

# Retail

## 2009-2010 Advertising Rates

Effective October 1, 2009



The Huntsville Times | **al**.com  
STRONG ALONE. POWERFUL TOGETHER.





## Huntsville named one of America's Hottest Cities

February, 2007, Expansion Management Magazine

Situated in the foothills of the Appalachian Mountains, the natural beauty of the area contains unlimited opportunities for hiking, biking, golfing, outdoor exploration and water sports on the Tennessee River and nearby Lake Guntersville. The mild climate allows for outdoor enjoyment throughout much of the year. The Huntsville area offers a number of parks, natural reserves, nature trails and a stop on the Robert Trent Jones Golf Trail.

Huntsville's downtown is undergoing a renaissance with a growing and vibrant nightlife. The arts are fully covered between Huntsville's Broadway Theatre League, the Huntsville Ballet Company and the Huntsville Symphony Orchestra.

Among the many museums and historic sites are the U.S. Space and Rocket Center, the Huntsville Museum of Art and several children's museums.

In sports, Huntsville is home to professional minor league baseball and hockey as well as an arena football team.

Huntsville/Madison County, Alabama is geographically near the center of the southeastern United States, with more than 4-million people within a 100-mile radius. Madison County and its adjoining counties form a thriving regional market with a population more than 700,000. The Huntsville community serves as the primary economic engine for the northern Alabama and southern Tennessee region.

The Huntsville/Madison County economy is one of the strongest in the Southeast, with low unemployment, steady job growth, and income levels that regularly lead the region. Business growth and investment from U.S. and international companies have made Huntsville/Madison County one of the country's "hot spots" for business growth and quality of life.

Huntsville/Madison County is the central hub for North Alabama and has seen steady growth with nearly a million people within a 50-mile radius. The population is diverse and rich in culture with many residents moving to the area as a technology destination from throughout all the 50 states and from a wide variety of international countries including Japan, Korea and Germany.

### Population

	Madison County	City of Huntsville	City of Madison	Huntsville Metro Area
<b>POPULATION</b>				
1980 Census	196,966	145,604	6,081	242,971
1990 Census	238,912	159,789	14,904	293,047
2000 Census	276,700	158,216	29,329	342,376
2006 Estimate	304,307	164,146*	35,012*	376,753
% Growth 00-06	10.0%	3.7%*	19.4%*	10.0%

### HOUSEHOLDS

1980 Census	67,082	51,113	2,040	82,440
1990 Census	91,208	63,058	5,967	110,893
2000 Census	109,955	66,742	11,143	134,643

### RACE

Population	276,700	158,216	29,329	342,376
White	72.1%	64.5%	80.1%	74.3%
Black	22.8%	30.2%	13.0%	21.0%
Asian & Pacific Islander	2.0%	2.3%	3.6%	1.7%
Other Races	3.1%	3.0%	3.3%	3.0%

### INCOME & AGE

Average HH Income	\$57,220	\$55,856	\$72,432	\$55,343
Per Capita Income	\$23,091	\$24,015	\$27,821	\$22,073
Median Age	35.7	36.7	34.5	35.7

Source: U.S. Census Bureau ([www.census.gov](http://www.census.gov)) 2000 Census  
\* 2005 Census (2006 not available)

The Huntsville region has a proud history as one of the strongest technology economies in the nation with over 300 companies performing sophisticated government, commercial and university research. Huntsville has the highest per capita concentration of engineers in the country and is listed by Forbes as one of the best cities in the country to do business. Huntsville workers with the U.S. Army, NASA and major corporate contractors manage key national programs such as the Space Station, Space Shuttle Propulsion, National Missile Defense and Army Aviation. The area's electronics and computer software industry is also robust, ranking 5th in the country for software-related employment.



## Huntsville named the #1 Mid-Market in the south.

**Huntsville/Madison County** is home to a diverse economy with several key industry sectors. The area's strengths include technology development, integration and value-added manufacturing.

**Aerospace & Defense** - Huntsville/Madison County and Redstone Arsenal play a vital role in U.S. Army programs for missiles and aviation. More than half of the Army's weapons procurement budget is managed by agencies on Redstone, as are more than half of the Army's foreign weapons sales. NASA's Marshall Space Flight Center, also on Redstone, is key to the nation's space propulsion and scientific missions programs.

**Electronics** - Over 300 domestic and international corporations in Huntsville/Madison County are involved in the design and production of electronics and computer-related technology, including CINRAM, one of the world's largest manufacturers of DVD products.

**Research & Technology** - Huntsville's Cummings Research Park has earned a reputation as a world center for technology development. The second largest science and technology park in the U.S., Cummings Research Park is home to more than 285 companies and 25,000 people involved in technology research and development.

**Manufacturing** - Huntsville/Madison County's manufacturing industry represents a diverse mix of technology assembly and production operations from both domestic and international corporations, comprising one-fourth of the local employment base.

**Life Sciences** - Huntsville is home to a growing cluster of life science research, development and manufacturing companies employing nearly 1,000 people in the biotech, biomedical and pharmaceutical fields.

Although Huntsville is perhaps best known as America's "Space Capital," military programs have a far larger impact on the local economy.

The Army's aviation, and missile defense program offices and R&D centers are located at Huntsville's Redstone Arsenal. More than 32,000 people work on Redstone's 38,000 acres. In addition to the U.S. Army and NASA, other tenants on Redstone include the Defense Intelligence Agency, the Department of Justice, the Missile Defense Agency and representatives of every branch of the Armed Services.

- Nearly every major U.S. aerospace and defense contractor is represented in Huntsville with 250 companies employing more than 27,000 people.
- U.S. Army and Department of Defense agencies on Redstone Arsenal employ 14,601 civilian and military personnel, while NASA employs 2,555 workers. Combined with private contractors, over 44,000 people work directly in the local aerospace and defense industry.
- Huntsville/Redstone agencies manage all U.S. Army aviation, missile and missile defense programs. These programs account for more than half of the U.S. Army's weapons procurement budgets. More than half of the U.S. Army's foreign military sales are also managed on Redstone Arsenal.
- NATO's missile defense program office is headquartered in Huntsville. Germany, Italy and the U.S. are partnered on the development of the next generation theater missile defense program, MEADS.

**Cummings Research Park** With a vibrant mixture of Fortune 500 companies, local and international high-tech enterprises, U.S. aerospace and defense agencies, a thriving business technology incubator and competitive higher education institutions, CRP is the center of attention for science and technology research and development.

### **Cummings Research Park Quick Facts**

- Founded in 1962
- 2nd largest research and technology park in the U.S.
- 4th largest in the world
- Most Outstanding Science Park in the World (Association of University Research Parks, 1997)
- 3,843 acres of land
- 285 companies, 25,000 workers
- Restricted zoning for technology industries
- Key Industries: Software Design, Engineering Services, Aerospace & Defense, Computers & Electronics, Research & Development, Life Sciences & Biotechnology
- Higher education: 9,800 college students and the University of Alabama in Huntsville.

*Source: Economic Development Handbook, Chamber of Commerce Huntsville/Madison County*

# The Huntsville Times We're more than a newspaper



**The Huntsville Times** continues to be the most efficient means to deliver affluent, well-educated North Alabama consumers. Serving your advertising needs calls for a variety of excellent products for your advertising, and we have solutions available for you.

*The Huntsville Times*, in addition to publishing North Alabama's largest daily newspaper also provides you a variety of products to meet your needs. We publish *Homes for Today* magazine for real estate, *At Home in the Valley* magazine for home remodeling, designing, landscaping and decorating, *Source* for today's health issues, *Initiatives* magazine, the official business publication for the Huntsville/Madison County Chamber of Commerce, the *Huntsville R&D Report* Huntsville's only research and technology magazine, *Growing Up*, our by-monthly parenting magazine, *GO* magazine for weekly entertainment and food news, *FreeBee* a classified section full of today's bargains, reaching all households in Madison County who do not subscribe to *The Huntsville Times*, *Madison Spirit* and *Limestone Spirit* covering the city of Madison and adjoining Limestone County with the largest circulation newspaper in the area, *Redstone Rocket* the official newspaper of Redstone Arsenal and *al.com*, Alabama's largest, most viewed website. It's Alabama's home on the net. We now offer **The Times** newest service, **Direct Mail for Less**. We can print and target mail customized brochures, letters and postcards for your company or organization.

We can target your advertising through the products listed above or through our daily sections and with a complete list of special sections published by *The Times* and distributed in print and online. From quality full color ROP ads to preprinted inserts to distribution of product samples, *The Huntsville Times* delivers a high quality of service and response for each advertising dollar spent. We can do it all, from building brand awareness to delivering price and item advertising. Let us help you with your next campaign.

