

KerWest, Inc.

The Kerman News
The Kerman News Advertiser
Firebaugh/Mendota Journal
Journal Shopping Guide
San Joaquin/Tranquillity West Side Advance

Published Every Wednesday Morning
14693 W. WHITESBRIDGE ROAD
KERMAN, CA 93630
Telephone (559) 846-6689 • Fax (559) 846-8045

LOCAL ADVERTISING RATE CARD

PERSONNEL

KerWest, Inc. Publisher
Mark O. Kilen Managing Editor
Merlyn Wilcox Business & Advertising Manager

MAILING ADDRESS

P. O. Box 336, Kerman, CA 93630-0336

ADVERTISING RATES

Effective January 1, 2008

SUBSCRIPTION RATES

Subscriptions must be paid at time of order
Inside Fresno County 30.00 per year
Outside Fresno County 40.00 per year
Senior Citizen Rates (In Fresno County) 25.00 per year

LOCAL NON-COMMISSIONABLE RATE

Regular Display Advertising
Based on 6 column format, 126" per page
The Kerman News and The Kerman News
Advertiser (6,500) 15.00 col. in.
Firebaugh/Mendota Journal and
Firebaugh/Mendota Journal
Shopping Guide (6,000) 15.00 col. in.
San Joaquin/Tranquillity
West Side Advance (2,000 circ.) 15.00 col. in.

Political Advertising (cash with order)

The Kerman News & Advertiser 15.00 col. in.
Mendota/Firebaugh Journal 15.00 col. in.
West Side Advance 15.00 col. in.

Newspaper Combination Buys

Any Two Newspapers 12.00 col. in. per paper
All Three Newspapers 10.00 col. in. per paper

BUSINESS & PROFESSIONAL DIRECTORY

Each Square 20.00 a week. 12 Week Commitment.
10.00 Typeset, Layout charge per square. Payment
must be received in full at time of ad placement.

13 WEEK CONTRACT- One Ad Each Week

Payment must be received in full at time of ad placement.

First Newspaper 10.00 col. inch
Any Two Newspapers 9.00 col. inch per paper
All Three Newspapers 8.00 col. inch per paper
Minimum space - 15 inches per ad.

CLASSIFIED ADVERTISING RATES

(Non-commissionable)

Deadline:

Wednesday 5 p.m., prior to week of insertion.

Regular Classified 1.00 per word

Minimum Charge 25.00 for 25 words or less.

Classified Display Rates - 2 Inch Minimum size

Kerman News & Advertiser 15.00 col. In.
Firebaugh/Mendota Journal & Shopping Guide 15.00 col. In.
West Side Advance 15.00 col. In.

Newspaper Combination Buys

Any Two Newspapers 12.00 col. In. per paper
All Three Newspapers 10.00 col. in. per paper

The Publisher reserves the right to classify, edit, reject or cancel any advertisement at any time. The publisher will not be responsible for more than one incorrect insertion and its liability shall be limited to the price of one insertion. No allowance will be made for errors not materially affecting the value of the ad.

PREPRINT INSERT RATES

Rates apply to preprinted advertising inserts furnished by the advertiser. Advertisers wishing to zone less than full run will be charged an additional \$2.00 per thousand. Preprints must be paid at time of order.

TOTAL MARKET PREPRINT INSERT RATES

PRICE PER 1,000

Single Sheet \$55.00
4 Page Tab \$62.00
4 Standard Pages, (8 tab) \$64.00
6 Standard Pages (12 tab) \$66.00
8 Standard Pages (16 tab) \$68.00
10 Standard Pages (20 tab) \$80.00
Total Market Frequency Discounts Available

Preprint Insert Conditions

Single Sheet Inserts

Cannot exceed 8 1/2 X 11". Stock must be at least 60 lb.

Folding for Insertion

Finished size for insertion not to exceed 12" X 11".

Odd Size Inserts

Creative folding and unusual preprint materials create special challenges for KerWest and may require special pricing. Page equivalent determination and rates will be furnished upon submission of sample copy of insert.

Delivery Deadline:

Wednesday 5 p.m. of the week prior to publication. Insertion orders with signature of authorization requested two weeks advance of delivery. Deliveries accepted between 8 a.m. and 5 p.m. Monday through Friday only.

