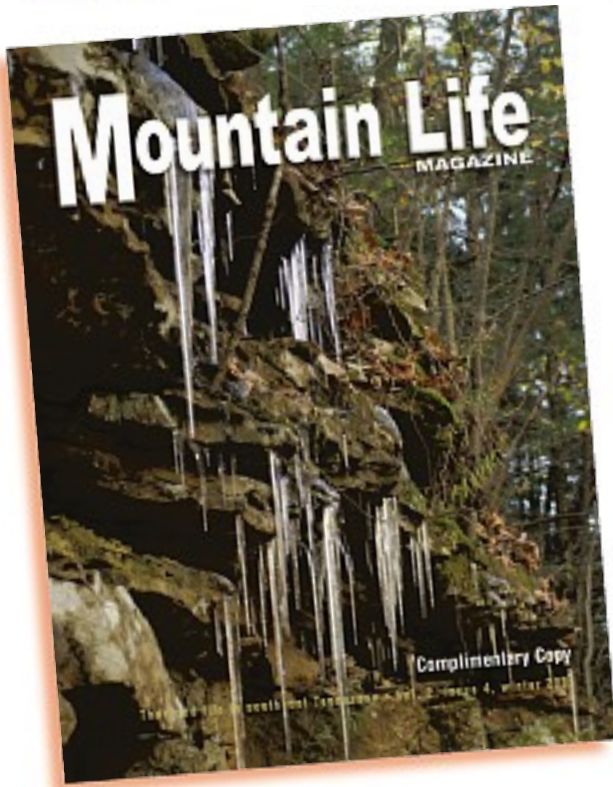
*Ask your Account Executive about our multiple magazine discounts*

**706-217-6397**

# Mountain Life

MAGAZINE

*Mountain Life Magazine  
is Published  
4 Times Per Year*



	<b>One Time Price</b>	<b>Full Year Price</b> <i>(Per Edition)</i>
Back Cover	\$1,850.00	\$1,500.00
Inside Front Cover	\$1,200.00	\$1,000.00
Inside Back Cover	\$1,200.00	\$1,000.00
Page 3	\$1,200.00	\$1,000.00
Full Page	\$1,000.00	\$850.00
3/4 Page	\$750.00	\$600.00
1/2 Page (Vertical or Horizontal)	\$535.00	\$465.00
1/3 Page (Vertical or Horizontal)	\$465.00	\$400.00
1/4 Page (Vertical or Horizontal)	\$300.00	\$250.00
1/8 Page (Vertical or Horizontal)	\$225.00	\$200.00
Business Directory	\$200.00	\$175.00
Dining Guide	\$85.00	\$50.00