**Compare** the reach of *The Huntsville Times* and *al.com* to television or radio. We deliver a larger, better educated audience with higher household incomes and we can target your advertising message to just your customers or to any group you desire. Most of all...we deliver results for you.

### Our Readership

*The Huntsville Times* - *al.com*

Average daily readership	97,708	Average Sunday readership	143,641
Average daily reach	42.1%	Average Sunday reach	61.8%
Weekly readership	177,735	Weekly reach	76.5%
Readership by men	83,754	Readership by women	93,981
Reach of men	74.8%	Reach of women	78.1%

### Readership demographics

Our reach of men		Our reach of women	
18-24	64.2%	18-24	80.0%
25-34	65.9%	25-34	63.1%
35-44	79.4%	35-44	77.3%
45-54	74.2%	45-54	75.1%
55-64	83.7%	55-64	86.5%
65+	90.0%	65+	87.6%

### Our reach by HH income

\$25,000-\$35,000	69.7%
\$35,000-\$50,000	78.0%
\$50,000-\$75,000	79.3%
\$75,000-\$100,000	81.3%
\$100,000-\$150,000	80.1%
\$150,000 +	78.6%

### Our reach by education

Grade school	37.8%
High School Grad	73.6%
Some College	78.4%
College Grad	80.5%
Some Post Grad Work	72.1%
Post Grad Degree	88.5%

Source: Scarborough Research 2007

**al.com** is the exclusive online source for content from *The Huntsville Times*. Al.com is Alabama's number one web site with over 1.1 million unique visitors and over 55 million page views a month.

#### **al.com Alabama Visitor Profile:**

81% are ages 18 – 54  
 Median age is 44  
 Median HH Income is \$78,800  
 88% Attended College +  
 80% are Homeowners  
 74% are married and over half have children living at home  
 74% use al.com 3 or more days each week  
 82% are interested in "online coupons" for savings and want to know when you have sales or specials

*Source: Visitor Survey al.com Huntsville 2008 Belden Associates*

**al.com** - offers a wide range of advertising options to meet your business' objectives. Whether your objective is to launch a new product or service, build brand awareness or drive traffic to your store or web site, we will deliver effective results.

**Targeting Capabilities** - We offer demographic and behavior-based targeted advertising to maximize your return on investment.

**Sponsorship Opportunities** - We offer you the ability to sponsor our local websites and/or sections within our local websites.

**Customizing Advertising Packages** - We offer you the ability to customize packages based on your advertising and audience targeting objectives.

**Localizing Campaigns** - We offer you the ability to localize your campaign per market, which can include customizable splash pages and mini websites.

**Digitized Advertising** - We offer you the ability to reproduce your newspaper ad, including preprints and special sections with interactive links to your website, email addresses and a map to your business. We also offer enhanced listings in an online business directory.

**Rich Media Advertising Units** - We offer a wide range of rich media advertising options to meet your business' objectives. Please note that all rich media advertising units are subject to creative and technical review.

We can also develop 'Impact Ads' - Premium Ads that give the highest response and the greatest page prominence. Our ad serving capabilities are not limited to these specific Impact Ads, however any other forms of these ads should receive prior approval.

**Interstitals:** Interstitals display 'between' pages, filling the user's browser with a message. Interstitals are very much like commercials that play on TV.

**Ads with Video:** As more users upgrade to faster connections to the Internet, playing video within an ad becomes a more effective method of delivering a message.

**Ads with Audio:** Audio is also a possibility, whether it be a spokesperson, your radio jingle or associated sound.

Impact Ads can really drive response but with such advertising, we must be responsible to our users to make sure their impression of your company is a positive one.

**al.com's Extended Reach Network** - We are a certified reseller of the Microsoft Media Network offering local advertisers the ability to reach target audiences based on geography and/or behavioral targeting.

## **ADVERTISING OPPORTUNITIES**

### **JOBS ADVERTISING**

#### **Best Local Jobs**

- Over 265,000, Registered Job Seekers
- Over 1.4 Million keyword searches per month
- 97,700+ Active Resumes

*Source: Comscore Media Metrix, May 2008; Visual Science August, 2008; Adicio March 2009*

## **REAL ESTATE ADVERTISING**

**Best Local Real Estate** - al.com visitors shop for homes and apartments on the net. al.com's Best Local Real Estate can give advertisers an advantage over their competition to reach the active real estate consumer. Grow your business! - al.com is the Number One site listed by internet users for where they will look for their next home. Find new clients and listings! - More than 188,000 al.com visitors plan to buy a home in the next 2 years.<sup>1</sup>

*Source: <sup>1</sup>The Media Audit, April- May 2007, Base: Birmingham Area adults age 18+, past 30 days*

## **AUTOMOBILE ADVERTISING**

**Best Local Autos** - al.com's Best Local Autos lets you reach and influence automotive buyers from the beginning of their decision making process all the way through a purchase. Close to 19% of al.com visitors plan to by a car/van/truck or SUV in the next 12 months<sup>1</sup>

*Source: <sup>1</sup>The Media Audit, April- May 2008, Base: Birmingham Area adults age 18+, past 30 days*

## **TRAVEL ADVERTISING**

**Best Local Travel** - Reach Alabama with one buy... al.com's Best Local Travel effectively reaches every major market in Alabama and is recognized as a top statewide resource for individuals planning trips. 76% of al.com visitors expect to be traveling this summer.<sup>2</sup>

*Source: <sup>2</sup>Visitor Survey al.com 2008 Belden Associates*

## **Travelers visit al.com for:**

- Maps
- Travel Directory
- Beach Guide
- Local Vacation Specials

## **SEARCH ENGINE MARKETING**

Search engines are the TOP advertising resource used to locate a business and research shows that 83% of "searchers" have already decided to buy a product or service BEFORE knowing where they are going to buy it from. al.com can guarantee clicks to your website on national search engines including Google, Yahoo, and MSN. Ads may be to local, national, or global consumers looking specifically for your products or services.

*Source: Nielsen NetRatings 2007*



**PERSONNEL**

<b>Retail Advertising</b> .....	<b>(256) 532-4250</b>
.....	<b>1-800-239-5271 Ext/ 4250</b>
Publisher - Bob Ludwig .....	(256) 532-4271
Advertising Director - Sheila Runnels .....	(256) 532-4237
Marketing Director - Carol Casey-Jones .....	(256) 532-4253
Advertising Manager - David McGhee .....	(256) 532-4235
Advertising Manager - Ray Johnson .....	(256) 532-4428
Advertising Manager - Steve Wilson .....	(256) 532-4269
Fax .....	(256) 532-4183 (Retail)
Fax .....	(256) 532-4245 (Classified)

**REPRESENTATIVES METRO SUBURBIA**

New York, NY 10017, 711 Third Avenue, 15th Floor .....	(212) 697-8020
Glenoe, IL, 160 Green Bay Road 60022 .....	(847) 242-0519
Farmington Hills, MI 48335, 37000 Grand River, Suite 330 .....	(248) 426-4202
Alpharetta, GA 30022, 30000 Mill Creek Avenue, Suite 450 .....	(770) 777-4910
Los Angeles, CA 90048, 6300 Wilshire Boulevard, Suite 900 .....	(323) 965-3677
Boca Raton, FL 33432, 925 South Federal Highway, Suite 450 .....	(561) 750-1700

**PAYMENT POLICY**

All retail rates are net.

Payment for advertising shall be made on or before the 20th of the month following that in which advertising is published.

Payments made after (due date) may be subject to a late fee of .5% per month (6% per year).

Accounts payable in advance must be paid at time copy is presented for insertion. MasterCard, Visa, Discover and American Express are also welcome.

**RETAIL ROP & PREPRINT RATES**

**ROP rates per column inch *The Huntsville Times***

Effective October 1, 2009. All rates are net.

Daily(M) .....	\$55.94
Saturday(M) .....	\$55.94
Sunday(M) .....	\$74.73

Holidays listed below are charged Sunday rates:

- Columbus Day; Veteran's Day;
- Thanksgiving Day and Friday, November 27, 2009;
- Thursday, December 24, Christmas Day, Saturday, December 26, 2009;
- Thursday, December 31, 2009, New Year's Day, and Saturday, January 2, 2010;
- Martin Luther King Day; Presidents' Day; Memorial Day;
- Independence Day and Saturday, July 3, 2010; Labor Day.

