

REGIONAL RATE CARD

Local Display and Classified Display Rates

Effective October 1, 2006

Annual Local Display Dollar Volume Rates

Annual Spending Level	Jacksonville Daily News		New Bern Sun Journal		Kinston Free Press		Havelock News	Windsock
	Daily	Sunday	Daily	Sunday	Daily	Sunday	Weekly	Weekly
\$2,500	\$19.90	\$21.10	\$13.70	\$14.30	\$12.40	\$13.35	\$5.90	\$12.40
\$3,500	\$18.60	\$19.80	\$13.20	\$13.90	\$12.00	\$12.85	\$5.75	\$12.10
\$5,000	\$17.50	\$18.60	\$13.00	\$13.75	\$11.95	\$12.75	\$5.40	\$11.85
\$7,500	\$15.65	\$16.65	\$12.70	\$13.40	\$11.70	\$12.50	\$5.10	\$11.65
\$10,000	\$14.10	\$14.95	\$12.40	\$13.10	\$11.50	\$12.25	\$4.80	\$11.50
\$15,000	\$13.90	\$14.75	\$12.15	\$12.90	\$11.35	\$12.10	\$4.55	\$11.25
\$20,000	\$13.65	\$14.55	\$12.00	\$12.70	\$11.25	\$12.00	\$4.35	\$11.15
\$30,000	\$13.25	\$14.05	\$11.70	\$12.40	\$11.10	\$11.85	\$4.10	\$10.95
\$40,000	\$13.00	\$13.90	\$11.55	\$12.20	\$11.00	\$11.75	\$3.85	\$10.60
\$50,000	\$12.70	\$13.50	\$11.35	\$12.00	\$10.90	\$11.65	\$3.80	\$10.40
\$75,000	\$12.35	\$13.05	\$11.10	\$11.70	\$10.80	\$11.50	\$3.70	\$10.25
\$100,000	\$12.20	\$12.95	\$10.90	\$11.50	\$10.65	\$11.40	\$3.65	\$10.10
\$125,000	\$12.05	\$12.75	\$10.65	\$11.25	\$10.45	\$11.20	\$3.55	\$10.00
\$150,000	\$11.95	\$12.70	\$10.50	\$11.10	\$10.35	\$11.10	\$3.45	\$9.95
\$200,000	\$11.75	\$12.50	\$10.35	\$10.90	\$10.25	\$10.95	\$3.40	\$9.85

Annual Classified Display Dollar Volume Rates

Annual Spending Level	Jacksonville Daily News		New Bern Sun Journal		Kinston Free Press		Havelock News	Windsock
	Daily	Sunday	Daily	Sunday	Daily	Sunday	Weekly	Weekly
\$2,500	\$13.05	\$13.90	\$10.20	\$10.80	\$9.35	\$10.05	\$4.30	\$9.15
\$3,500	\$12.35	\$13.10	\$9.60	\$10.20	\$8.90	\$9.65	\$4.15	\$8.95
\$5,000	\$11.80	\$12.50	\$9.45	\$10.05	\$8.80	\$9.55	\$4.05	\$8.90
\$7,500	\$11.65	\$12.35	\$9.30	\$9.90	\$8.75	\$9.45	\$3.80	\$8.70
\$10,000	\$11.30	\$12.05	\$9.05	\$9.55	\$8.45	\$9.20	\$3.65	\$8.65
\$15,000	\$11.10	\$11.80	\$8.90	\$9.45	\$8.40	\$9.10	\$3.45	\$8.50
\$20,000	\$11.05	\$11.75	\$8.80	\$9.25	\$8.30	\$9.05	\$3.20	\$8.35
\$30,000	\$10.90	\$11.60	\$8.60	\$9.15	\$7.65	\$8.95	\$3.10	\$8.20
\$40,000	\$10.75	\$11.35	\$8.40	\$8.95	\$7.00	\$8.80	\$2.95	\$7.95
\$50,000	\$10.60	\$11.25	\$8.30	\$8.80	\$6.35	\$6.90	\$2.90	\$7.85
\$75,000	\$10.40	\$11.00	\$8.20	\$8.65	\$6.30	\$6.85	\$2.75	\$7.65
\$100,000	\$10.30	\$10.90	\$8.05	\$8.50	\$6.25	\$6.80	\$2.70	\$7.60
\$125,000	\$9.75	\$10.35	\$7.80	\$8.20	\$6.10	\$6.65	\$2.65	\$7.50
\$150,000	\$9.65	\$10.20	\$7.70	\$8.10	\$6.00	\$6.55	\$2.60	\$7.40
\$200,000	\$9.45	\$10.00	\$7.40	\$7.75	\$5.85	\$6.45	\$2.50	\$7.35

