



2018

MEDIA KIT

Goldsboro
News-Argus

NewsArgus.com

310 N. Berkeley Blvd.
Goldsboro, NC 27534
(919) 778-2211



OUR HISTORY

The Goldsboro News-Argus had its beginnings on April 7, 1885, with publication of the first issue of the Goldsboro Daily Argus - this area's first daily newspaper.

Until 1922, the Daily Argus published as a morning paper. It then became an afternoon publication, and a new morning paper, the News, was founded. Both newspapers merged into the Goldsboro News-Argus in September 1922.

Within weeks the Great Depression hit. The News-Argus managed not only to survive, but to maintain its high quality and to steadily expand its circulation.

The News-Argus has shared in, and in many ways promoted Wayne County's economic surge over the years. For over one hundred and twenty-six years the News-Argus has adhered to a tradition of not only reporting the news, but also supporting those things that make a better community for all of our people. Today the News-Argus is one of the largest newspapers east of Raleigh and enjoys a reputation for excellence throughout the Southeast.

General Information

<i>President & Publisher:</i>	<i>Hal Tanner III</i> <i>htanner3@newsargus.com</i>
<i>Publisher Emeritus:</i>	<i>Hal Tanner, Jr.</i> <i>htanner@newsargus.com</i>
<i>Advertising Director:</i>	<i>Cynthia Orr</i> <i>corr@newsargus.com</i>
<i>Classified Manager:</i>	<i>Michael Stewart</i> <i>mstewart@newsargus.com</i>
<i>Editor:</i>	<i>John Joyce</i> <i>jjoyce@newsargus.com</i>
<i>Preprint Coordinator:</i>	<i>T'Keitha Burney</i> <i>tburney@newsargus.com</i>

Mailing Address:

Goldsboro News-Argus
P.O. Box 10629
Goldsboro, NC 27532

Shipping Address:

Cooke Communications
1150 Sugg Parkway
Greenville, NC 27834

Telephone:

Main:	919-778-2211
Classified:	919-778-3411
Circulation:	919-739-7809
Fax:	919-778-9891

Published: Monday - Friday PM and Sunday AM.
Not published on July 4th and Christmas unless they fall on a Sunday.

Commissions and Billings

- Local Retail and Classified rates are not commissionable
- Bills are due upon receipt
- Prepayment must accompany all new accounts until credit has been established
- Failure to receive tearsheets is not a valid reason to withhold payment

General Rate Policy

The Publisher reserves the right to reduce the amount of space or revise the rate upon 30 days notice in writing. If said revision is not acceptable to the Advertiser, the Advertiser may cancel the contract, with a written notice, prior to the effective date of increase, and without penalty, otherwise the new rate will be in effect.

Backdating contracts is not permitted.

The Publisher does not offer rebates on any contracts. Space will be charged as contracted.

An advertiser is entitled to local retail rates when selling directly to the public through one or more permanent retail stores, offices, or outlets owned entirely by the advertiser. The advertiser may not transfer, sell, barter, or in any manner assign advertising space to any third party. Local brokered advertising is not accepted

The Publisher will not be responsible or liable for any reason in the event any goods are sold at an incorrect price. The Publisher will not be responsible for typographical errors beyond the cost of space occupied by the item/s plus a proportionate space for signature. Upon request, the Publisher will furnish a letter, to be posted at the Advertiser's place of business, stating the correct price when a typographical error has occurred.

The Publisher reserves the right to cancel or refuse any advertising at any time; and the Advertiser further agrees to indemnify the Publisher for any damages or costs incurred as a result of any unlawful and illegal advertising published at the request of the Advertiser.

In the event any tax is imposed on newspaper advertising, such tax or taxes shall be added to all rates paid for by the Advertiser.

All advertising produced by the Publisher is copyrighted. The Advertiser hereby assigns to the Publisher all rights, title and interest in and to all layouts of advertisements placed with the Publisher which represent the creative efforts of the Publisher, in whole or in part.

Special Services

Creative Services
Co-op Billing / memos
Art Services

Special Features / Days

Best Food Day – Wednesday
Farm – Wednesday
Health – Thursday
Church – Friday
Travel – Sunday
Military – Sunday
Features – Sunday
Real Estate – Friday
Business – Daily
Entertainment – Daily

ROP Requirements

Minimum retail ad size is 1 column by 1 inch. Advertising must measure as many inches high as columns wide except full width strip ads. Advertising measuring more than 19.5 inches high will be charged for full column depth. Advertising depth is measured and billed in one-quarter inch increments. Minimum double truck – ad width of any ad extending through the gutter is nine columns (including gutter) by 11 inches deep. – gutter is charged as an additional column.

Contract & Copy Regulations

All advertising is subject to the approval of the Publisher.

The word "Advertisement" must be printed across the top of advertising simulating news.

The Publisher reserves the right at any time, to revise or reject, at our discretion, any advertisement which Publisher deems objectionable, whether in subject matter, graphic, phraseology, or setup.

All copy other than horizontally set is subject to approval by the Publisher. Upside down ads are not permitted.

All political ads must have “authorized and paid for” by committee or individual at the bottom of ad. If an organization is listed, an officer or representative of that organization must be listed. All political ads must be prepaid at time of placement.

Typography or borders specified by the advertiser will be followed when possible. Advertisements not having a border will have a hairline rule placed on the top and bottom of the ad.

Typography smaller than 8 point san serif or 10 point serif are run at the advertiser’s risk.

Split run ads are not available.



Placement Information / Guaranteed Position

Guaranteed placement is available with minimum ad size of 33 column inches and 25% premium.

Credit will not be issued for positioning or replacement of ad.

Circulation

Member Audit Bureau of Circulations



Subscription rates

Monday through Friday PM, Sunday AM

Rack and counter sale: Daily \$.50

Sunday: \$1.50

Subscription price by carrier:

1 mo. \$13.00 • 3 mo. \$39.01 • 6 mo. \$78.01

\$156.03 per year

**N.C. sales tax now applicable.*

PUBLICATION:	DEADLINES	
	<u>Display Ads</u>	<u>Line Ads</u>
News-Argus		
Sunday	Wednesday	Friday 3 p.m.
Monday	Thursday	Friday 3 p.m.
Tuesday	Thursday	Monday 3 p.m.
Wednesday	Friday	Tuesday 3 p.m.
Thursday	Monday	Wed. 3 p.m.
Friday	Tuesday	Thurs. 3 p.m.
Real Estate Update - Friday	Tuesday	Thurs. 11 a.m.
TV Showtime - Friday	Wednesday (week prior)	
The Extra - Tuesday	Wednesday	Friday 3 p.m.
Mount Olive Messenger - Wednesday	Thursday	Friday 3 p.m.
The Wright Times - 2nd & 4th Friday	Friday (1 week prior)	Wednesday 3 p.m.
Stars & Stripes - Friday	Friday (1 week prior)	Wednesday 3 p.m.

**Retail Display – News-Argus,
 Mount Olive Messenger, The Extra**

1 column	1.569"
2 columns	3.264"
3 columns	4.958"
4 columns	6.652"
5 columns	8.347"
6 columns	10.042"
Double Truck	20.972"
Page Depth	20.75"

**Classified Display – News-Argus,
 Mount Olive Messenger, The Extra**

1 column	1.125"
2 columns	2.389"
3 columns	3.653"
4 columns	4.917"
5 columns	6.181"
6 columns	7.444"
7 columns	8.708"
8 columns	9.972"
Page Depth	20.75"

Real Estate Update

1 column	1.125"
2 columns	2.389"
3 columns	3.653"
4 columns	4.917"
5 columns	6.181"
6 columns	7.444"
7 columns	8.708"
Page Depth	11.00"

TV Showtime

1 column	1.569"
2 columns	3.070"
3 columns	4.750"
4 columns	6.250"
5 columns	7.750"
6 columns	9.375"
Page Depth	9.75"

**Wright Times - Stars & Stripes
 Modular Tabloid 24**

Columns:

1 column:	2.34"
2 columns:	4.81"
3 columns:	7.28"
4 columns:	9.75"
Page Depth:	11.00 inches

Modular Sizes:

Eighth Page (V) 1 Col.	2.344" w x 5.375"
Eighth Page (H) 2 Cols.	4.813" w x 2.56"
Quarter Page 2 Cols.	4.813" w x 5.375"
Half Page (V) 2 Cols.	4.813" w x 11.00"
Half Page (H) 4 Cols.	9.75" w x 5.375"
Full Page 4 Cols.	9.75" w x 11.00"

GO! Sizes:

Twentieth	1.569" w x 2.625"
Tenth (V)	1.569" w x 5.375"
Tenth (H)	3.264" w x 2.625"
Sixth	4.958" w x 2.625"
Fifth	3.264" w x 5.375"
Third	4.958" w x 5.375"
Two-fifths	3.264" w x 11.00"
Half	8.347" w x 5.375"
Three-fifths	4.958" w x 11.00"
Page	8.347" w x 11.00"