**ANNUAL CONTRACT RATES – YOUR BEST VALUE**

INCHES PER YEAR	DAILY & SATURDAY	SUNDAY
189 .....	\$38.53	\$54.48
378 .....	\$38.20	\$53.98
630 .....	\$37.94	\$53.52
1260 .....	\$37.63	\$53.12
2268 .....	\$37.34	\$52.77
3906 .....	\$37.21	\$52.37
6300 .....	\$36.75	\$51.83
7938 .....	\$36.38	\$51.14
11,970 .....	\$35.82	\$50.42
15,876 .....	\$35.40	\$49.82
24,318 .....	\$34.75	\$48.97

**Repeat Discounts**

1. Any ad 63 inches or larger may be repeated within 6 days (Sundays excluded) at a 35% discount on the repeat insertion.
2. Any ROP ad published Sunday may be repeated in either the Saturday before and/or Monday and/or Tuesday following at a 50% discount on the repeat insertions.
3. Any ad published in one issue may be repeated once in another section of the same issue for a 50% discount on the repeat ad.
4. Any ad published in a special section may be rerun once within 6 days (before or after) at a 50% discount on the repeat ad. (Sundays excluded).
5. Discounts are for space only.

**FREQUENCY PROGRAMS**

**Business Builder Rates** – 2" to 20" per ad. Runs three to seven days per week – copy changes allowed.

	8 weeks	13 weeks	26 weeks	52 weeks
3 Ad Plan	\$63.59/inch	\$61.74/inch	\$57.88/inch	\$50.19/inch
4 Ad Plan	\$69.20/inch	\$67.19/inch	\$62.98/inch	\$54.59/inch
6 Ad Plan	\$111.20/inch	\$107.96/inch	\$101.18/inch	\$87.79/inch
8 Ad Plan	\$153.20/inch	\$148.74/inch	\$139.38/inch	\$120.93/inch

**TOMA – (Top of Mind Awareness) and Business Builder**

A specific program designed to raise your awareness among your potential customers. Ad runs three to seven times per week including *Sunday Times*, Wednesday *FreeBee* or *Madison Spirit*, al.com and additional days.

**TOMA RATES**

4" or 6" ad without copy changes. Runs three to seven days per week.

	13 weeks	26 weeks	52 weeks
4 Day Plan	\$62.13/inch	\$47.90/inch	\$41.42/inch
5 Day Plan	\$78.47/inch	\$62.77/inch	\$52.31/inch
7 Day Plan	\$97.61/inch	\$78.09/inch	\$65.08/inch

All Business Builder and TOMA packages include advertising in al.com, Alabama's #1 website. Weekly charges for al.com are as follows and will be added to the total package price.

**Business Builder**

	8 weeks	13 weeks	26 weeks	52 weeks
3 Ad Plan	\$23.08	\$22.62	\$21.23	\$18.46
4 Ad Plan	\$25.38	\$24.46	\$23.08	\$19.85
6 Ad Plan	\$40.62	\$39.69	\$36.92	\$32.31
8 Ad Plan	\$56.31	\$54.46	\$51.23	\$44.31

**TOMA**

	13 weeks	26 weeks	52 weeks
4 Day Plan	\$22.62	\$18.00	\$15.23
5 Day Plan	\$28.62	\$23.08	\$18.92
7 Day Plan	\$36.00	\$28.62	\$24.00

**Flight Plan** – Schedule the same ad (a minimum 6 column inches) for three or more consecutive days within a seven day period and earn extra discounts with our Flight Plan program.

**Ads under one half page:**

First Insertion . . . . .	Full Price
2nd Insertion . . . . .	25%
3rd Insertion . . . . .	35%
4th Insertion . . . . .	50%

**Ads over one half page:**

First Insertion . . . . .	Full Price
2nd Insertion . . . . .	35%
3rd Insertion . . . . .	35%
4th Insertion . . . . .	50%

**Got an Anniversary Sale?**

Any advertiser who places an anniversary ad during the month of their anniversary may double the size of their ad (one time) at no extra charge.

**PREPRINTED INSERTS**

Preprinted inserts are accepted any day except Mondays. Prices are based on tabloid inserts up to a maximum size of 11 x 11 inches. Larger sizes are charged as two pages for each page in the section.

Full run preprint rates also apply to *Madison Spirit* and *FreeBee* when used with full run of *The Huntsville Times*.

**Rates Per Thousand**

**Daily Full Run** (At least 52,000)

Tab Pages	1x	12x	24x	37x	53x	71x
2	\$34.00	\$32.98	\$32.30	\$30.60	\$28.90	\$27.20
4	\$39.00	\$37.83	\$37.05	\$35.10	\$33.15	\$31.20
8	\$48.00	\$46.56	\$45.60	\$43.20	\$40.80	\$38.40
12	\$59.00	\$57.23	\$56.05	\$53.10	\$50.15	\$47.20
16	\$61.00	\$59.17	\$57.95	\$54.90	\$51.85	\$48.80
20	\$63.00	\$61.11	\$59.85	\$56.70	\$53.55	\$50.40
24	\$65.00	\$63.05	\$61.75	\$58.50	\$55.25	\$52.00
28	\$67.00	\$64.99	\$63.65	\$60.30	\$56.95	\$53.60

**Sunday Full Run** (At least 70,000)

Tab Pages	1x	12x	24x	37x	53x	71x
2	\$36.00	\$34.92	\$34.20	\$32.40	\$30.60	\$28.80
4	\$41.00	\$39.77	\$38.95	\$36.90	\$34.85	\$32.80
8	\$50.00	\$48.50	\$47.50	\$45.00	\$42.50	\$40.00
12	\$61.00	\$59.17	\$57.95	\$54.90	\$51.85	\$48.80
16	\$63.00	\$61.11	\$59.85	\$56.70	\$53.55	\$50.40
20	\$65.00	\$63.05	\$61.75	\$58.50	\$55.25	\$52.00
24	\$67.00	\$64.99	\$63.65	\$60.30	\$56.95	\$53.60
28	\$69.00	\$66.93	\$65.55	\$62.10	\$58.65	\$55.20

**Daily Part Run** (Less than 52,000)

Tab Pages	1x	12x	24x	37x	53x	71x
2	\$39.50	\$38.32	\$37.53	\$35.55	\$33.58	\$31.60
4	\$44.50	\$43.17	\$42.28	\$40.05	\$37.83	\$35.60
8	\$53.50	\$51.90	\$50.83	\$48.15	\$45.48	\$42.80
12	\$67.00	\$64.99	\$63.65	\$60.30	\$56.95	\$53.60
16	\$69.00	\$66.93	\$65.55	\$62.10	\$58.65	\$55.20
20	\$71.00	\$68.87	\$67.45	\$63.90	\$60.35	\$56.80
24	\$73.00	\$70.81	\$69.35	\$65.70	\$62.05	\$58.40
28	\$75.00	\$72.75	\$71.25	\$67.50	\$63.75	\$60.00

**Sunday Part Run** (Less than 70,000)

Tab Pages	1x	12x	24x	37x	53x	71x
2	\$41.50	\$40.26	\$39.43	\$37.35	\$35.28	\$33.20
4	\$46.50	\$45.11	\$44.18	\$41.85	\$39.53	\$37.20
8	\$55.50	\$53.84	\$52.73	\$49.95	\$47.18	\$44.40
12	\$69.00	\$66.93	\$65.55	\$62.10	\$58.65	\$55.20
16	\$71.00	\$68.87	\$67.45	\$63.90	\$60.35	\$56.80
20	\$73.00	\$70.81	\$69.35	\$65.70	\$62.05	\$58.40
24	\$75.00	\$72.75	\$71.25	\$67.50	\$63.75	\$60.00
28	\$77.00	\$74.69	\$73.15	\$69.30	\$65.45	\$61.60

Minimum preprint insert charge is \$500.00

**Special Charges**

Return and Tip-On Envelopes charged at rate of two additional pages. Advertising in self-contained envelope will be charged at the 4 page rate plus 2 additional pages per inserted piece. No piece shall exceed the size of the envelope. Sample of the coupon envelope, with contents, must be offered before acceptance. Envelope's total external measurement shall not exceed 11 inches x 12 inches.

Fold-Out Flap – Up to 3 inches, \$500. Over 3 inches, charged as two additional pages.

When making reservations, advertiser should inquire with the General Advertising Department for estimated press run on date of distribution.

Minimum 5 1/2 inches by 8 1/2 inches

Maximum 11 inches x 12 inches

(\$15 per thousand charge for hand-inserting larger/smaller sizes.

Must be received at least 10 days prior to publication date.)

To avoid charges, cancellations must be made 30 days before publication.

**Delivery Instructions**

Must be delivered prepaid to our plant on banded skids not more than 48" high. Small cards and envelopes which are normally shipped in cartons or boxes should also arrive on banded skids. These must be on our dock at least 10 days in advance of publication date. Publisher reserves the right to omit any insert arriving late.

Shipments received damaged, wet or in such condition as to complicate our ability to insert will be photographed and held for instructions from the Advertiser.

**Receiving hours:**

Days	Nights
Monday-Friday. . . . .	8 AM-10PM
Friday. . . . .	10 PM - 3 AM (Sat.)
Saturday	10 PM - 3 AM (Sun)

Shipping Address: *The Huntsville Times*, 2317 South Memorial Parkway, at least 10 days in advance of publication date.

