Roy Eaton presents “Hats In The Ring”
April 3, 2014 – Episode 1

Pub Aux Live
Hats In The Ring

OUTLINE:
- Hats In The Ring Advertising
- Online Advertising Rates
- Display Advertising Rates
- Political Advertising Rates
- Questions?
Hats In The Ring

WISE COUNTY
POLITICAL
HATS IN THE RING
CANDIDATES FOR THE PRIMARY ELECTION
TUESDAY, MARCH 4

COUNTRY COMMISSIONER PCT. 2

KEVIN BURNS (I)
(Republican)
Political advertising paid by Kevin Burns, Dan Faires, Treasurer, Decatur

COUNTRY TREASURER

KATHERINE CANOVA HUDSON (I)
(Republican)
Political advertising paid by Katherine Hudson, Bridgeport

DANIEL E. RIVAS
(Republican)
Political advertising paid by Daniel Rivas, Decatur

COUNTY COMMISSIONER PCT. 4

GAYLORD KENNEDY
(Republican)
Political advertising paid by Gaylord Kennedy, Brenda Kennedy, Treasurer, Bridgeport

DAVID STEWART
(Republican)
Political advertising paid by David Stewart, Mark Adkins, Treasurer, Bridgeport

TERRY R. ROSS (I)
(Republican)
Political advertising paid by Terry R. Ross, Kelly Ross, Treasurer, Bridgeport

JUSTICE OF THE PEACE PCT. 1

JAN MORROW (I)
(Republican)
Political advertising paid by Jan Morrow, Decatur

JOSH REYNOLDS
(Republican)
Political advertising paid by Josh Reynolds, Donald Norris, Treasurer, Decatur
## District Clerk

<table>
<thead>
<tr>
<th>Name</th>
<th>Party</th>
<th>Political Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brenda Starnes Rowe</strong></td>
<td>Republican</td>
<td>by Brenda Rowe, Paradise</td>
</tr>
<tr>
<td><strong>Callie Watts Manning</strong></td>
<td>Republican</td>
<td>by Callie Manning, Emily Talley, Treasurer, Decatur</td>
</tr>
</tbody>
</table>

## County Clerk

<table>
<thead>
<tr>
<th>Name</th>
<th>Party</th>
<th>Political Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sherry Lemon</strong></td>
<td>Republican</td>
<td>by Sherry Lemon, Bridgeport</td>
</tr>
</tbody>
</table>

## Justice of the Peace Pct. 3

<table>
<thead>
<tr>
<th>Name</th>
<th>Party</th>
<th>Political Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mandy Hays</strong></td>
<td>Republican</td>
<td>by Mandy Hays, Rebecca Parr, Treasurer, Boyd</td>
</tr>
</tbody>
</table>

## Justice of the Peace Pct. 4

<table>
<thead>
<tr>
<th>Name</th>
<th>Party</th>
<th>Political Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Clay Poynor</strong></td>
<td>Republican</td>
<td>by Clay Poynor, Ray Cook, Treasurer Bridgeport</td>
</tr>
</tbody>
</table>

## Justice of the Peace Pct. 2

<table>
<thead>
<tr>
<th>Name</th>
<th>Party</th>
<th>Political Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Teresa Marney Graves</strong></td>
<td>Republican</td>
<td>by Teresa Marney Graves, Greg Graves, Treasurer, Bridgeport</td>
</tr>
</tbody>
</table>

## Justice of the Peace Pct. 1

<table>
<thead>
<tr>
<th>Name</th>
<th>Party</th>
<th>Political Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Terri Lynn Johnson</strong></td>
<td>Republican</td>
<td>by Terri Lynn Johnson, C.P. Douglas Johnson, Treasurer, Decatur</td>
</tr>
</tbody>
</table>

---

**Call Lisa Davis at 940-627-5987**

**To be included in the Hats in the Ring.**

**Read More Online at WCMess.com/Hats**
Political Advertising
Rate Card

- Political HITR Advertising
- Newspaper Advertising
- Website Opportunities
- Premium Print Edition Placement

WISE COUNTY MESSENGER

POLITICAL HATS IN THE RING

Political Hats in the Ring Advertising
$350 for the primary, additional $100 to run up to general election

Newspaper Advertising
TMC (Total Market Coverage - All Around Wise - Midweek Edition)
$11.80 per column inch
(28,000 circulation)
TMC + Weekend Edition
$15.60 per column inch

Midweek Edition or Weekend Edition
$7.60 per column inch
5,000 circulation
Midweek and Weekend Editions
$11.40 per column inch

Website Opportunities
Leaderboard
WCMessenger.com

Premium Print Edition Placement

UPDATE
Leaderboard $40 per day
Big Box $40 per day
Sidebar $50 per day

HOME PAGE
Leaderboard $40 per day
Big Box $40 per day
Sidebar $50 per day

POLITICAL HATS
Leaderboard $35 per week
Big Box $50 per week
Sidebar $25 per week

CALL LISA DAVIS AT 940-627-5987 FOR MORE INFORMATION, OR EMAIL LDAVIS@WCMESSENGER.COM
Online Advertising Rates

- A: Leaderboards/Banner Ad
- B: Big Box Ad
- C: Side Bar Ad
- Sports Update
- True Crime & Blogs

Call 940-627-5987 for Package Discounts!
Display Advertising Rates

- Preprint Rates
- Classified Ad Rates
- Main News Rates
- All Around Wise Rates
- Color Rates

**Wise County Messenger Display Ad Rates**

Effective February 1, 2013

### Main News

- **Local Rate**
  - $7.60
  - Thursday circulation...5,196 Saturday Circulation 5,141
  - Non-commissionable rate applies to all local advertisers in Wise County.

- **National Rate**
  - $8.95
  - Subject to 15% agency commission discount.

- **Combo Rate**
  - $11.40
  - Wednesday/Saturday Combo Circulation 10,337
  - Non-commissionable rate applies to all local advertisers in Wise County.

- **National Rate**
  - $13.40
  - Subject to 15% agency commission discount.

### All Around Wise

- **Local Rate**
  - $11.80
  - Wednesday circulation...27,882
  - Non-commissionable rate applies to all local advertisers in Wise County.

- **National Rate**
  - $13.85
  - Subject to 15% agency commission discount.

- **Combo Rate**
  - $15.60
  - Wednesday & AAW/Saturday Combo Circulation 33,023
  - Non-commissionable rate applies to all local advertisers in Wise County.

- **National Rate**
  - $18.35
  - Subject to 15% agency commission discount.

### Preprint Rates

- $45 per thousand for single-sheet fliers.
- Other rates based on preprint weight and frequency.
- Preprints must be 1/2-fold compatible and in-house deadline for materials is one week prior to insertion.
- A complete rate chart is on the following page.

### Classified Ad Rates

- **Classified Gold** ads are $20 for 20 words or less and runs Saturday and Wednesday.
- **Service Special** - $82 for 5 weeks
- **For Sale 4-Week Special** - $42 for 4 weeks

### Color Rates

- $100 Process Color (All Editions)
- $75 Process Color
  - (15 column inches and under)
Questions?

- For More Information, contact:
  - National Newspaper Association
  - 573-777-4980 or membership@nna.org