Bridal:

Full page	8.708" w x 11"
Half page	4.285" w x 11" Horizontal
Quarter page	8.708" w x 4.285" Vertical
Quarter page	4.285" w x 5.375
Eighth page	4.285" w x 2.625"

Online:

Wide Skyscraper	160 x 600 px
Medium Rectangle	300 x 250 px
Button	160 x 120 px
Leaderboard	728 x 90 px

Windows of Wayne:

Full page	7.5" w x 10"
Half page	3.625" w x 10" Vertical
	7.5" w x 4.875" Horizontal
Quarter page	3.625" w X 4.875"

Business Card Directory

One spot	3" w x 1.875"
Two spot	3" w x 3.875"
Three spots	3" w x 3x5.875"
Four spots	3" w x 8.125"
Five spots	3" wx 10"

Health Directory

Quarter page	3.69" w x 5"
Half page	7.5" w x 10"
Full page	7.5" w x 10"

Photography & Artwork

- Only digital files are accepted
- Document size should be exactly the same size as ad size
- All ads submitted must be accompanied by any photos, artwork and typeface that is used within the ad
- Please do not send artwork or photos embedded in a Publisher or word processing document, especially for photos, we prefer the JPEG image as it came from the camera.
- Scan pictures at 180 dpi. Scan logos that are to be bitmapped at 300 dpi. Save as a TIFF, CMYK if color. Scans should be the size to be used in the ad so that file size is as small as possible
- Limit background screen to 10% gray for black type
- No small type (minimum 14 pt) reversed in a color background
- Total ink limit is 260, C65, M55, Y55, and K85. Pages printed Black and White or Color at 85 line screen, 1200 dpi resolution, right read, emulsion down
- Our first preference is Adobe PDF files for ad submission, if the customer wants to submit anything else we may have to reset the ad.
- Pdf files should be correct before sending them to us. If there are corrections that need to be made, we ask that the customer make the changes and re-send the pdf file
- All fonts should be embedded and / or text converted to outlines (if that is available in your software) in every eps or pdf file. That will eliminate any font issues.
- All colors should be converted to CMYK, additional colors do not reproduce properly because we must convert files to CMYK. If we convert files, we can not guarantee output will match additional colors that are designed.
- We can accept files on compact disks. We also receive ads via email at composing@newsargus.com or you can send it to your representative. If email attachment is over 10 megabytes it should be broken down into separate emails. Please indicate advertiser name, run date and sales representative. We receive ads on our ftp site: <ftp://ftp.newsargus.com> or <ftp://ftp.newsargus.com/>
- Our designers work in a Mac format and the following software is available for use by our graphic designers: Quark Express, Illustrator, Photoshop CS and Acrobat.

When choosing images or writing copy for your layout.

The Goldsboro News-Argus Composing Department

We offer ad design at no additional charge. Advertisers are encouraged to submit copy, artwork and creative ideas to their sales representative for ad design.

Our sales professionals are also skilled in creating good ad concepts. When artwork is submitted, it should be a clean original. Copied or preprinted art does not reproduce very well.

Likewise, faxes, yellow page cutouts, business cards and letterheads do not reproduce sharply and we cannot guarantee quality.

If you have any advertising production questions, please feel free to call our composing department at **(919) 739-7870**.

The Publisher reserves the right to edit, reject, cancel or refuse any advertising at any time. The Publisher will not be responsible for typographical errors or misprints beyond the cost of space occupied by the item/s affected. Errors must be reported within 48 hours of publication. The publisher assumes no responsibility for errors in any advertisement for more than the cost of the advertisement.

All advertising produced by the Publisher is copyrighted. The Advertiser hereby assigns to the Publisher all rights, title and interest in and to all layouts of advertisements placed with the Publisher which represent the creative efforts of the Publisher, in whole or in part.

News-Argus — published Monday through Friday PM, Sunday AM

Personnel:

Advertising Director Cynthia Orr corr@newsargus.com

	<u>Mon. – Friday</u>	<u>Sunday</u>
Display Rates	\$27.94 per col. In.	\$30.29 per col. In.

Color:

Black plus one color	\$340.00	\$350.00
Black plus two colors	\$470.00	\$490.00
Process color	\$570.00	\$590.00

Color is accepted daily and Sunday subject to availability and mechanical limitations.

Special Features / Days:

Best Food Day – Wednesday	Features – Sunday
Farm – Wednesday	Real Estate – Sunday
Health – Thursday	Auto Review – Sunday
Church – Friday	Business – Daily
Travel – Sunday	Entertainment – Daily
Military – Sunday	

ROP Requirements:

Minimum retail ad size is 1 column by 1 inch. Advertising must measure as many inches high as columns wide except full width strip ads. Advertising measuring more than 19.5 inches high will be charged for full column depth. Advertising depth is measured and billed in one-quarter inch increments. Minimum double truck – ad width of any ad extending through the gutter is nine columns (including gutter) by 11 inches deep. – gutter is charged as an additional column.

Deadlines:

	<u>Display Ads</u>	<u>Line Ads</u>
News-Argus		
Sunday	Wednesday	Friday 4 PM
Real Estate Update - Sunday	Tuesday	Thursday Noon
Monday	Thursday	Friday 4 PM
Tuesday	Thursday	Monday 4 pm
Wednesday	Friday	Tuesday 4 PM
Thursday	Monday	Wednesday 4 PM
Friday	Tuesday	Thursday 4 PM
The Extra – Tuesday	Wednesday	Friday 4 PM
Mt. Olive Messenger - Wed.	Thursday	Friday 4 PM
The Wright Times - Friday	Friday (week prior)	Wednesday 4 PM

Placement Information / Guaranteed Position:

Guaranteed placement is available with minimum as size of 33 column inches and 25% premium.

Credit or make good will not be issued for positioning.

Circulation:

Member Audit Bureau of Circulations

Rack and counter sale: Daily \$.50, Sunday \$1.50. Subscription price by carrier \$132.00 per year.

Insert Rates:

Size	Rate /M	Size	Rate /M
Single Sheet	\$80.00	10 std / 20 tab / 40 flexi	\$92.00
2 std / 4 tab / 8 flexi	\$80.00	12 std / 24 tab / 48 flexi	\$96.00
4 std / 8 tab / 16 flexi	\$80.00	14 std / 28 tab / 56 flexi	\$98.10
6 std / 12 tab / 24 flexi	\$80.00	16 std / 32 tab / 64 flexi	\$102.00
8 std / 16 tab / 32 flexi	\$80.00		

Classified Line Rates (3 line minimum)

Classified	\$2.23 per line	\$2.75 per line
Employment	\$2.65 per line	\$3.29 per line

Classified Display Rates (2 inch minimum)

Classified	\$17.69 per col. In.	\$19.66 per col. In.
Employment	\$20.74 per col. In.	\$23.12 per col. In.

Wright Times

The official newspaper of Seymour Johnson Air Force Base covering personnel and base activities published on the second and fourth Friday of each month.

Retail Display Rate: \$10.35 per col. In.

Classified Line Rates (3 line minimum)

Classified	\$1.49 per line
Employment	\$2.07 per line

Classified Display Rates: (2 inch minimum)

Classified	\$6.16 per line
Employment	\$6.69 per line

Color:

Black plus one color	\$170.00
Black plus two colors	\$215.00
Process color	\$285.00

Color is accepted and subject to availability and mechanical limitations.

Mount Olive Messenger

Our weekly newspaper serving Mount Olive, Dudley and vicinity is published every Wednesday as a section of the News-Argus distributed in southern Wayne County as well as mailed to additional non-subscriber homes for a total distribution of over 10,000 households.

Retail Display Rate: \$10.88 per col. In.

Classified Display Rates (2 inch minimum)

Classified	\$6.04 per col. In.
Employment	\$6.83 per col. In.

Color:

Black plus one color	\$170.00
Black plus two colors	\$215.00
Process color	\$285.00

Color is accepted and subject to availability and mechanical limitations.

The Extra – Total Market Coverage

Our weekly TMC newspaper is distributed by carrier and mail to 24,900 non-subscriber households each Tuesday in Goldsboro and northern Wayne County.

Retail Display Rate \$10.95 per col. In.

Classified Line Rates (3 line minimum)

Classified	\$1.86 per line
Employment	\$2.39 per line

Classified Display Rates (2 inch minimum)

Classified	\$6.51 per inch
Employment	\$6.83 per inch

Color

Black plus one color	\$170.00
Black plus two colors	\$215.00
Process color	\$285.00

Color is accepted and subject to availability and mechanical limitations.