**Product Samples**



Introduce a new product or improve usage of an existing product by distributing directly to the consumer through the most reliable means available, *The Huntsville Times*.

Prices start at \$75.00 per thousand. Minimum quantity is 10,000. Saturdays Preferred. Contact the advertising director for specific rates and acceptability.

**Print & Deliver Program**

*The Huntsville Times* Print & Deliver Program provides businesses an affordable, economical way to target their key market areas. Local busi-

nesses can order as few as 10,000 flyers to distribute just around their location. Businesses with multiple stores or offices can order enough to blanket the area.

Huntsville Times account executives will work with you to develop your advertising concept. They will help you select just the right day and the right areas to distribute your flyer to find your potential customers and hit them dead solid perfect. Then our designers will work with you to develop the perfect look.

Choose from a variety of sizes then pick the colors you want. From black ink on one side to full color on both sides, we can print it all. One low price covers everything: flyer concept development, market research, design, typesetting, printing and distribution. We do all the work. You get all the customers. Deadline is Monday, two weeks prior to insertion week. Price per thousand.

Inks/sides -	10M	15M	20M	30M	40M	50M
<b>8 1/2 x 5.5</b>						
Full color/1 side	\$97.63	\$91.19	\$86.54	\$80.95	\$79.22	\$78.78
Full color/2 sides	\$113.78	\$104.06	\$96.43	\$88.09	\$85.13	\$83.97

<b>8 1/2x11</b>						
Full color/1 side	\$104.57	\$94.85	\$93.54	\$89.06	\$86.45	\$83.20
Full color/2 sides	\$124.40	\$110.30	\$108.09	\$90.97	\$90.33	\$89.76

<b>11x17</b>						
Full color/2 sides	\$197.64	\$146.80	\$142.51	\$125.37	\$124.72	\$113.47

Sample Flyer: 8 1/2 x 11: 1 color/1side \$76.75, min. 10,000

More sizes and options are available. Contact your advertising representative for a custom quote.



Extend your advertising reach by combining the power of *The Huntsville Times* and our online affiliate al.com. Special pricing is available when you advertise in *The Huntsville Times* and online at al.com. Ask about agreements that combine both products.

**TARGETED PUBLICATIONS**

**FreeBee - Non-Subscriber Publication - Wednesday** – Rates are net, per ad

Display Ads	Open Rate	6 Week Rate	13 Week Rate	26 Week Rate	52 Week Rate
Consecutive Weeks					
6 Col Retail	\$21.14	\$16.51	\$15.06	\$13.61	\$8.69
10 Col Classified	\$12.69	\$9.91	\$9.04	\$8.17	\$5.21
Non-Consecutive Weeks					
6 Col Retail	N/A	\$18.24	\$16.64	\$15.04	
10 Col Classified	N/A	\$10.94	\$9.98	\$9.02	

**FreeBee Color Rates**

By the Inch, Minimum 4 Inches	Retail	Classified
Less than half Page	\$7.45	\$4.47
Half page or more	\$6.20	\$3.72
Full page	\$5.15	\$3.09

**FreeBee Church Advertising**

Per column inch ..... \$11.83  
 Advertisements may be repeated in FreeBee from *The Huntsville Times* at \$10.95 per inch or your FreeBee contract rate, if lower.

**Madison Spirit/Limestone Spirit Each Wednesday**

Advertisements may be repeated in the Madison Spirit/Limestone Spirit from *The Huntsville Times* for only \$6.74 per inch.

**Madison Spirit/Limestone Spirit**

Size	Per Inch
1-32"	\$12.25
33-65"	\$12.03
66-125"	\$11.76
126-272"	\$11.41
273+"	\$10.50

**Sign a frequency contract for more savings**

Size	13x	26x	52x
1-32"	\$11.25	\$10.69	\$8.96
33-65"	\$11.08	\$10.55	\$8.82
66-125"	\$10.88	\$10.43	\$8.70
126-272"	\$10.64	\$10.17	\$8.42
273+"	\$9.99	\$9.52	\$7.90

**Madison Spirit/Limestone Spirit Church Advertising**

Per column inch ..... \$6.94

**Madison Spirit/Limestone Spirit Restaurant Page**

2 column x 5 inch ad, contract required	
52 Weeks	\$69.50/week
26 Weeks	\$89.60/week
13 Weeks	\$112.50/week

**Madison Spirit/Limestone Spirit Color Rates**

By the Inch, Minimum 4 Inches	Open	52x Rate
Less than half Page	\$5.90	\$3.80
Half page or more	\$4.65	\$3.10
Full page	\$3.65	\$2.55

**MAGAZINES & DIRECT MAIL FOR LESS**

**Weekly, By Day of Publication**

**PARADE**

**SUNDAY**



**ENJOY!**

ENJOY! is a weekly section featuring stories and information on how to make a woman's life easier. ENJOY! helps enhance the spirit, improve health and live relations. Closing dates are Mondays prior to Sundays publication. Call for rates.

**SUNDAY**



**GO**

GO is your "good Times magazine." GO features stories on what's happening in Huntsville, from movies to concerts to local bands, and restaurant reviews. GO has all of this and more. Closing dates are Mondays, prior to Thursday publication.

**THURSDAY**

**Go Consecutive Week Program**

Entertainment Category Advertising Rates

Display Ads	Open	6x	13x	26x	52x
1/16 page	\$160.00	\$80.75	\$76.50	\$68.00	\$53.13
1/8 page	\$320.00	\$161.50	\$153.00	\$136.00	\$106.25
1/4 page	\$640.00	\$323.00	\$306.00	\$272.00	\$212.50
1/2 page	\$1,280.00	\$646.00	\$612.00	\$544.00	\$425.00
Full Page	\$2,560.00	\$1,292.00	\$1,224.00	\$1,088.00	\$850.00

Regular, Non Entertainment Category Advertising Rates

Display Ads	Open	6x	13x	26x	52x
1/16 page	\$160.00	\$154.38	\$146.25	\$130.00	\$101.56
1/8 page	\$320.00	\$308.75	\$292.50	\$260.00	\$203.13
1/4 page	\$640.00	\$617.50	\$585.00	\$520.00	\$406.25
1/2 page	\$1,280.00	\$1,235.00	\$1,170.00	\$1,040.00	\$812.50
Full Page	\$2,560.00	\$2,470.00	\$2,340.00	\$2,080.00	\$1,625.00

**Go NON-Consecutive Week Program**

Entertainment Category Advertising Rates

Display Ads	Open	6x	13x	26x
1/16 page	\$160.00	\$83.75	\$80.50	\$72.00
1/8 page	\$320.00	\$167.50	\$161.00	\$144.00
1/4 page	\$640.00	\$335.00	\$322.00	\$288.00
1/2 page	\$1,280.00	\$670.00	\$644.00	\$576.00
Full Page	\$2,560.00	\$1,340.00	\$1,288.00	\$1,152.00

Regular, Non Entertainment Category Advertising Rates

Display Ads	Open	6x	13x	26x
1/16 page	\$160.00	\$158.38	\$150.25	\$134.00
1/8 page	\$320.00	\$316.75	\$300.50	\$268.00
1/4 page	\$640.00	\$633.50	\$601.00	\$536.00
1/2 page	\$1,280.00	\$1,267.00	\$1,202.00	\$1,072.00
Full Page	\$2,560.00	\$2,534.00	\$2,404.00	\$2,144.00



**TVTIMES BY REQUEST ON FRIDAY**  
Weekly TV listings in a handy tabloid format. TVTimes is available by request to subscribers.



**CORNERSTONE BI-MONTHLY**  
The Cornerstone magazine is the official publication for the Huntsville/Madison County Builders Association, and is mailed directly to their members, with additional copies available at the H/MCBA office. Six times per year, home builders, remodelers, and hundreds of other affiliated business people associated with the Madison County home building industry turn to The Cornerstone for valuable information.



**AT HOME IN THE VALLEY BI-MONTHLY**  
At Home in the Valley is published the last Saturday in January, March, May, July, September, and November and is distributed with *The Huntsville Times* to selected routes in selected city top ten zip codes by income. This exclusive magazine showcases area homes and features stories on home decorating, remodeling and landscaping trends. Closing dates are seven weeks from publication. With each publication, At Home in the Valley appears for one month on al.com, Alabama's largest, most-viewed website, extending the value for advertisers.