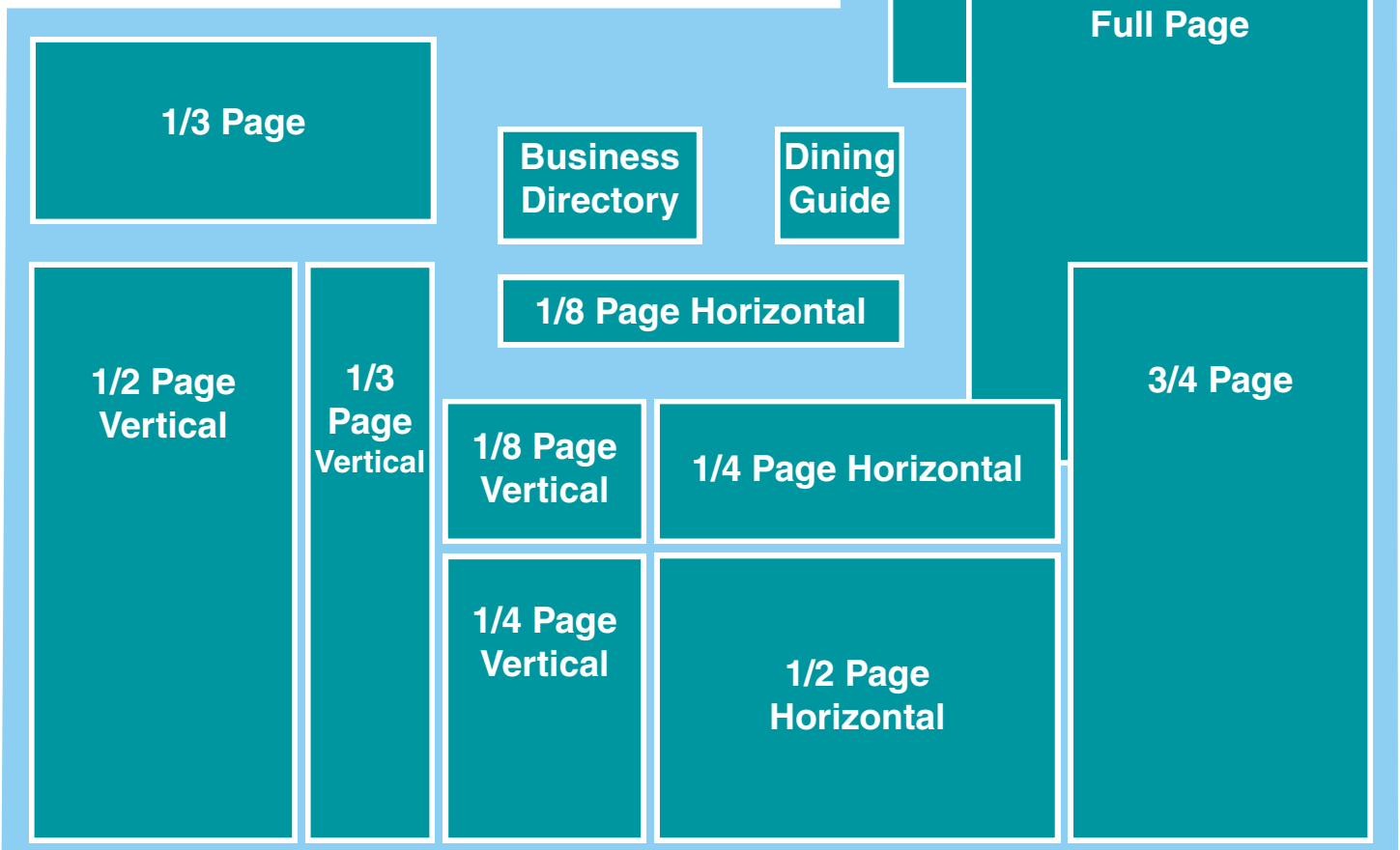
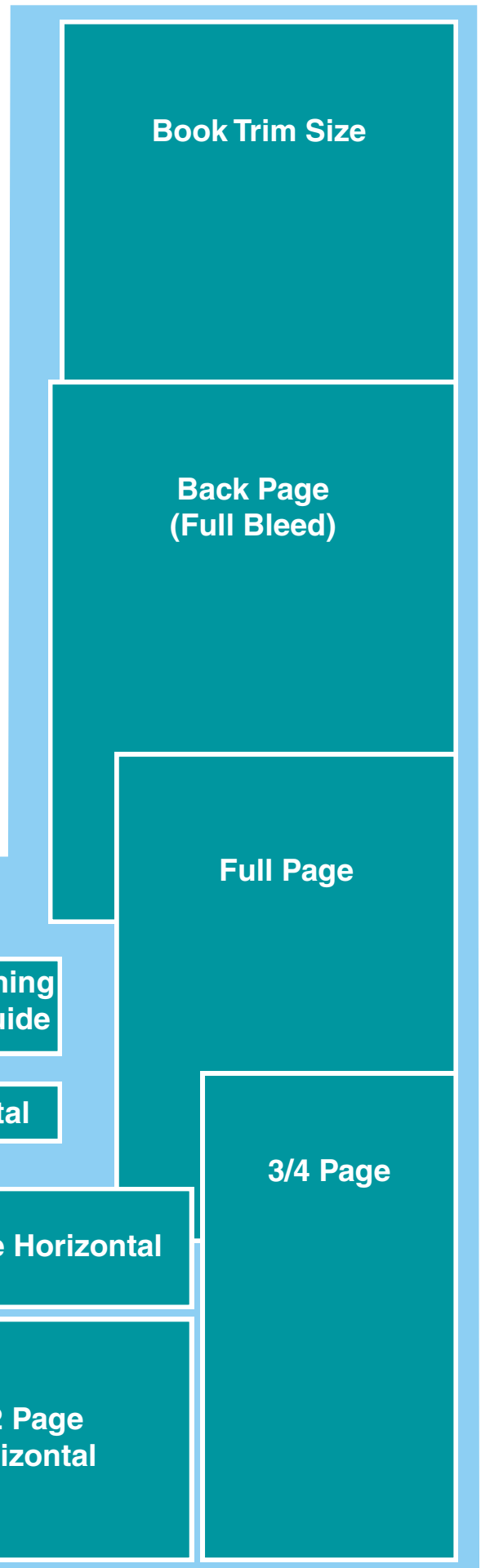
*Ask your Account Executive about our multiple magazine discounts*