No Contract – No Frequency Required

	<u>Monday - Friday</u> Rate per Inch	<u>Sunday</u> Rate per Inch
Open Rate	\$23.75	\$25.75
Church/Charity/Civic	\$14.75	\$16.75
Memorials/Birthdays	\$22.00	\$24.00

Weekly Frequency – 52 Consecutive Weeks

	<u>Monday - Friday</u> Rate per Inch	<u>Sunday</u> Rate per Inch
Minimum Inches per week		
2 Inches per week	\$14.45	\$16.45
4 Inches per week	\$14.00	\$16.00
8 Inches per week	\$13.10	\$15.10
16 Inches per week	\$12.20	\$14.20
32 Inches per week	\$11.30	\$13.30
64 Inches per week	\$10.40	\$12.40
129 Inches per week	\$9.50	\$11.50

Weekly Frequency – 26 Consecutive Weeks

	<u>Monday - Friday</u> Rate per Inch	<u>Sunday</u> Rate per Inch
Minimum Inches per week		
2 Inches per week	\$16.20	\$18.20
4 Inches per week	\$15.75	\$17.75
8 Inches per week	\$14.85	\$16.85
16 Inches per week	\$13.95	\$15.95
32 Inches per week	\$13.05	\$15.05
64 Inches per week	\$12.15	\$14.15
129 Inches per week	\$11.25	\$13.25

Weekly Frequency – 13 Consecutive Weeks

	<u>Monday - Friday</u> Rate per Inch	<u>Sunday</u> Rate per Inch
Minimum Inches per week		
2 Inches per week	\$17.95	\$19.95
4 Inches per week	\$17.50	\$19.50
8 Inches per week	\$16.60	\$18.60
16 Inches per week	\$15.70	\$17.70
32 Inches per week	\$14.80	\$16.80
64 Inches per week	\$13.90	\$15.90
129 Inches per week	\$13.00	\$15.00

Annual Bulk Space

	<u>Monday - Friday</u> Rate per Inch	<u>Sunday</u> Rate per Inch
150 Inches per year	\$20.00	\$22.00
250 Inches per year	\$17.00	\$19.00
500 Inches per year	\$15.50	\$17.50
1,000 Inches per year	\$14.25	\$16.25
1,500 inches per year	\$14.00	\$16.00
2,000 inches per year	\$13.75	\$15.75
2,500 Inches per year	\$13.50	\$15.50
5,000 Inches per year	\$12.75	\$14.75
10,000 Inches per year	\$12.00	\$14.00
15,000 Inches per year	\$11.25	\$13.25
20,000 Inches per year	\$10.50	\$12.50

Color Rates

	<u>Monday - Friday</u>	<u>Sunday</u>
6 inches - 75 inches	\$5.00 per inch	\$5.00 per inch
76 inches - 129 inches	\$375.00 flat	\$395.00 flat

Color advertisements accepted daily and Sunday and may be subject to availability and mechanical limitations. 6 inch minimum.

Monthly Frequency – 12 Consecutive Months

	<u>Monday - Friday</u> Rate per Inch	<u>Sunday</u> Rate per Inch
Minimum Inches per Mo.		
15 Inches per month	\$14.75	\$16.75
30 inches per month	\$14.15	\$16.15
50 Inches per month	\$13.55	\$15.55
100 Inches per month	\$12.65	\$14.65
250 Inches per month	\$11.75	\$13.75
500 Inches per month	\$10.85	\$12.85

Monthly Frequency – 6 Consecutive Months

	<u>Monday - Friday</u> Rate per Inch	<u>Sunday</u> Rate per Inch
Minimum Inches per Mo.		
15 Inches per month	\$16.75	\$18.75
30 inches per month	\$16.15	\$18.15
50 Inches per month	\$15.55	\$17.55
100 Inches per month	\$14.65	\$16.65
250 Inches per month	\$13.75	\$15.75
500 Inches per month	\$12.85	\$14.85

Monthly Frequency – 3 Consecutive Months

	<u>Monday - Friday</u> Rate per Inch	<u>Sunday</u> Rate per Inch
Minimum Inches per Mo.		
15 Inches per month	\$18.75	\$20.75
30 inches per month	\$18.15	\$20.15
50 Inches per month	\$17.55	\$19.55
100 Inches per month	\$16.65	\$18.65
250 Inches per month	\$15.75	\$17.75
500 Inches per month	\$14.85	\$16.85

If the amount of space used in any calendar month is equal to the requirements for a lower rate, the lower rate will apply for that month.

ROP Repeat/Preview Discount

Within any six publishing days, a full price ad may be repeated or previewed up to five times. The highest rated ad runs at full price, the second ad runs at a 25% discount and successive ads run at a 50% discount. All discounts are off earned space rate, and no other discounts may be combined with this program. Color charges are not discounted.

Private Party

	<u>1Day</u>	<u>4 Days</u>	<u>6 Days</u>	<u>Sunday</u>
3 lines	\$1.41/line	\$0.90/line	\$0.66/line	\$1.58/line
6 lines	\$1.13/line	\$0.69/line	\$0.63/line	\$1.25/line
9 lines	\$1.03/line	\$0.62/line	\$0.57/line	\$1.13/line
12 lines	\$0.90/line	\$0.58/line	\$0.54/line	\$1.00/line

Garage Sales

	<u>2 Days</u>
6 lines	\$21.16/ad
7 lines	\$24.86 / ad

Prepayment required

Church/Charity

3 lines	\$0.90/line/day
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Open Commercial Line Rates

	<u>1Day</u>	<u>4 Days</u>	<u>6 Days</u>	<u>Sunday</u>
3 lines	\$2.30/line	\$1.51/line	\$1.29/line	\$2.60/line
6 lines	\$1.97/line	\$1.23/line	\$1.07/line	\$2.19/line
9 lines	\$1.86/line	\$1.13/line	\$0.99/line	\$2.05/line
12 lines	\$1.81/line	\$1.00/line	\$0.96/line	\$1.98/line
24 lines	\$1.72/line	\$1.01/line	\$0.90/line	\$1.88/line
36 lines	\$1.70/line	\$0.99/line	\$0.88/line	\$1.84/line
48 lines	\$1.68/line	\$0.98/line	\$0.88/line	\$1.83/line

Open Commercial Display Rates

	<u>1Day</u>	<u>4 Days</u>
Daily	\$17.28/inch	\$16.37/inch
Sunday	\$19.23/inch	\$18.16/inch

Contract Commercial Rates – includes real estate, automotive

Cost per line per day

	<u>1Day</u>	<u>4 Days</u>	<u>6 Days</u>	<u>Sunday</u>
3 lines	\$0.91/line	\$0.88/line	\$0.85/line	\$1.02/line
Display	\$10.93 inch	\$10.56/inch	\$10.46/inch	\$11.72/inch
6 lines	\$0.90/line	\$0.86/line	\$0.84/line	\$0.98/line
Display	\$10.81 inch	\$10.43/inch	\$10.09/inch	\$11.55/inch
9 lines	\$0.87/line	\$0.84/line	\$0.81/line	\$0.96/line
Display	\$10.43 inch	\$10.06/inch	\$9.72/inch	\$11.18/inch
12 lines	\$0.83/line	\$0.80/line	\$0.76/line	\$0.92/line
Display	\$9.94 inch	\$9.56/inch	\$9.10/inch	\$11.04/inch
24 lines	\$0.81/line	\$0.79/line	\$0.75/line	\$0.90/line
Display	\$9.69 inch	\$9.44/inch	\$8.98/inch	\$10.35/inch
36 lines	\$0.80/line	\$0.78/line	\$0.74/line	\$0.87/line
Display	\$9.56 inch	\$9.32/inch	\$8.86/inch	\$10.21/inch
48 lines	\$0.77/line	\$0.76/line	\$0.72/line	\$0.85/line
Display	\$9.19 inch	\$9.07/inch	\$8.61/inch	\$10.16/inch

Open Employment Line Rate

	<u>1Day</u>	<u>4 Days</u>	<u>6 Days</u>	<u>Sunday</u>
3 lines	\$2.25/line	\$1.48/line	\$1.27/line	\$2.50/line
6 lines	\$2.16/line	\$1.26/line	\$1.09/line	\$2.34/line
9 lines	\$2.14/line	\$1.19/line	\$1.03/line	\$2.28/line
12 lines	\$2.12/line	\$1.15/line	\$1.00/line	\$2.26/line
24 lines	\$2.10/line	\$1.10/line	\$0.96/line	\$2.21/line
36 lines	\$2.09/line	\$1.08/line	\$0.94/line	\$2.20/line
48 lines	\$2.09/line	\$1.07/line	\$0.93/line	\$2.19/line

Open Employment Display Rates (2 inch minimum)

	<u>1Day</u>	<u>4 Days</u>
Daily	\$19.00/inch	\$17.35/inch
Sunday	\$21.85/inch	\$19.40/inch

Contract Employment Rates (2 inch minimum display)

	<u>1Day</u>	<u>4 Days</u>	<u>Sunday</u>
3 lines	\$1.86/line	\$1.77/line	\$2.18/line
Display	\$11.92/inch	\$11.17/inch	\$13.77/inch
6 lines	\$1.83/line	\$1.74/line	\$2.13/line
Display	\$11.67 inch	\$11.12/inch	\$13.50/inch
9 lines	\$1.80/line	\$1.71/line	\$2.09/line
Display	\$11.45 inch	\$10.89/inch	\$13.23/inch
12 lines	\$1.75/line	\$1.68/line	\$2.04/line
Display	\$11.11 inch	\$10.67/inch	\$12.96/inch

Color

	<u>Daily</u>	<u>Sunday</u>
Black plus one color	\$215.00	\$230.00
Black plus two colors	\$300.00	\$315.00
Process color	\$375.00	\$395.00

Online Rates

Online ads run 6 consecutive days at www.NewsArgus.com

Line ads	\$2.90
Display ads	\$16.20
Employment Line Ads	\$3.75
Employment Display Ads	\$21.05

The Extra

Our weekly TMC newspaper is distributed by carrier and mail to 24,900 non-subscriber households each Tuesday in Goldsboro and northern Wayne County.