**GROWING UP™ BI-MONTHLY**  
Growing Up publishes six regular issues per year, plus a special Maternity issue and the Family Fingertip Directory. Growing Up magazine and the Maternity issue are 8.5x11. Family Fingertip Directory is a digest-sized issue and remains a popular resource for busy parents who keep it handy throughout the year in diaper bags and purses. 25,000 copies of Growing Up are delivered directly to select Huntsville, Decatur, Athens, Hartselle and Cullman elementary schools, placed in teachers boxes and handed out in student's packets that go home to their parents. Growing Up is also distributed to select retail and medical offices in the areas mentioned above. With each publication Growing Up appears for one month on al.com, Alabama's largest, most-viewed website, extending the value for advertisers.



**HOMES FOR TODAY MONTHLY**  
Published the second Friday of each month and distributed in racks throughout Huntsville/Madison County. Published in conjunction with the Huntsville Area Association of REALTORS®. Advertising available to members of the Huntsville Area Association of REALTORS®. Closing dates are four weeks advance of publication week. With each publication Homes for Today appears for one month on al.com, Alabama's largest, most-viewed website, extending the value for advertisers.



**INITIATIVES BI-MONTHLY**  
A bi-monthly magazine published the first Tuesday in February, April, June, August, October and November in cooperation with Huntsville-Madison County Chamber of Commerce, Initiatives is the largest direct delivered, local business to business magazine in the area. In addition to its distribution in *The Huntsville Times*, Initiatives is mailed to members of the Chamber of Commerce. Closing dates are five weeks from publication. With each publication Initiatives appears for one month on al.com, Alabama's largest, most-viewed website, extending the value for advertisers.



**HUNTSVILLE R&D REPORT JANUARY, MAY, SEPTEMBER**  
The Huntsville R&D Report Magazine focuses on innovation, research, leadership and development in the Tennessee Valley. Each issue will have special emphasis on the engineers and scientists of Cummings Research Park, the fourth largest research park in the world. The free magazine is delivered directly to prominent area business and military decision makers, to researchers in the park, and distributed to the top engineering schools throughout the region and country. Closing dates are five weeks from publication. With each publication R&D Report appears for one month on al.com, Alabama's largest, most-viewed website, extending the value for advertisers.



**OFFICIAL SUBDIVISION GUIDE JANUARY, JULY**  
Connecting you with consumers looking for a new place to live and products and services to enhance that new home. The only publication in Madison County concentrating its information on subdivisions, new home construction and products and services. 5000 copies will be printed and distributed. Available on its own website for a full year. Distributed to Redstone Arsenal civilian and military personnel departments for incoming BRAC transfers; consumers at the Building, Home & Remodeling Show; both Huntsville/Madison County and Madison City Chambers of Commerce and the Association of REALTORS® for relocation packets; real estate offices and agents in Madison County and surrounding counties; mortgage loan offices and agents in Madison county; hospitals & corporate relocation offices for incoming personnel.



**HUNTSVILLE REALTOR QUARTERLY**  
The Huntsville Area Association of REALTORS® (HAAR) invites you to participate in "Huntsville REALTOR®" magazine. This unique-size quarterly magazine will be distributed to approximately 5,000 real estate professionals and provide community and industry related information to its membership. It will be direct mailed to all members of HAAR as well as all REALTOR® members of the North Alabama Real Estate information Service (NARIS) which encompasses the entire North Alabama/Southern Tennessee geographic area.



**SOURCE QUARTERLY**  
The mission of Source Magazine is to improve the health of our community by increasing public awareness of healthcare services available at Huntsville Hospital and by further promoting philanthropic opportunities to support the community mission of the hospital through the Huntsville Hospital Foundation. Anyone interested in health care will be interested in reading Source Magazine. That's just about everyone! Along with the zip codes distributed through *The Huntsville Times*, and direct mail, Source Magazine is placed in approximately 500 health care & professional offices around the Huntsville and Madison County area.



**DIRECT MAIL FOR LESS**

The Huntsville Times offers its advertisers another way to target their advertising message - through the U.S. Postal Service - at reduced costs with our Direct Mail for Less program. We'll help you design your message, match your business or service with the right potential customers and find the lowest postage rates to give you the best results at the lowest costs. Direct Mail for Less provides complete turnkey direct mail services that include graphic design, list management, list acquisition, printing, fulfillment services and project management. You also earn discounts on ROP or preprint advertising each time you use Direct Mail for Less.

**VENDOR SECTIONS**

Contact us to publish a special section about your company or organization. We write the stories and sell the needed ads, you get great exposure for your business or event. Special rates apply.

**IMPACT SECTION RATES**

The Huntsville Times publishes a comprehensive list of targeted, special sections and pages throughout the year. Call your advertising representative for complete information including advertising rates and deadlines.

**Sunday - \$50.45 per column inch**  
**Daily - \$36.25 per column inch**



**SPECIAL SECTIONS & PAGES**

Section Name	2010 Pub Date	Ad Deadline	Publication
AUSA Salute Newsletter	Jan 10	Dec 18	Rocket, al.com
Valentines Day Page	Feb 7, 10	Jan 29	Times, al.com
Weekend of Wheels	Feb 12-15	Feb 11	Times
Engineering Section	Feb 14, 17	Jan 22	Times, Rocket, al.com
Building, Home & Remodeling	Mar 3, 4	Feb 12	Times, Rocket
Engineering Career Fair	Mar 3, 7	Feb 24	Times, Rocket, al.com
Spring Fashion	Mar 21	Mar 15	Times
AUSA Salute Newsletter	Mar 24	Mar 4	Rocket, al.com
Outlook	Mar 28	Mar 5	Times, al.com
Summer Camp & Activities	Apr 11, 14 & May 2, 5	Apr 2	Times, al.com
2010 Best Places to Work	Apr 18	Apr 1	Times, al.com
Panopoly	Apr 22	Apr 19	Times
Mother's Day Gift Ideas	May 2, 3	Apr 23	Times, al.com
Senior Expo	May 2	Apr 16	Times
Tactical Missile Conference	May 5,9	Apr 16	Times, Rocket, al.com
Spring Tour of Homes	May 12,16	Apr 2	Times, Rocket, al.com
Best of TN Valley	May 17, 20	Apr 7	Times, Rocket, al.com
Vacation Bible School Directory	May 21-23	May 13	Times
2010 Weekend of Wheels	May 21-24	May 19	Times
Top of Class	May 31	May 21	Times
Armed Forces Week	Jun 9, 13	May 21	Times, Rocket, al.com
Answer Book	Jun 23, 27	May 13	Times, Rocket, al.com
AUSA Salute Newsletter	Jul 7	Jun 17	Rocket, al.com
Art Council	Jul 25	Jun 23	Times, al.com
Back to School	Aug 5	Jul 22	Times, al.com
Mega Career Fair	Jul 28, Aug 1	Jul 21	Times
Fall Travel Guide	Aug 1	Jul 23	Times
SMD Conference	Aug 11, 15	Jul 16	Times, Rocket, al.com
High School Football	Aug 25	Aug 18	Times
College/Pro Football	Aug 29, Sep 1	Aug 11	Times, Rocket, al.com
Weekend of Wheels	Sep 3-6	Sep 1	Times
Big Spring Jam	Sep 23	Sep 20	Times
Parade of Homes	Oct 6, 10	Aug 27	Times, Rocket, al.com
2011 New Cars & Trucks	Oct 17, 20	Sep 24	Times, Rocket, al.com
AUSA Salute Newsletter	Nov 3	Oct 14	Rocket, al.com
Veterans Day	Nov 10, 11	Oct 15	Times, Rocket, al.com
Alabama vs Auburn Football	Nov 26, 27, 28	Nov 12	Times
Engineering Career Fair	Dec 5	Nov 26	Times, Rocket, al.com
Letters to Santa	Dec 19-24	Dec 10	Times
Year End Drive Away	Dec 26-29	Dec 18	Times

Publication dates and deadlines are subject to change

**SPECIAL PAGES, FEATURES**

- Daily & Sunday** Local/State; Life (Themed Daily); Business (Daily Focus); Classified; Comics; Color Weather Page.
- Monday** Personal Technology in Business; Discovery in Life; Youth/Teen Pages; Extra Credit (Excellence in Academics)
- Tuesday** Small Business in Business; "Best of" in Life; Military Page.
- Wednesday** NASA/Defense in Business; Best Food Day; Madison/Limestone Spirit (Zoned); FreeBee (Non-Subscriber Product); Prep Sports Pages (Basketball)\*
- Thursday** Government in Business; GO (Entertainment Magazine); Get Healthy in Life; Prep Sports Pages (Football)\*
- Friday** Real Estate in Business; Faith & Values (Church & Religious News) in Life, Wheels Section, TV Times (by request)
- Saturday** Week in Review in Business; Home & Garden in Life; Prep Sports\*
- Sunday** Entertainment; Travel, Local Real Estate; Local Jobs; Outdoors Page; Color Comics; Parade Magazine; Enjoy Section, Coupons and Other Valuable Preprinted Sections.