**706-217-6397**

# AVAILABLE AD SIZES

*(Other sizes available for additional charge)*

Book Trim Size	8 <sup>1</sup> / <sub>8</sub> " x 10 <sup>7</sup> / <sub>8</sub> "
Back Page (Full Bleed)	8 <sup>3</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
Full Page	7" x 10"
3/4 Page	5 <sup>1</sup> / <sub>4</sub> " x 10"
1/2 Page Horizontal	7" x 5"
1/2 Page Vertical	3 <sup>1</sup> / <sub>2</sub> " x 10"
1/3 Page Horizontal	4 <sup>5</sup> / <sub>8</sub> " x 3 <sup>3</sup> / <sub>4</sub> "
1/3 Page Vertical	2 <sup>1</sup> / <sub>4</sub> " x 10"
1/4 Page Horizontal	7" x 2 <sup>1</sup> / <sub>2</sub> "
1/4 Page Vertical	3 <sup>1</sup> / <sub>2</sub> " x 5"
1/8 Page Horizontal	7" x 1 <sup>1</sup> / <sub>4</sub> "
1/8 Page Vertical	3 <sup>1</sup> / <sub>2</sub> " x 2 <sup>1</sup> / <sub>2</sub> "
Business Directory	3 <sup>1</sup> / <sub>2</sub> " x 2"
Dining Guide (Per Block)	2 <sup>1</sup> / <sub>4</sub> " x 2"





308 South Thornton Avenue – P.O. Box 1167, Dalton, Georgia 30722-1167  
Phone 706-217-6397 – Fax 706-272-7743 – [www.daltoncitizen.com](http://www.daltoncitizen.com)

## **CHAMBER LINK**

### **ADVERTISING RATES**

	<b>1 ISSUE</b>	<b>6 ISSUES</b>	<b>12 ISSUES</b>
<b>BACK COVER</b>	<b>\$650</b>	<b>\$580</b>	<b>\$500</b>
<b>INSIDE COVERS</b>	<b>\$480</b>	<b>\$440</b>	<b>\$400</b>
<b>FULL PAGE</b>	<b>\$430</b>	<b>\$390</b>	<b>\$350</b>
<b>HALF PAGE</b>	<b>\$270</b>	<b>\$230</b>	<b>\$190</b>
<b>QUARTER PAGE</b>	<b>\$150</b>	<b>\$125</b>	<b>\$100</b>
<b>EIGHTH PAGE</b>	<b>\$90</b>	<b>\$80</b>	<b>\$65</b>

Chamber Link is the award winning monthly magazine of the Dalton – Whitfield Chamber of Commerce. It is distributed to the subscribers of The Daily Citizen on the second Sunday of each month. In addition, it is mailed to all members of the Chamber of Commerce. Now in its tenth year of publication, ChamberLink has become the premier business to business and community advertising vehicle in Whitfield County.

Thank you for your interest in ChamberLink.