Color Rates

Daily Color	One Color	Two Color	Full Color	Sunday Color	One Color	Two Color	Full Color
Daily News	\$345	\$430	\$540	Daily News	\$355	\$445	\$560
Sun Journal	\$290	\$335	\$435	Sun Journal	\$305	\$355	\$465
Free Press	\$230	\$315	\$380	Free Press	\$250	\$345	\$420
Havelock News	\$95	\$190	\$280				
Windsock	\$95	\$190	\$280				

Multiple Insertion Packages

Package	Days (in a seven day period)	Insertions	Each Ad in 1 Paper	Each Ad in 2 Papers	Each Ad in 3 Papers	Each Ad in 4 Papers
AD1	Any day, Mon - Sunday	1	N/A	10%	15%	20%
AD2	Any day, Mon - Sunday	2	10%	15%	20%	25%
AD3	Any day, Mon - Sunday	3	10%	15%	20%	25%
AD4	Any day, Mon - Sunday	4	15%	20%	25%	30%
AD5	Any day, Mon - Sunday	5	20%	25%	30%	35%
AD6	Any day, Mon - Sunday	6	20%	25%	30%	35%
AD7	Any day, Mon - Sunday	7	25%	30%	35%	40%
MW2	Mon., Tues. or Wed.	2	15%	20%	25%	30%
MW3	Mon., Tues. and Wed.	3	20%	25%	30%	35%

These insertion packages are only applicable to the Annual Local Display or Classified Display Dollar Volume Rates quoted above. Discounts not applicable to color, TOMA rates, or special sections. No copy changes allowed. All spending will apply toward dollar volume.

Open Rates

Retail Open Rates	Daily	Sunday	Classified Open Rates	Daily	Sunday
Daily News	\$20.80	\$22.05	Daily News	\$16.05	\$17.05
Sun Journal	\$15.50	\$16.50	Sun Journal	\$12.15	\$12.65
Free Press	\$14.20	\$15.40	Free Press	\$11.20	\$11.95
Havelock News	\$6.05		Havelock News	\$4.50	n/a
Windsock	\$12.70		Windsock	\$9.55	n/a

Special Combo Rates for Havelock News and Windsock (per inch)

Retail	Weekly	Classified	Weekly
Contract	\$11.30	Contract	\$8.55
Non-Contract	\$12.50	Non-Contract	\$9.40

Jacksonville Daily News
724 Bell Fork Rd.
Jacksonville, NC 28540
Phone: 910-353-1171
Fax: 910-353-7065
www.jdnews.com

New Bern Sun Journal
3200 Wellons Blvd.
PO Box 1149
New Bern, NC 28563
Phone: 252-638-8101
Fax: 252-638-4664
www.newbernsj.com

Kinston Free Press
2103 N. Queen St.
PO Box 129
Kinston, NC 28502
Phone: 252-527-3191
Fax: 252-527-1813
www.kinston.com

Havelock News
Windsock
PO Box 777
Havelock, NC 28532
Phone: 252-444-1999
Fax: 252-447-0897
www.havenews.com
www.windsock.com

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206A South Topsail Drive
Surf City, NC 28445
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Fax: 910-328-2195