\* During the school year and season

**HUNTSVILLE TIMES COLOR RATES**

Color adds attention to and results from your advertising. Studies have shown adding color increases results up to 43% over the same black and white ad.

By the Inch - Minimum 4 inches	
Less than half Page (63 inches or less)	\$11.55
Half page or more (64+ inches)	\$9.90
Full page (126 inches)	\$6.35

**SPECIAL ROP UNITS**

**Bridal Directory** - The New Beginnings Bridal Directory publishes each Sunday in *The Huntsville Times* and Wednesday in the *Madison/Limestone Spirit*. Ad sizes are 2 column x 2 inches up to 2 column x 4 inches:

52 Weeks	\$34.96 per inch
26 Weeks	\$42.05 per inch
13 Weeks	\$49.14 per inch
4 Weeks	\$53.86 per inch

**Business Spotlight** - Our popular spotlight runs each Saturday and includes an expanded feature on one advertiser each week. Ad size is 2 column x 2 inches, contract required.

52 Weeks	\$51 per week
26 Weeks	\$63 per week
13 Weeks	\$73 per week

**Coupon Page** – Coupons get great results and these run each Wednesday in full color and al.com for 7 days. Ad sizes 2X3 and 2X1.5:  
 2 column x 3 in.                      2 column x 1.5 in.  
 52 Weeks . . . . . \$125.12 per week . . . . . \$80.06 per week  
 26 Weeks . . . . . \$176.54 per week . . . . . \$105.77 per week  
 13 Weeks . . . . . \$193.82 per week . . . . . \$114.41per week

**Discovery Section Strip Ads** – Available each Monday during the school year. Ad sizes is 6 column x 3 inches or 3 column x 3 inches.

	6x3	3x3
52 Weeks	\$395/week	\$235/week
26 Weeks	\$495/week	\$285/week
13 Weeks	\$600/week	\$335/week
Open	\$735/week	\$395/week

**Stock Island/Stock Strip** – Premium positions available Tuesday through Saturday. A perfect way to market your business to top executives. Ad size 2 column x 6 inches or 6 column x 2 inches. Contracts are available.

Tuesday - Friday		
13 weeks	26 weeks	52 weeks
\$575/week	\$559/week	\$514/week
Saturday		
13 weeks	26 weeks	52 weeks
\$482/week	\$408/week	\$334week

**Travel Bargain Guide** – Publishes each Sunday in *The Huntsville Times* and each Wednesday in the *Madison Spirit*.  
 Minimum size is 1 column inch  
 \$41.37 per column inch

**SPECIAL SERVICES**

**Co-Op Advertising**  
 Assistance is available to help advertisers uncover co-operative money to be used in their advertising programs. For more information on this free service or to arrange an appointment, call (256) 532-4275.

**Creative Services**  
 Experienced artists will design and execute the illustrations, maps, charts, logos and other graphics that give individuality and visual impact to your newspaper advertising. \$25.00 per hour.

**Electronic Ad Copies**  
 For ads appearing in *The Huntsville Times*, through e-mail adrequest@htimes.com of  
 Half page or less . . . . . \$20.00 each  
 Over half page . . . . . \$25.00 each

**Electronic Delivery**  
 The Advertising Department has an electronic delivery system, which allows you to send camera-ready art electronically from any of several sending stations across the U.S. or your own computer. (256) 532-4250

**Layout and Copy**  
 Artists and copywriters are available for developing the original concept of the advertisement or series of advertisements. This is presented to newspaper clients in the form of speculative layout(s) - either color or black & white - complete with headlines and copy.

**Photography**  
 Staff photographers offer a complete range of photographic services. This includes black & white, color, location shots and in-studio shots. Contact your advertising representative when you require professional photographs of products, individuals, store displays, store openings, etc. \$15.00 in studio or \$40.00 at your location.

**Proof Service**  
 This service allows you to check your ad for typographical errors and deviations from the original layout. Not intended for alterations, changes or additions of original copy. Must be submitted by proof deadline.

**Research**  
*The Huntsville Times* Marketing Department maintains extensive up-to-date demographic data of all types on the MSA and ADI. Information available on request. Call (256) 532-4253 or contact your advertising representative.

**ROP DEPTH REQUIREMENTS**

Minimum size/depth is one inch by one column. Advertisements exceeding 18.5 inches in depth are set to occupy full column (21 inches) and charged accordingly.

**CLOSING TIMES**

Day of Publication . . . . .	Copy Due from Advertiser
<b>SUNDAY</b>	
ENJOY!	5:00 pm Monday
Entertainment, Life, Travel . . . . .	5:00 pm Monday
All Other Sections . . . . .	5:00 pm Wednesday
<b>MONDAY</b> . . . . .	5:00 pm Thursday
<b>TUESDAY</b> . . . . .	5:00 pm Friday
<b>WEDNESDAY</b>	
Madison Spirit . . . . .	5:00 pm Wednesday
FreeBee . . . . .	5:00 pm Thursday
All Other Sections . . . . .	5:00 pm Friday
<b>THURSDAY</b> . . . . .	5:00 pm Monday
GO Magazine . . . . .	5:00 pm Monday
<b>FRIDAY</b>	
Wheels . . . . .	5:00 pm Tuesday
All Other Sections . . . . .	5:00 pm Tuesday
<b>SATURDAY</b> . . . . .	5:00 pm Wednesday
<b>HOLIDAY WEEKS</b> . . . . .	Deadlines Advanced 24 Hours
<b>COLOR ADS</b> . . . . .	Deadlines Advanced 24 Hours

## MECHANICAL MEASUREMENTS

Printed by TKS Offset Process: Standard Advertising Units Accepted

### ROP FULL PAGE SIZE:

6 columns (10.95") wide x 21" deep

#### Other Widths:

1 col	1.72 inches
2 cols	3.56 inches
3 cols	5.41 inches
4 cols	7.26 inches
5 cols	9.18 inches
6 cols	10.95 inches
double truck (13 cols)	22.41 inches

### GO, and TV Times TABLOID: 9.87" wide x 10.95" deep

Other Widths: modular sizes sold in sixteenth, eighth, quarter, half, full and double truck

1/16 page horizontal 2x2	4.87 inches x 1.26 inches
1/16 page vertical 1x2	4.87 inches x 1.26 inches
1/8 page horizontal 2x4	4.87 inches x 2.64 inches
1/8 page vertical 1x8	2.37 inches x 1.26 inches
1/8 page other 4x2	9.875 inches x 1.26 inches
1/4 page horizontal 4x4	9.87 inches x 2.64 inches
1/4 page vertical 2x8	4.87 inches x 5.41 inches
1/2 page horizontal 4x8	9.87 inches x 5.41 inches
1/2 page vertical 2x16	4.87 inches x 10.95 inches
3/4 page horizontal 4x12	9.87 inches x 8.21 inches
full page 4x16	9.87 inches x 10.95 inches
double truck 9x16	20.5 inches x 10.95 inches

### Classified Full Page Size: 10 columns (10.95) x 21" deep

#### Other Widths:

1 col	1.02 inches
2 cols	2.12 inches
3 cols	3.22 inches
4 cols	4.33 inches
5 cols	5.43 inches
6 cols	6.54 inches
7 cols	7.64 inches
8 cols	8.75 inches
9 cols	9.87 inches
10 cols	10.95 inches
double truck (as available) 21 cols	22.416 inches

## ELECTRONIC AD DELIVERY

### Macintosh platform

Please send ad files electronically to ensure the best reproduction, Acrobat PDF files are preferred. Ads may be uploaded electronically by going to [www.huntsvilletimes.com](http://www.huntsvilletimes.com) and accessing AD UPLOAD.

**Programs accepted:** Acrobat .pdf files, Photoshop, Adobe Illustrator .eps files, Freehand .eps files. (turn type to outline)

**Media accepted:** CD or DVD

**Required:** EPS files and fonts used in document. All color files need to be converted to CMYK for printing. Photographic elements at 200 dpi.

HALFTONE SCREEN, PREFERRED 110 LINES

PRINTING PROCESS: ROTARY WEB OFFSET



## SPECIAL CLASSIFICATION RATES

If you sell autos or real estate make sure you ask about the special packages that put your entire inventory before potential customers – including people who don't know they were looking.

Looking for the right employee or employees? Don't miss the enhanced, online employment packages that our Call Center can offer. Gain access to powerful recruitment tools that help match you with the perfect employees.

### CAP Rates

Co-op Action Plan (Multi Dealer Advertising) CAP logo and participating dealer names must appear in each advertisement, commissionable.