CLOSING TIMES

Wednesday, 5 p.m. preceding publication.

Past deadline rush charges

Thursday by 12 noon 25.00

AD CANCELLATION

Ad space reserved buy not used will be charged for space reserved. If camera ready copy does not arrive in time for publication and the space reservation has not been cancelled, advertiser will be charged for space reserved. Ads may not be cancelled after Thursday 12 noon prior to date of scheduled publication. Publisher reserves the right to cancel any advertisement at any time.

COPY AND LAYOUT CHANGE RATE

The proof that is shown is merely to correct typographical errors. Any alterations in layout or copy by advertiser after advertisement has been composed will be charged at the rate of 60.00 per hour for labor and material required.

MECHANICAL SPECIFICATIONS

Printed by offset

Page depth: 21 inches

Page width: 6 columns (11 5/8 inches)

Column width: 1 7/8 inches

Full page: 126 inches

Full double truck: 262.5 inches

SPECIAL PRODUCTION RATES

Photography Service

- | | |
|-------------------------------|-------|
| 1. First one at your location | 25.00 |
| Each on thereafter | 7.00 |
| Travel time & mileage extra | |
| 2. Taken at our plant | 10.00 |
| Each on thereafter | 5.00 |

Photo Placed In Ad Per Photo 5.00

Foreign Language Typesetting

Foreign language typesetting and proof reading will be charged 30 percent extra, subject to availability.

Guaranteed Position ROP

specified page, 30 percent extra, subject to availability.

Advertising Typesetting Fee Per col. Inch 5.00

Artwork Fee Per piece 5.00
Locating/Preparing/Placing Artwork

Layout & Design Per Col. Inch 5.00

E-Mail Fee
Downloading Computer Files Per File 5.00

Printing E-Mail Files Per File 5.00

Proof

Advertiser is entitled to one proof for the purpose of typographical corrections. Additional proofs will be charged at 5.00 each.

GENERAL INFORMATION

All advertisements are measured to the nearest 1/2 inch in depth. Advertising is payable in advance.

The Publisher reserves the right at any time and for any reason to accept or reject any advertising and to cease further publication of any advertising without rate penalty to the advertiser.

The Publisher assumes no financial liability for failure to publish an advertisement or for typographical errors or copy omissions other than the cost of the space occupied by the error or to reprint that part of the Ad which was omitted or in error. The Publisher has the final authority as to what action, if any will be taken. Omissions or errors must be brought to the attention of the Newspaper no later than the day following publication.

KerWest, Inc.

The Kerman News

The Kerman News

Advertiser

Firebaugh/Mendota

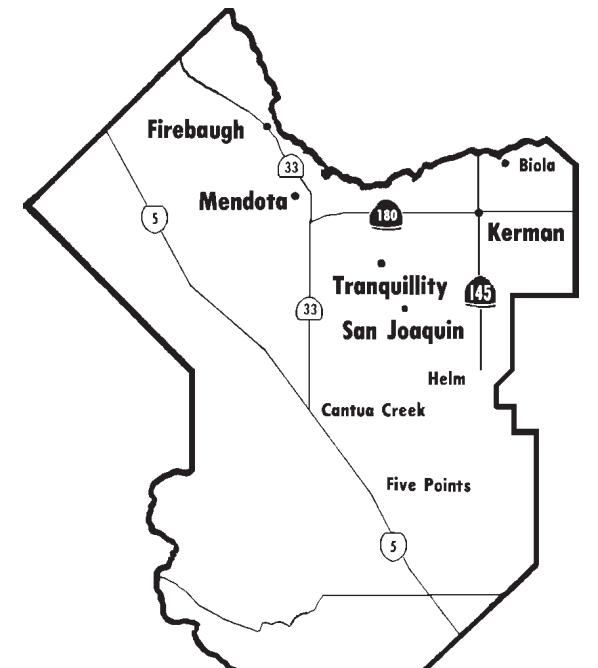
Journal

Journal

Shopping Guide

San Joaquin/Tranquillity

West Side Advance



*The Only Medium Offering
100% Coverage of
Northwest Fresno County*