Private Party/Commercial - 3 lines	\$1.86/line
Display (2 inch minimum)	\$6.51/inch
Employment - 3 lines	\$2.39/line
Display (2 inch minimum)	\$6.83/inch



REAL ESTATE UPDATE

Real Estate Update is our weekly real estate book distributed Friday as part of the News-Argus as well as available in free racks in high traffic locations and at select Realtor offices. For more information contact:

Michael Stewart
 Classified Sales Manager
 (919) 778-3411
classads@newsargus.com

RATES (PER COL. IN.)

AD SIZES	OPEN RATE	6 TIMES	12 TIMES	26 TIMES	52 TIMES
1.00 - 9.75 col. in.	\$12.34	\$12.03	\$11.73	\$11.44	\$11.15
10.00-19.75 col. in.	\$11.90	\$11.60	\$11.31	\$11.03	\$10.75
20.00-39.75 col. in.	\$11.45	\$11.17	\$10.89	\$10.62	\$10.35
40.00-59.75 col. in.	\$11.01	\$10.74	\$10.47	\$10.21	\$9.95
60.00-68.50 col. in.	\$10.57	\$10.30	\$10.05	\$9.79	\$9.55
77.00 col. in.	\$9.35	\$9.12	\$8.89	\$8.67	\$8.44

COLUMN MEASURE

1 column	1.125 inches
2 columns	2.389 inches
3 columns	3.653 inches
4 columns	4.917 inches
5 columns	6.181 inches
6 columns	7.444 inches
7 columns	8.708 inches
Page Depth	10.75 inches

COLOR

(Minimum 6 col. inches)

6-40 inches	\$5.00 per inch
41-77 inches	\$200.00 flat

DEADLINE 4 PM TUESDAY!

Goldsboro
News-Argus
 NewsArgus.com

Our weekly TMC newspaper is distributed by carrier and mail to 28,000 non-subscriber households each Tuesday in Goldsboro and Northern Wayne County

Rates:

Display Advertising Rate **\$9.50** per column inch
 Pick-up your News-Argus ad into the EXTRA for just **\$6.25** per column inch

Color Rates

Ad Size Range (6 inch minimum size)
 6 inches – 75 inches \$5.00 per column inch
 76 inches – 129 inches \$375.00 flat

Goldsboro
News-Argus
 NewsArgus.com

Insert Rates:

Size	Rate	Size	Rate
Single Sheet	\$42.45	10 std / 20 tab / 40 flexi	\$102.80
2 std / 4 tab / 8 flexi	\$51.60	12 std / 24 tab / 48 flexi	\$119.95
4 std / 8 tab / 16 flexi	\$57.60	14 std / 28 tab / 56 flexi	\$137.10
6 std / 12 tab / 24 flexi	\$68.55	16 std / 32 tab / 64 flexi	\$154.25
8 std / 16 tab / 32 flexi	\$85.70	Minimum 10,000 copies required	

Your hometown news, ripe from the vine

PRINTED ON RECYCLED PAPER
100% POST CONSUMER WASTE
ISSUED EVERY WEDNESDAY
EXCEPT ON HOLIDAYS
APRIL 8, 2015
FREE

'The Voice' star Raelynn to perform at festival

Concert will be held Friday night, April 22, at the Mount Olive Airport. The Mount Olive Airport is located on Highway 101, just west of town.



The 'Voice' star Raelynn will perform at the Mount Olive Airport on Friday, April 22.

Calypto park gets \$7,500 donation

The Calypto Electric Foundation will donate \$7,500 to the Calypto Park project.

WOOFF plans day of walks for dogs, fun for families

The WOOFF (Walks On Our Front Porch) group will host a day of walks for dogs and fun for families on Saturday, April 11.

Showing off their best Livestock take center stage under expert direction of local youths

The 17th annual Livestock Show and Sale will be held at the Mount Olive Agricultural Center on Saturday, April 11.

Outlaw Foundation raises \$12,000

The Outlaw Foundation has raised \$12,000 for cancer patients through a recent fund-raising event.

University alumni honored

Several University of Mount Olive alumni were honored Saturday during their annual meeting.

CHAMPIONS OF MOO, OINK AND BEAT

The Mount Olive Agricultural Center will host a livestock show and sale on Saturday, April 11.



A cow is shown at the livestock show and sale at the Mount Olive Agricultural Center on Saturday, April 11.



Several University of Mount Olive alumni were honored Saturday during their annual meeting.

The Mount Olive Messenger

Our weekly newspaper serving Mount Olive, Dudley and vicinity is published every Wednesday as a section of the News-Argus distributed in southern Wayne County as well as mailed to additional non-subscriber homes for a total distribution of over 9,600 households.

Rates:

- Open Rate
- Church/Charity Rate
- National Rate (commissionable)
- Legal (display) Rate

- \$9.25 per column inch
- \$7.75 per column inch
- \$10.25 per column inch
- \$8.45 per column inch

Combination Discounts:

Run the same display ad in both the News-Argus and the Mount Olive Messenger and receive a 25% discount from the earned rate of the Mount Olive Messenger. Combination discount does not apply to color.

Color Rates

Ad Size Range (6 inch minimum size)
6 inches – 37 inches \$5.00 per column inch
38 inches – 129 inches \$185.00 flat

Insert Rates:

Size	Rate /M
Single Sheet	\$42.45
2 std / 4 tab / 8 flexi	\$51.60
4 std / 8 tab / 16 flexi	\$57.60
6 std / 12 tab / 24 flexi	\$68.55
8 std / 16 tab / 32 flexi	\$85.70
10 std / 20 tab / 40 flexi	\$102.80
12 std / 24 tab / 48 flexi	\$119.95
14 std / 28 tab / 56 flexi	\$137.10
16 std / 32 tab / 64 flexi	\$154.25

Minimum 8,600 copies required

Contract Rates

Weekly:	Per Column Inch			
	6 Wks	13 Wks	26 Wks	52 Weeks
2 Col. Inches per issue	\$8.10	\$7.85	\$7.65	\$7.35
4 Col. Inches per issue	\$7.50	\$7.25	\$7.10	\$6.80
8 Col. Inches per issue	\$7.25	\$7.05	\$6.85	\$6.55
16 Col. Inches per issue	\$7.05	\$6.80	\$6.60	\$6.35
32 Col. Inches per issue	\$6.70	\$6.45	\$6.25	\$6.00
64 Col. Inches per issue	\$6.35	\$6.10	\$5.90	\$5.80
129 Col. Inches per issue	\$5.80	\$5.55	\$5.40	\$5.10

Monthly Rates:

Monthly Rates:	Per Column Inch		
	3 Mo.	6 Mo.	12 Mo.
20 Col. Inches per mo.	\$8.60	\$8.40	\$8.10
40 Col. Inches per mo.	\$8.10	\$7.90	\$7.60
60 Col. Inches per mo.	\$7.75	\$7.55	\$7.25
100 Col. Inches per mo.	\$7.25	\$7.10	\$6.80
300 Col. Inches per mo.	\$6.75	\$6.55	\$6.25
500 Col. Inches per mo.	\$6.10	\$5.90	\$5.65

Classified Display Rates:

(2 inch minimum)	Rate /inch
Private Party	\$6.04/inch
Employment	\$6.83/inch

Advertising deadline is Thursday before publication for display ads and Friday at 4 PM before publication for classified line ads.