Daily	\$70.10 per col inch
Sunday	\$93.65 per col inch

### Legal Advertising (ten column format)

Daily	\$1.36 per agate line
Sunday	\$1.66 per agate line
Affidavits	\$17.00 each

### Charity/Bereavement Rate

Daily	\$25.51 per col. inch
Sunday	\$35.07 per col. inch

### Local Church Rate

Friday (Religion Section) . . . . . \$16.24 per col. inch  
For rates other than Friday see Charity Rate. Churches may repeat their Friday ad on Saturday at a 25% discount from the Friday Church Rate.

### Non-Profit Rate

This rate is for non-profit service clubs and associations who are not charities.

Daily	\$28.62 per col. inch
Sunday	\$38.40 per col. inch

### Employment Classification (six column format)

Daily	\$141.17 per col inch
Sunday	\$172.43 per col inch

### Classified Advertising (ten column format)

Daily	\$84.70/inch \$6.05 per agate line
Sunday	\$103.46/inch \$7.39 per agate line

### Classified Rates

Please call these numbers direct for classified advertising.

Telephone Sales: (256) 532-4393

Fax: (256) 532-4245, (256) 532-4461

For classified standards of acceptance, please ask for complete classified rate card.

10 Column Format, Cash with Copy	
Daily .....	\$6.05 per line
Sunday .....	\$7.39 per line
Minimum Charge .....	.5 Lines

**BLIND BOX SERVICE CHARGE**

Replies Picked Up or Mailed .....	\$.70 Mailed
Replies Held For .....	.30 Days

**Political Advertising** - Lowest rate applicable with paid contract. Local retail political rates apply to state offices, U.S. House and Senate offices and national elections. Advertising must contain the words "paid political advertisement" and contain the name and address of person(s) placing the ad.  
For political advertising call (256)532-4257 or (256)532-4269

**CLASSIFIED DEADLINES**

Day of Publication	Display Includes Proof Service	Set Solid (Line Ads)
Sunday .....	5:00 pm .....	Friday
Monday .....	5:00 pm .....	Friday
Tuesday .....	5:00 pm .....	Monday
Wednesday .....	5:00 pm .....	Tuesday
Thursday .....	5:00 pm .....	Wednesday
Friday .....	5:00 pm .....	Thursday
Saturday .....	1:00 pm .....	Friday
FreeBee .....	5:00 pm .....	Friday

**Sunday Color Comics**

Published every Sunday

Sizes Available	Width	Depth
Full Page .....	11.5" .....	.20"
3/4 Page .....	11.5" .....	.15"
1/2 Page .....	11.5" .....	.9.75"
1/3 Page .....	11.5" .....	.5.75"
1/4 Page .....	11.5" .....	.3.125"
1/6 Page .....	11.5" .....	.3"

Other Sizes: Spadea - (Uses two full pages)  
Gatefold - (Uses one page)

Rates: Contact Account Representative or Advertising Manager.  
Subject to agency commission.  
Reservations must be made six weeks in advance of publication. Printing materials are due four weeks in advance of publication.  
Comics printed by Vertis Communications, 2225 Kenmore Ave., Suite 114, Buffalo, NY 14207, 716-796-6232. Please send duplicate material.  
Card tip-ons are charged at \$350 extra.

**CIRCULATION**

Established 1910. Member ABC.  
Circulation verification details in publisher's statement and audit report.  
Subscription: \$13.70 per month.  
Single Copy: \$.75 daily, \$1.50 Sunday.

**POLICIES & CONDITIONS**

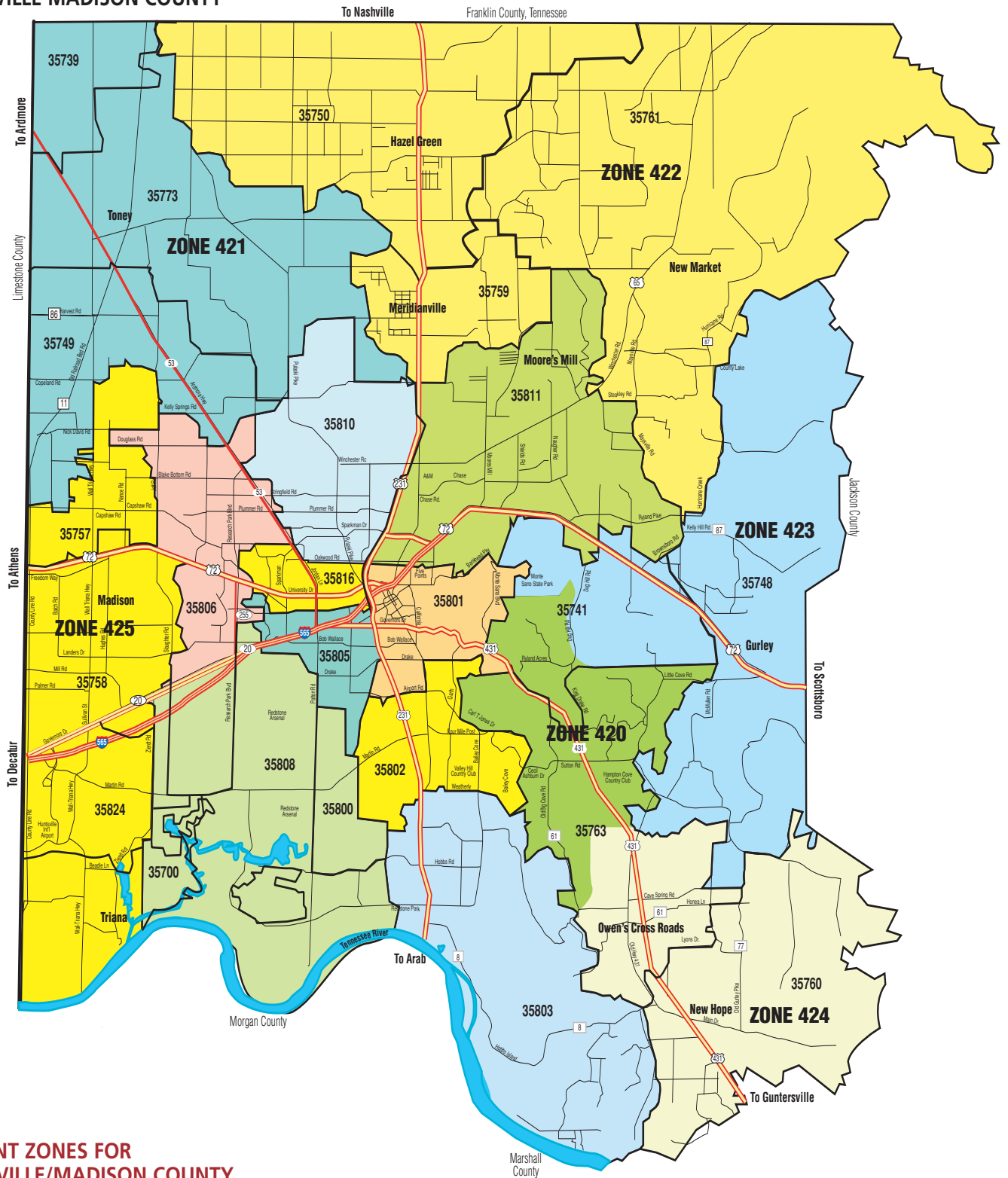
- a. The rates shown in this rate card cancel and supersede all previous rates in all previous rate cards. Publisher reserves the right to revise advertising rates with 30 days notice.
- b. Retail rates apply only to advertising space relating to the regular retail business owned by the advertiser specified and conducted from its permanent premises. These rates cannot be used directly or indirectly to cover advertising of any product of which the advertiser may be a distributor; nor do they apply to any advertising classified as General Rate Advertising. Advertisements containing more than one retailer are placed through the General Advertising Department.
- c. Publisher reserves the right to edit, revise or refuse any advertising content for any reason.
- d. The Publisher shall have the right to determine the classification of any advertising copy submitted hereunder.
- e. Advertising must conform to local, state and federal laws. Any advertising tax imposed on the Publisher will be added to the rates shown herein. (Non-commissionable)
- f. Incorrect rates on insertion orders which do not correspond to the rate card will be regarded as clerical errors and the advertisements will be published and charged at the applicable rates in effect at time of publication.
- g. The receipt of orders, written or verbal, shall be construed as acceptance of all conditions of the current rate card. Payment for advertising shall be made on or before the 20th day of the month following that in which advertising is published. If any bill is not paid by its due date, commissions shall be deemed not earned and the gross amount of the bill shall be paid in full.
- h. Rates apply to inches, space, dollars and/or other amounts used in *The Huntsville Times* within the contract year. In the absence of a contract, all advertising will be billed at open rate. Master contracts of multiple product advertisers should include all product names in the contracts.
- i. Advertiser shall be obligated to insert during each thirty (30) day period of this agreement, no less than one-twelfth (1/12th) of the total space contracted for. Publisher may, at its option, waive this requirement for any thirty (30) day period, but such waiver shall not affect future thirty (30) day periods nor shall it alter the total amount of space contracted for.
- j. Advertising contracts received within thirty (30) days of the first insertion will qualify for contract rates. In the event that a) advertiser uses or pays for less advertising than that specified herein or the Advertiser otherwise breaches the terms of this agreement, or b) if at any time Publisher in its reasonable judgement determines that Advertiser is not likely to have published the total amount of advertising specified herein during the term of the agreement, any rate discount will be retroactively nullified and Advertiser will be charged the difference between the contract rates charged and the rates applicable for the volume of space actually used and paid for, in accordance with the applicable rate schedules ("short rate"). In such event, Advertiser must reimburse Publisher for the short rate within ten days of Publisher's invoice therefore and Advertiser will thereafter pay for advertising at the open rate or at the newly-determined rate(s) (as applicable). In the event Advertiser runs more advertising than contracted for, the Advertiser will be eligible for a year-end rebate based on the difference between the actual rate earned and the rate contracted for. In order to receive the rebate, the Advertiser's bill must be current as of the expiration of the contract year.
- k. Space contracted for will not be sublet to others or used for purposes other than herein named.
- l. Advertiser will receive credit for full price preprint advertising only toward his annual ROP contract as follows: Total net annual preprint billing will be divided by the average of the daily and Sunday contract rates with exact inches earned credited to the Advertiser's contract.