Print & Online Edition PUBLISHED EVERY WEEK

- Local TV listings
- 7-day shelf life
- Local readership
- Impactful brand-building & positioning
- Page dominance & exclusivity

Platinum Version

52 week agreement

Added Value

- Free color in the TV Week
- Free weekly B/W ad in the News-Argus (Monday, Tuesday, Thursday or Friday)
- Qualifies for a 25% discount on Web advertising

Specials

- | | |
|--|---------|
| 3 - 2x2 on the upper right or left grids | \$90.00 |
| 2 - 2x2 on the upper right or left grids | \$65.00 |
| 1 - 2x2 on the upper right or left grids | \$40.00 |

Multiple ads include one pickup ad in the News-Argus



Premium Positions

Botton Strip	\$290.00
Top Left	\$175.00

Ad Size

2 col x 5"	\$120.00
2 col x 3"	\$72.00
2 col x 2"	\$50.00

Goldsboro
News-Argus
www.NewsArgus.com

**Call Your
Advertising Representative Today
919.778.2000**



Print & Online Edition PUBLISHED EVERY WEEK

- Local TV listings
- 7-day shelf life
- Local readership
- Impactful brand-building & positioning
- Page dominance & exclusivity

26 Week Premium Positions

Bottom Strip	\$335.00
Top Left	\$190.00
Ad Size	
2 col x 5"	\$145.00
2 col x 3"	\$90.00
2 col x 2"	\$63.00

Added Value

Free weekly B/W ad in the News-Argus print & online Monday or Tuesday



Call Your
Advertising Representative Today
919.778.2000

Goldsboro
News-Argus
www.NewsArgus.com

General Information

1. Inserts acceptable Sunday through Friday
2. Non-machine compatible inserts are not acceptable.
3. Preprints containing display advertising for more than one business are not acceptable (brokered space). Listing of multiple businesses within an association or group will be accepted with publisher's prior approval.
4. Preprinted inserts are subject to publisher's advanced acceptance.
5. Maximum size: 11" (along the folded edge) x 12" (perpendicular to the folded edge)
6. Minimum size: 5" x 7"
7. Maximum thickness: ¼" thick
8. Minimum thickness: .005" (60 lb. bond) thick
9. Minimum quantities:

News-Argus	10,000 copies
Wright Times	3,200 copies
The Extra (TMC)	10,000 copies
Mt. Olive Messenger (TMC)	9,600 copies

Delivery specifications:

1. Delivered in boxes, strapped, or on skids not to exceed four (4) feet in height.
2. Delivery deadline one week prior to insertion date.
3. Delivery hours are 8:30 am to 4:30 pm Monday through Friday
4. Ship to: Cooke Communications
1159 Sugg Blvd.
Greensville, NC 27834

Standard page equals 188 square inches or more. Tab page equals 82 to 188 square inches; mini tab (flexi) equals 82 square inches or less.

Zoning available weekdays by Carrier Zones – 10% fee applies

Rates

News-Argus

ANNUAL QUANTITY

Size	Open	114,000	228,000	456,000	912,000	1,235,000
Single Sheet	\$49.10	\$43.25	\$39.70	\$35.95	\$33.10	\$31.50
2 std / 4 tab / 8 flexi	\$62.05	\$58.15	\$53.15	\$46.50	\$44.70	\$42.90
4 std / 8 tab / 16 flexi	\$67.35	\$63.05	\$56.75	\$50.05	\$48.20	\$46.35
6 std / 12 tab / 24 flexi	\$71.45	\$66.85	\$61.75	\$54.75	\$52.80	\$50.90
8 std / 16 tab / 32 flexi	\$75.40	\$70.60	\$66.60	\$58.25	\$55.10	\$53.20
10 std / 20 tab / 40 flexi	\$79.40	\$74.30	\$59.00	\$61.75	\$57.40	\$55.45
12 std / 24 tab / 48 flexi	\$82.05	\$77.10	\$73.85	\$66.40	\$59.70	\$57.70
14 std / 28 tab / 56 flexi	\$86.00	\$81.10	\$77.45	\$71.05	\$63.15	\$61.10
16 std / 32 tab / 64 flexi	\$82.85	\$82.95	\$78.70	\$73.40	\$65.35	\$63.40
18 std / 36 tab / 72 flexi	\$89.95	\$84.20	\$79.90	\$75.75	\$67.75	\$66.70

For each additional 4 tab pages add \$2.00 per thousand.

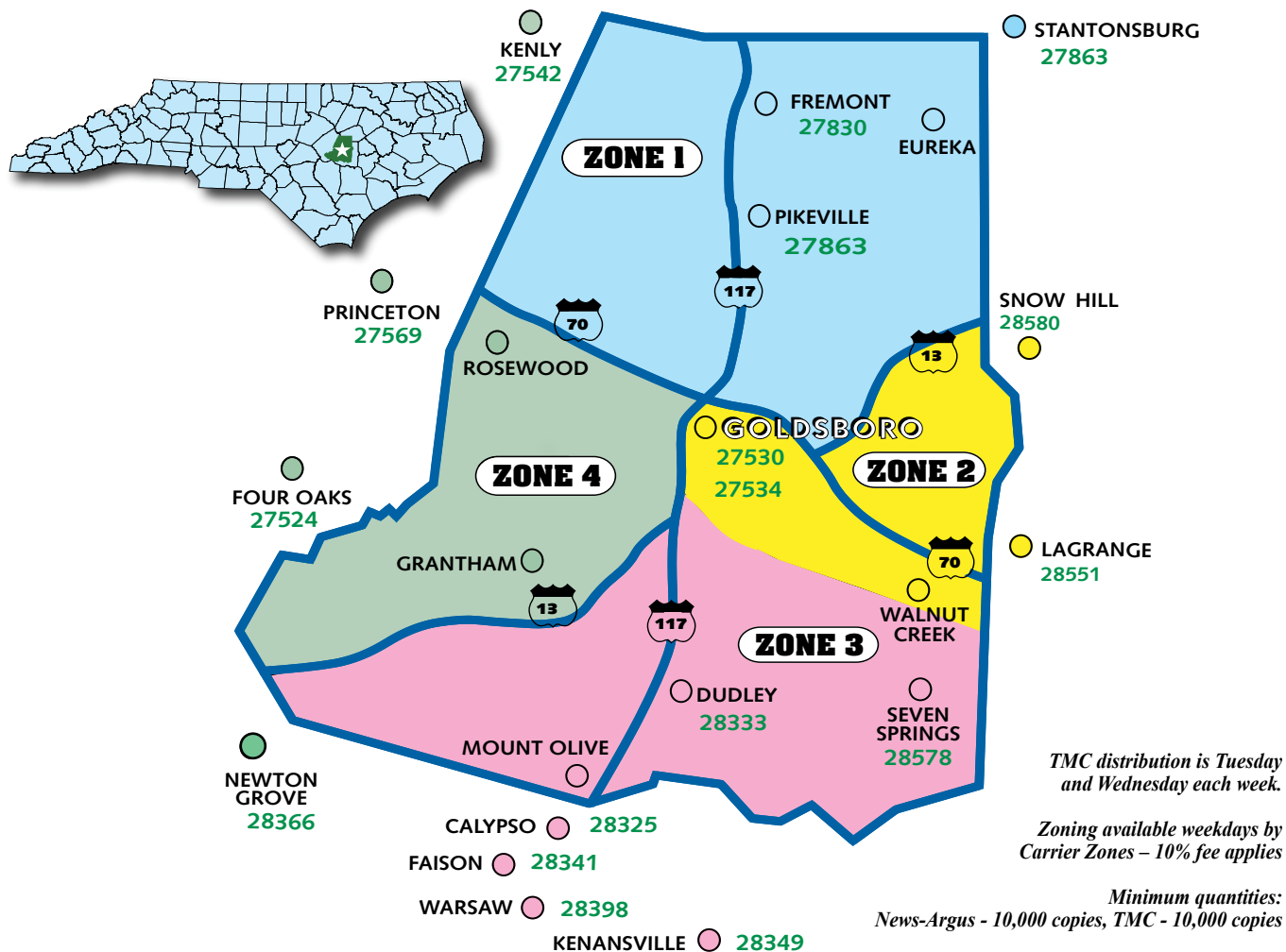
Wright Times

Size	Rate
Single Sheet	\$65.50
2 std / 4 tab / 8 flexi	\$65.50
4 std / 8 tab / 16 flexi	\$65.50
6 std / 12 tab / 24 flexi	\$65.50
8 std / 16 tab / 32 flexi	\$65.50
10 std / 20 tab / 40 flexi	\$75.50
12 std / 24 tab / 48 flexi	\$85.50
14 std / 28 tab / 56 flexi	\$95.50
16 std / 32 tab / 64 flexi	\$105.50

The Extra / Mount Olive Messenger (TMC)

Size	Rate
Single Sheet	\$42.45
2 std / 4 tab / 8 flexi	\$51.60
4 std / 8 tab / 16 flexi	\$57.60
6 std / 12 tab / 24 flexi	\$68.55
8 std / 16 tab / 32 flexi	\$85.70
10 std / 20 tab / 40 flexi	\$102.80
12 std / 24 tab / 48 flexi	\$119.95
14 std / 28 tab / 56 flexi	\$137.10
16 std / 32 tab / 64 flexi	\$154.25

When run in conjunction with the Goldsboro News-Argus during the same week, the lower News-Argus rate will apply.



DISTRIBUTION BY ZONE:

GOLDSBORO NEWS-ARGUS DISTRIBUTION

Zone	Zip	City	County	Zone	Zip	City	County
1	27530	Goldsboro	Wayne	4	27530	Goldsboro	Wayne
1	27534	Goldsboro	Wayne	4	27569	Princeton	Johnston
1	27542	Kenly	Johnston	4	27830	Fremont	Wayne
1	27830	Fremont / Eureka	Wayne	4	27863	Pikeville	Wayne
1	27863	Pikeville	Wayne	4	28333	Dudley	Wayne
1	27883	Stantonsburg	Wayne	4	28365	Mount Olive	Wayne
				4	28366	Newton Grove	Sampson

2	27530	Goldsboro	Wayne
2	27534	Goldsboro	Wayne
2	27863	Pikeville	Wayne
2	28551	LaGrange	Lenoir
2	28578	Seven Springs	Wayne
2	28580	Snow Hill	Greene

3	27524	Four Oaks	Johnston
3	27530	Goldsboro	Wayne
3	27569	Princeton	Johnston
3	28325	Calypso	Duplin
3	28333	Dudley	Wayne
3	28341	Faison	Duplin
3	28349	Kenansville	Duplin
3	28366	Newton Grove	Sampson
3	28398	Warsaw	Duplin
3	28508	Albertson	Duplin
3	28578	Seven Springs	Wayne

TMC (EXTRA/MOUNT OLIVE MESSENGER DISTRIBUTION)

Zip	City	County
27530	Goldsboro	Wayne
27534	Goldsboro	Wayne
27569	Princeton	Johnston
27830	Fremont/Eureka	Wayne
27863	Pikeville	Wayne
28325	Calypso	Duplin
28333	Dudley	Wayne
28341	Faison	Duplin
28365	Mount Olive	Wayne
28551	LaGrange	Lenoir
28578	Seven Springs	Wayne

REACH SEYMOUR JOHNSON AIRMEN & THEIR FAMILIES



& STARS AND STRIPES.

**Announcing a new partnership between
THE WRIGHT TIMES and the internationally acclaimed
military newspaper STARS AND STRIPES!**



Stars and Stripes enhances the local information and news in the Wright Times by providing more national and international news so important to our airmen and their families. Stars and Stripes will be published weekly and the Wright Times will continue to publish twice each month.

LOCAL ACTIVITIES & ENTERTAINMENT!

The Wright Times has been a mainstay at the base for decades. This publication provides more information about local and regional activities and entertainment attractive to members of Team Seymour. This new focus is based on feedback from base personnel and our success with with our Go! Wayne County publication.

OPPORTUNITY KNOCKS!

These changes and additions create new opportunities for you to introduce your products and services to these young, professional and family-oriented members of our community.



**Contact your News-Argus
Media Representative today at 919.778.2000**

**Goldsboro
News-Argus**
www.NewsArgus.com



& STARS AND STRIPES.

The newspaper about and for Seymour Johnson Air Force Base covering personnel and local activities and entertainment for the airmen and their families published on the second and fourth Friday of each month.

The newspaper covering critical issues for all branches of the military. Originally published for those serving overseas, Stars and Stripes is now providing great coverage for our airmen at home and published every Friday.

*Rates are for consecutive weeks. Rates are per edition.

Page Increments	Ad Dimensions	Column Inches	Rates for 4 Issues	Rates for 13 Issues	Rates for 26 Issues	Rates for 52 Issues
Full Page	9.375 x 10.75	55	\$438	\$404	\$389	\$328
1/2 Page (V)	4.625 x 10.75	27.5	\$224	\$207	\$198	\$170
1/2 Page (H)	9.375 x 5.25	27.5	\$224	\$207	\$198	\$170
1/4 Page	4.625 x 5.25	13.75	\$112	\$104	\$99	\$87
1/8 Page	4.625 x 2.5	6.88	\$57	\$54	\$51	\$45

Open Rate
\$10.00
per
column
inch

Combination Discounts:

Run the same display ad in both the Stars & Stripes and the Wright Times and receive a 25% discount on both with any agreement. Combination discount does not apply to color.

Classified Line Ad Rates:

Line Ads	Display Ads
Private Party, Real Estate, Auto (4 line min) \$1.75 per line	\$6.90 per inch
Employment (4 line min) \$3.63 per line	\$7.49 per inch

Color Rates:

Ad Size Range (6.88 inch minimum size)
6.88 inches - 40 inches \$5.00 per column inch
41 inches - 55 inches \$100.00 flat

Full run quantity of 3,200 copies is required. The Wright Times and Stars & Stripes are distributed on base to airmen and their families on Seymour Johnson Air Force Base.

Display Deadlines:
Friday, week prior to Publication
Classified Line Ads:
Tuesday 4:00 PM, week prior to publication

Insert Rates:

Size	Rate/M
2 std / 4 tab / 8 flexi	\$65.50
4 std / 8 tab / 16 flexi	\$65.50
6 std / 12 tab / 24 flexi	\$65.50
8 std / 16 tab / 32 flexi	\$65.50
10 std / 20 tab / 40 flexi	\$75.50
12 std / 24 tab / 48 flexi	\$85.50
14 std / 28 tab / 56 flexi	\$95.50

"SERVING TEAM SEYMOUR"

Make Your Business Front Page News.

Front Page Ad Notes are proven attention-getters and are perfect for:

- Special Sales or Offers
- Referencing an Ad or Insert in that Day's paper.
- Sporting or Community Events
- Coupons – easily redeemed
- Holiday Promotions
- Creating Name Recognition
- Calling Attention to a Special Date

Incredible visibility

Maximum impact with bold colors
Portable – take it with you, stick it to remind you
Your message in the headlines
Minimum investment with maximum effect

Specifications:

- 3.00" x 3.00" size
- 2.75" x 2.75" image area
- Printed on white semi-glass paper
- PMS ink colors

Conditions for Publication:

- Available Sunday through Friday
- Note content must be approved prior to publication
- Run dates are first come, first served – only one note per day
- Political ad notes are not accepted on election day
- Prices include printing and distribution of ad notes

DON'T PAY TOO MUCH!!!
50% off Retail Prices
Military Discounts Available
Swif Tax
Great Prices Better Service!
1722 South Berkeley Boulevard
751-8800
(Access from Home)

Battle for top spot
MOC, Barton split in Conference
Carolina play, Trojan women seize
sole possession of East Division lead.
See SPORTS, Page 1B

COMING
SUNDAY



See how
Miss North Carolina
(and Goldboro
native) **HAILEY BEST**
does in Las Vegas.

Goldsboro News-Argus

THURSDAY
Jan. 12, 2012 20 Pages, 2 Sections (USPS 221 420) Daily \$0.50

Jobless benefits extended

Gov. Beverly Perdue signs legislation to extend funds for long-term jobless workers.

RALEIGH — Gov. Beverly Perdue signed an executive order Wednesday that retains state-run extended unemployment benefits for long-term jobless workers, a decision that also avoids another potential face-off if lawmakers were brought back to Raleigh.

Perdue issued the order — rather than calling legislators back for a special session — to continue the use of a revised formula that allows extended benefits to keep being offered to workers. Congress said.

Earlier Wednesday, legislative Republicans encouraged Perdue to call them back to work to vote on the rule changes if she felt necessary. Perdue decided not to do that. She signed a similar executive order in June that ended a standoff with the Legislature over the benefits that had affected 47,000 people and delayed checks.

Farmers can get disaster funding

Aid deadline extended for farmers hit by storms.

From staff reports

Wayne County farmers who suffered crop losses because of Hurricane Irene are now eligible for federal financial assistance through low-interest Farm Service Assistance loans and Supplemental Revenue Assistance Payments (SURE) disaster assistance program.

The county is among 35 in the state that U.S. Agriculture Secretary Tom Vilsack has designated as disaster areas for aid in order to help farmers recover from devastating tornadoes and hurricanes of 2011.

The disaster designation enables farmers in primary and contiguous counties to apply for federal financial assistance through the USDA Farm Service Agency office in North Carolina. The phone number for the USDA FSA office is 919-875-4800.

See AID, Page 5A



DeQuan Jefferson, a fourth-grader at North Drive Elementary School, smiles after reading a letter from Appalachian State University after being presented a \$20,000 scholarship to the school for being the highest scorer on the 4th-of-grade math test for Wayne County Public Schools. This is the 12th year for the award, funded by an anonymous donor.

4th-grader earns top score and \$20K college scholarship

DeQuan Jefferson congratulated by family and school officials for earning Appalachian State prize.

By PHYLIS MOORE
News-Argus Staff Writer

DeQuan Jefferson was so nervous Tuesday morning he was afraid he would "mess out laughing" when his name was called.

Instead, the 10-year-old beneficiary of a \$20,000 scholarship to Appalachian State University maintained a broad smile on his face as he accepted the award.

"Our star today is DeQuan," said Dr. Steve Taylor, superintendent of schools. "He's the student who has done the work."

This is the 12th year for the scholarship, awarded to the fourth-grade student who scored the highest on the end-of-grade math test for Wayne County Public Schools. It was established in 1993 by an anonymous donor to develop cultural diversity at ASU, and getting recipients from Wayne and Craven counties.