- Rebates or short-rates will be the difference between contract rate and earned contract rate for ROP advertising only.
- m. Please read your advertisement the first day it appears. Report any errors immediately. Publisher will not be responsible for errors except to the extent of the cost of the first insertion - and then only to the extent of a make-good publication for that portion of the advertisement rendered valueless by such error. Such allowance or adjustment shall not be made if the error is immaterial, or was the fault of the advertiser. The Publisher will make the final judgment.
  - n. Publisher will not be responsible for errors when correct copy of advertisement is not supplied by Advertiser or Agency. No allowance will be made for omissions or errors of key numbers not in original printing material.
  - o. Proofs are submitted at Advertiser's request for the purpose of Advertiser's scrutiny and approval or correction. Advertiser assumes responsibility for correcting any and all errors that appear on a proof, whether or not such errors were on the original copy, and no adjustment will be made for errors appearing in any published ad that were not corrected on a proof by the Advertiser. Advertising placed on a no-proof basis is done at the Advertiser's risk.
  - p. The sole liability and obligation of the Publisher for any failure to publish any advertisement shall be to refund any amount paid to the Publisher for such advertisement. The liability and obligation of the Publisher for any other breach of these terms and conditions or act or omission of the Publisher with respect to any advertisement including, without limitation, any mistake or error in a published advertisement or any late or untimely publication of an advertisement, shall not exceed the cost of such advertisement under the provisions hereof. In no event shall the Publisher be liable to the Advertiser or to any other parties for any further damages of any kind arising from any breach of these terms and conditions or act or omission of the Publisher with respect to an advertisement including, but not limited to, direct, indirect, special or consequential damages.
  - q. In order to induce the Publisher to publish advertising, and in consideration thereof, Advertiser and Agency represent and warrant by submitting advertising to the Publisher that all facts stated in such advertising will be true and correct, and that therein there will be no libel and no invasion of privacy with respect to any person, partnership, corporation or other entity, and no infringement of any trademark, copyright, or other intellectual property right with respect to any person, partnership, corporation or other entity. The Advertiser and Agency agree to indemnify and hold *The Huntsville Times*, Newhouse Newspapers, its officers, agents and employees harmless from any claim of libel or invasion of privacy, or infringement of trademark, copyright or other intellectual property claim, and against any recovery, fees or expenses which may arise out of or be caused by any such claim.
  - r. Specifications on orders insisting on specific pages or sections or "omit" are not acceptable. Demands for exclusivity, or request for notification of any competitive advertising, will be considered as requests only. Failure of the newspaper to comply with any such requests cannot be considered as reason for non-payment of any ordered advertising. Due to ever-increasing use of coupons, the backing of coupons can occur. We will make every effort to avoid this and will not be held responsible or liable for any such occurrences.
  - s. All political ads are cash in advance (volume discounts apply). Ads for candidates for any public office must include the name and address of the individual placing and/or paying for the ads.
  - t. Advertisements having the appearance of editorial material must be set in sans-serif type and must have the word "ADVERTISEMENT" printed above each column. The Publisher reserves the right to insert the word "ADVERTISEMENT" above any copy at the Advertiser's expense.
  - u. Every effort will be made to return artwork and layout furnished

- by advertisers, on their request, but the Publisher cannot be held responsible in case of loss or damage.
- v. Composition and alteration charges: A charge of \$5.00 per column inch will be made for ads set and not inserted.
- w. Advertiser and Agency shall be jointly and severally liable for the payment of all bills and charges made. Advertiser authorizes Publisher, at its election, to tender any bill to Agency, and such tender shall constitute due notice to Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of Advertiser and Agency. Payment by Advertiser to Agency shall not discharge Advertiser's liability to Publisher. The rights of the Publisher shall in no way be affected by any dispute or claim as between Advertiser and Agency.
- x. Advertiser and Agency recognize that the copyright in any advertisements created by Publisher is owned by Publisher. As to all other advertisements, Advertiser and Agency agree that Publisher has the non-exclusive right, for the full term of copyright, by itself or through third parties, to republish and reuse any advertisements submitted hereunder in any form in which the advertisements may be published or used (in any media now in existence or hereafter developed) in whole or in any part, whether or not combined with material of others.
- y. The foregoing terms shall govern the relationship between the Publisher and Advertiser and Agency. Publisher has not made any representations to Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing signed by Publisher, no other terms and conditions in insertion orders, copy instruction, letters, or otherwise will be binding on Publisher.



HUNTSVILLE MADISON COUNTY



**PREPRINT ZONES FOR HUNTSVILLE/MADISON COUNTY**

Preprints may be purchased by zip code within the city limits of Huntsville and by zones (groups of zip codes) in Madison county.

City Zip Codes: Madison County Zones:

35801	35802	Zone 420
35803	35805	Zone 421
35806	35808	Zone 422
35810	35811	Zone 423
35816	35824	Zone 424
		Zone 425

**ADJACENT COUNTIES ALSO MAY BE PURCHASED SEPARATELY**

- Lincoln Co., TN
- Jackson Co., AL
- Marshall Co. (Arab), AL
- Limestone Co., AL
- Morgan Co., AL
- Marshall Co. (Other), AL

Contact your advertising representative for the latest distribution requirements for these areas.

# THE HUNTSVILLE TIMES DELIVERS

## More Buying Power

### 57.1% of high income households

#### The Huntsville Times delivers far more high income households (\$75,000+) than TV or radio

Do you know that Satellite radio at 13.3% of those households actually delivers a larger high income audience than any local commercial radio station? The highest local TV station can only deliver 43.8% of those households, but you have to buy an ad on every newscast, all day long, every day to get that number. It's just too expensive to do that.

## A Smarter Buyer

### 64.1% of high well educated households

#### The Huntsville Times delivers far more people with college or advanced degrees than TV or radio

The highest local commercial radio station can only deliver 16.9% of those households during their morning drive time. Thinking about afternoon drive time, well forget about it. The ratings are about 80% lower than their already low morning ratings. The highest local TV station can only deliver 45.6% of those households, but you have to buy an ad on every newscast, all day long, every day to get that number. Again, it's just too expensive to do that.

## More Families with Children

### 61.9% of Households with Children

#### The Huntsville Times delivers way more households with children than TV or radio

The highest local commercial radio station can only deliver 12.3% of those households during their morning drive time. But to get that low number, you have to buy an ad every 15 minutes, everyday! The highest local TV station delivers 55.8% of those households. With busy lives, people with children can read The Times when they get a spare moment. With TV, they don't have the time to be watching every newscast every day. With kids in the house, their time is too valuable to spend staring at a television.

## More People who are planning Purchases

### 62.5% of Households who intend to buy Now

#### Got something to sell? The Huntsville Times delivers more people planning to buy from you

The highest local commercial radio station can only deliver 10.5% of those households planning major purchases during their morning drive time. Want buyers? Advertise with The Times! The highest local TV station can deliver only 53.4% of people planning purchases now. People look to The Times to make smart buying decisions. You can reach more people ready to buy now than with any other medium.

## More Customers More Choices

#### The Huntsville Times is the clear choice for reaching your customers

We give you more choices for your advertising dollar than any other medium. We can do it all for you from ROP to preprints to magazines to mail to custom publishing to email blasts to searchable listings in the largest, most viewed website in Alabama. We deliver for you.

*Give us a call today and find out how we can help your business grow.*