DeQuan, a fourth-grader at North Drive Elementary School, is the third student from the school to receive the recognition.

Math is his favorite subject, he said, especially fractions.

That will come in handy if he pursues his career interests of becoming a dentist or eye doctor one day.

The "nerd of shy" student seemed a bit overwhelmed by all the attention.

"It's a surprise and like how many people," he said. "I was just expecting this many people."

I was expecting the principal and my family.

Those attending the reception included representatives from the school board, city council and central office staff.

"It could not have happened to a finer young man," his principal, Carol Aron said. "He's smart, he's nice, he's well-behaved and he's always smiling."

See STUDENT, Page 3A

New business set to open late January

'Trade It!' will be moving into the former Hollywood Video building.

By TY JOHNSON
News-Argus Staff Writer

A Wilson-based retailer is opening up a store on the 200 block of East 4th Street in the former Hollywood Video building.

Trade It!, a goods store specializing in buying, selling and trading consumer electronics, sporting goods and more, will open up its eighth location in Goldboro later this month, after renovating the

Auditor: City is in 'great shape'

Officials receive clear audit. Revenue shortfall linked to economy, accountant says.

By TY JOHNSON
News-Argus Staff Writer

City officials received good news Monday night at the Goldboro City Council meeting as they were informed the city once again received a certificate for excellent financial reporting during an audit performed by PricewaterhouseCoopers.

Michael Kiefer with PricewaterhouseCoopers, delivered an expected shortfall between revenue and expenditures.

"We know why, though," Mr. Kiefer said, citing additional national issues which work on tax cuts simply didn't come in as expected.

"The economy is pretty tough," he said the city did better than budgeted.

"The city is in great shape," she said.

The council made quick work of the rest of its agenda Monday, approving \$90,000 for gridding Park to clear overgrown land owned by the city.

The council also approved continuing its lobbyist contract with low and Canning, which works on behalf of the city to secure federal grants in Washington, D.C., as well as on Stevens Mill Road.

Conditional use permits were also discussed for Jackall Berry's South and Gerald Hultman's Tracy Little River Shopping Center.

A public hearing was set to allow discussion on the acquisition of the LaFavers property on

See CITY, Page 5A

INSIDE TODAY

- Arts & Entertainment ... 5A
- Business ... 5A
- Classified ... 7A
- Community ... 5B
- Deaths ... 5A
- Editorial ... 5B
- Entertainment ... 5A
- Health ... 5A
- Public Notices ... 1A
- Sports ... 1A
- Weather ... 5B

7 9553 01000 1

Ink Colors	Quantity	Price	Quantity	Price
One Color	11,000	\$52.75 / M	25,000	\$49.40 / M
Two Colors		\$56.45 / M		\$51.60 / M
Three Colors		\$59.75 / M		\$53.40 / M
Four Colors		\$62.00 / M		\$54.15 / M

Full run only. Zoning is not available
Deadline: 10 working days from approved art. Please allow an additional 4 days for creation and proofing of ad.

2018 Digital Rate Card

Digital Only

RUN-OF-SITE RATES

Includes middle & top leaderboards (728x90), medium rectangle (300x250) and wide skyscrapers top & bottom (160x600)

Online Display Ads	Open Rate	Contract rate up to 250,000 Impressions	Contract rate up to 500,000 Impressions or more	Contract rate up to 750,000 Impressions or more	Contract rate up to 1,000,000 Impressions or more
Homepage	\$16/CPM	\$14/CPM	\$12/CPM	\$10/CPM	\$9/CPM
News	\$15/CPM	\$13/CPM	\$11/CPM	\$9/CPM	\$8/CPM
Obituaries	\$15/CPM	\$13/CPM	\$11/CPM	\$9/CPM	\$8/CPM
Sports	\$14/CPM	\$12/CPM	\$9/CPM	\$8/CPM	\$7/CPM
Classifieds	\$14/CPM	\$12/CPM	\$9/CPM	\$8/CPM	\$7/CPM
Births	\$14/CPM	\$12/CPM	\$9/CPM	\$8/CPM	\$7/CPM
Weddings	\$14/CPM	\$12/CPM	\$9/CPM	\$8/CPM	\$7/CPM
ROS	\$13/CPM	\$11/CPM	\$8/CPM	\$7/CPM	\$6/CPM

DIGITAL SPONSORSHIP

Includes middle & top leaderboards (728x90), medium rectangle (300x250) and wide skyscrapers top & bottom (160x600)

Ad Position	Ad Placement	1-3 days	4-5 days	6-7 days
300x250 - left medium rectangle	home page - above the scroll	\$250	\$225	\$200
728x90 - top leaderboard	home page - above the scroll	\$250	\$225	\$200
160x600 - top wide skyscraper	home page - above the scroll	\$250	\$225	\$200

Digital + Print Rate

RUN-OF-SITE RATES

Includes middle & top leaderboards (728x90), medium rectangle (300x250) and wide skyscrapers top & bottom (160x600)

Online Display Ads	Open Rate	Contract rate up to 250,000 Impressions	Contract rate up to 500,000 Impressions or more	Contract rate up to 750,000 Impressions or more	Contract rate up to 1,000,000 Impressions or more
Homepage	\$14/CPM	\$12/CPM	\$10/CPM	\$9/CPM	\$8/CPM
News	\$13/CPM	\$11/CPM	\$9/CPM	\$8/CPM	\$7/CPM
Obituaries	\$13/CPM	\$11/CPM	\$9/CPM	\$8/CPM	\$7/CPM
Sports	\$12/CPM	\$10/CPM	\$8/CPM	\$7/CPM	\$6/CPM
Classifieds	\$12/CPM	\$10/CPM	\$8/CPM	\$7/CPM	\$6/CPM
Births	\$12/CPM	\$10/CPM	\$8/CPM	\$7/CPM	\$6/CPM
Weddings	\$12/CPM	\$10/CPM	\$8/CPM	\$7/CPM	\$6/CPM
ROS	\$11/CPM	\$9/CPM	\$7/CPM	\$6/CPM	\$5/CPM

DIGITAL SPONSORSHIP

Includes middle & top leaderboards (728x90), medium rectangle (300x250) and wide skyscrapers top & bottom (160x600)

Ad Position	Ad Placement	1-3 days	4-5 days	6-7 days
300x250 - left medium rectangle	home page - above the scroll	\$225	\$200	\$175
728x90 - top leaderboard	home page - above the scroll	\$225	\$200	\$175
160x600 - top wide skyscraper	home page - above the scroll	\$225	\$200	\$175

Advertising Opportunities with *HomeFinder* on *www.NewsArgus.com*

A complete online source for Wayne County Real Estate Listings!

LEADERBOARD

728x90 pixels
Run of Position
Click through to your website
Limited Quantity - one month duration
\$80.00 per month

FEATURED AGENT

Run of Position
Includes: Agent Photo
Phone contact
Email address
Click through to agent profile
\$25.00 per month

FEATURED HOME

Run of Position
Includes: Photo/Price/Details
Click through to listing
Listing Agent
Click through to agent profile
Phone contact
Email address
Limited Quantity - one month duration
\$50.00 per month

SKYSCRAPER

160x600 pixels
Run of position
Click through to your Website
Limited Quantity - one month duration
\$80.00 per month

MORTGAGE CALCULATOR

Exclusive sponsor
\$50.00 per month

The screenshot shows the News-Argus HomeFinder website. Red arrows point to the following elements:

- LEADERBOARD:** A banner at the top right for Calvary Credit Union with the text "They're really coming down." and "Low-Rate Home Loans 0.00% APR* 30-Year 3/1 ARM".
- FEATURED AGENT:** A sidebar on the right featuring a photo of Sherry Shelby and contact information: "Click to PHONE" and "Click to EMAIL".
- FEATURED HOME:** A central listing for a "Residential in Goldsboro" with a photo of a brick house, price "\$289,900", and a description. It includes a "Click to PHONE" and "Click to EMAIL" button.
- MORTGAGE CALCULATOR:** A section below the featured home with input fields for Price, Down Payment, Interest Rate (3.5%), and Term (30 Years), and a "Payment" field.
- SKYSCRAPER:** A vertical advertisement on the left for "ACME MOVING COMPANY" with the text "MOVING in your FUTURE? Call us today! ACME MOVING COMPANY 123 N Best Blvd. Goldsboro NC 919-000-0000".
- MORTGAGE CALCULATOR (Sponsor):** A vertical advertisement on the right for "Five-Star Home Inspection" with a photo of an inspector and the text "With Our Home Inspections You can be sure your new home is as it should be! Five-Star Home Inspection 1234 Washington Street Goldsboro Heights 900-000-0000 www.fivestar.com".

*To place your HomeFinder online advertising,
please contact Michael Stewart at 919-778-3411*

business SPOTLIGHT

Hurry in!
Limited Time Special!



COLOR COPIES

ONLY **25¢** EACH

8.5x11 One-side
94lb Bond

Ditto Dog

Copy Shop, Design & Promotional Items
919-739-7800 • fax: 919-778-9898
Located inside the News-Argus • 310 N. Berkeley St.

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We Give PRIME RATES

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919-734-1245
Book your tee times online & save 20%
www.lanetree.com

Jackson & Sons
SERVICE YOU CAN DEPEND ON

919-734-9611
www.jacksonandsons.com

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SALES • SERVICE & REPAIRS

919-751-1645
2305 S. W. 10th St.
Goldsboro, NC

Lane Free Golf Club
Restaurant & Grill
Country Club
Party Facilities Available

2317 Salem Church Rd.
919-734-1245

Around here, it's Y'ALLSTATE.

Chris Humphrey, Utter
919-527-3666

News-Argus

Click here for **THE GUIDE**
Wayne County's Dining & Entertainment

Find your new favorite restaurant

Looking for somewhere to have a romantic steak dinner? Some delicious North Carolina barbecue? Or do you just want to grab a burger with friends? Welcome to "The Guide," every day in The News-Argus and online. Don't see what you're looking for? New restaurants are being added all the time!

Menus for selected restaurants include Southwestern Grill, Vietnamese Restaurant, Mayflower, Central Lunch, Dough House, Salsola's, Sutton's Grill and Restaurant and Zesty's.

Please send comments and suggestions to theguide@newsargus.com

List all Restaurants by type

- with Coupons
- 4 restaurants
- Asian
- 21 restaurants
- Barbecue
- 4 restaurants
- Family Dining
- 11 restaurants
- Fast Food
- 4 restaurants
- Fine Dining
- 7 restaurants
- Home Cooking
- 10 restaurants
- Italian
- 1 restaurant
- Japanese
- 8 restaurants
- Mexican
- 1 restaurant
- Other
- 1 restaurant
- Pizza
- 14 restaurants
- Seafood
- 8 restaurants
- Steak
- 11 restaurants
- Catering
- 1 restaurant

View complete menus



AMERICAN WEAVING AND COLORING
Mc. Olin, 2000 S. Orange St., 27530
Tel: 919-739-7800

Facts About The BIBLE
WORLD'S LARGEST HANDWRITTEN BIBLE!

SUNDAY SCHOOL LESSON

Upon their return to Egypt, the brothers were afraid to go to the government because they had brought their money for a previous year's harvest. As the brothers were returning to Egypt, Joseph's brothers were returning to Egypt, Joseph's brothers were returning to Egypt, Joseph's brothers were returning to Egypt...

ANNOUNCING PRINTING CO.
400 Commerce Court, 27530
Tel: 919-739-7800

MEAL CHARTERS OF GOLDSDORO, INC.
117 S. 11th St., 27534
Tel: 919-739-7800

MC INALIVE CO., INC.
117 S. 11th St., 27534
Tel: 919-739-7800

PAT DANHER COMPANY
400 Commerce Court, 27530
Tel: 919-739-7800

QUALITY PLUMBING & HEATING CO.
1015 N. WOODSTOCK ST., 27534
Tel: 919-739-7800

R & H OIL COMPANY
1813 S. 11th St., 27534
Tel: 919-739-7800

SANDEEP SEAFOOD RESTAURANT
1015 N. WOODSTOCK ST., 27534
Tel: 919-739-7800

SEVEN POWER HOME, INC.
1015 N. WOODSTOCK ST., 27534
Tel: 919-739-7800

SHAW INSULATION AND AIR CONDITIONING SERVICE
1015 N. WOODSTOCK ST., 27534
Tel: 919-739-7800

WAYNE OIL COMPANY
1015 N. WOODSTOCK ST., 27534
Tel: 919-739-7800

Business Spotlight

The Business Spotlight page is a weekly advertising feature of the News-Argus appearing every Monday. Advertisers agree to run an ad every week for 26 or 52 weeks. As value added the advertiser receives a feature article 4.75" w x 7.5" h on a rotating basis during the commitment schedule.

Ad Size	Weeks	Rate
2.375" w x 1.875" h	26	\$55.00 per week

Restaurant Guide

Logo listing in the Restaurant Guide:
On NewsArgus.com (daily)
Click through to featured item photo and full menu
News-Argus (Monday – Friday)
The Extra (Tuesday)
The Wright Times (2nd & 4th Friday)

12 month commitment **\$55.00 per month**

Church Page

Weekly church service listings with "Facts About the Bible" feature with business listings.
\$10.00 per week



FOOD • FUN • FAMILY

"GO" a magazine for individuals and families who enjoy an active lifestyle.

From where to eat, where to play and what to do at home and on the road, **"GO"** offers readers the chance to spend a little time to get a real feel for what's going on that's "fun" in Wayne County and around the area.

The magazine offers short bites of information, fun articles about "what's new" and pictures and stories about your neighbors and friends.

It's fresh. It's new and it's fun to read — and it is targeted to people who are in their prime spending years who are looking for businesses that have the products and services that reflect their styles and interests. Let us show you how to get your business's message to this prime audience.

"GO" is distributed in Wayne County through racks, vending machines, and home delivery – total distribution 17,000 copies. **"GO"** is also available online at www.newsargus.com.

Advertising Sizes and Rates 2018 (all ad rates include color)

<u>Issue</u>	<u>Space & Copy Deadline</u>
February	January 3
March	January 31
April	March 2
May	April 3
June	May 2
July	June 4
August	July 3
September	August 3
October	September 3
November	October 3
December	November 1
January 2019	December 3

<u>Ad Unit</u>	<u>Size</u>	<u>Rate</u>
Twentieth	(1 col.)1.569" w x 2.625" h	\$43.00
Tenth (V)	(1 col.)1.569" w x 5.375" h	\$81.00
Tenth (H)	(2 cols.)3.264" w x 2.625" h	\$81.00
Sixth	(3 cols.)4.958" w x 2.625" h	\$92.00
Fifth	(2 cols.)3.264" w x 5.375" h	\$102.00
Third	(3 cols.)4.958" w x 5.375" h	\$140.00
Two-fifths	(2 cols.)3.264" w x 11.00" h	\$167.00
Half	(5 cols.)8.347" w x 5.375" h	\$194.00
Three-fifths	(3 cols.)4.958" w x 11.00" h	\$226.00
Page	(5 cols.)8.347" w x 11.00" h	\$361.00

The News-Argus rental guide for Wayne County

Circulation 6,000 copies



Consecutive Issues

	<u>1x</u>	<u>2x</u>	<u>3x</u>	<u>4x</u>
One-Third Page / Full Color (4.75" w x 2.25" h)	\$195/issue	\$165/issue	\$160/issue	\$150/issue
Full Page / Full Color (4.75" w x 7.0" h)	\$560/issue	\$475/issue	\$465/issue	\$405/issue
Back Page	\$495/issue			
Multiple Pages	\$395/page/issue			

Publication Schedule:

<u>Issue</u>	<u>Publishes</u>	<u>Deadline</u>	<u>Approval</u>	<u>Delivery</u>
Spring	February	January 12	January 26	February 9
Summer	May	April 13	April 27	May 11
Fall	August	July 13	July 27	August 10
Winter	November	October 12	October 26	November 16

JANUARY

Wedding Guide

Tabloid

Publishes:
Sunday, January 28
Deadline:
Friday, January 12

FEBRUARY

Progress

Broadsheet

"Making A Difference"

Publishes:
Friday, February 23
Deadline: Friday, February 2

MARCH

Batter Up

Broadsheet

Publishes: Fri., March 9
Deadline: Thurs., March 1

Home & Garden

Broadsheet

Publishes: Thursday, March 15
Deadline: Friday, March 2

APRIL

Pickle Festival

Tabloid

Publishes:
Wednesday, April 25
Deadline:
Thursday, April 12

MAY

Destination Summer

Tabloid

Publishes:
Thursday, May 24
Deadline:
Friday, May 11

JUNE

Business Card Directory

Digest

Publishes: Friday, June 15
Deadline: Friday, May 19

Healthy Living

Tabloid

Publishes: Thursday, June 21
Deadline: Friday, June 8

JULY

Worship Directory Quarterfold

Tabloid

Publishes:
Thursday, July 26
Deadline:
Friday, June 29

AUGUST

Back to School

Tabloid

Publishes: Thursday, August 2
Deadline: Friday, July 20

Football

Tabloid

Publishes: Thursday, August 16
Deadline: Friday, August 3

SEPTEMBER

Reader's Choice

Tabloid

Publishes:
Thursday, September 13
Deadline:
Friday, August 31

OCTOBER

Health Care Directory

Magazine

Publishes:
Sunday, October 21
Deadline:
Friday, September 21

NOVEMBER

Holiday Planner

Broadsheet

Publishes:
Thursday, November 8
Deadline:
Friday, November 2

DECEMBER

Last Minute Gift Guide

Broadsheet

Publishes: Thursday, December 6
Deadline: Monday, November 26

Spirit of the Season

Broadsheet

Publishes: Monday, December 24
Deadline: Friday, December 7