

## About the Kernersville News

The Kernersville market is reported to be one of the fastest growing in North Carolina. The market currently serves over 16,500 households. There are eleven banks and lending institutions in a town with a corporate-limits population of over 16,000 persons and a **combined city and rural population of approximately 62,000 people**. Colfax, Walkertown, Union Cross and Sedge Garden communities also receive *Kernersville News* distribution.

**WITH PAID CIRCULATION AT APPROXIMATELY 6,000 COPIES, THE NEWS COVERS THE KERNERSVILLE AREA.**

*"Most advertisers purchase both paid and free papers for total market coverage of approximately 23,250 copies."*

Total market coverage is available when you advertise in both our Tuesday and Thursday *News* or Tuesday and Saturday/Sunday *News*. Most advertisers do in fact purchase space in both papers. Combined mail, rack and motor carrier is well over 23,400 copies.

### Some important features of the News to consider:

- Over eighty (80) live community stories and approximately as many local photographs are published each week through the three editions of the *News*.
- The *News* is published three times weekly: Tuesday, Thursday and Saturday/Sunday.
- Distribution is by Direct Mail on Thursday and Saturday. Tuesday distribution is by motor carrier and generates total market coverage in the 27284 zip code area. Virtually every home receives one of our newspapers each week. You cannot get better coverage!
- The *Kernersville News* is Kernersville's only hometown newspaper.
- The *News* is locally owned and managed.

<sup>1</sup> Estimated from postal delivery statistics of over 16,000 homes.

# Kernersville News

## Mechanical Requirements

Photo Composition For Offset Production  
Deadline - Monday Noon  
Tuesday News  
Deadline - Tuesday Noon  
Thursday News  
Deadline - Friday Noon  
Saturday/Sunday News  
Color Printing Available

We Regret We Cannot Guarantee Location  
For Placement Of Advertisements

## Dimensions

Full Page - 129 column inches  
Page Length - 21½"  
Page Width - 6 col. or 11⅝"

## Column Widths

1 Col. - 1.8125" (1<sup>13</sup>/<sub>16</sub>"")  
2 Col. - 3.778" (3<sup>3</sup>/<sub>4</sub>"")  
3 Col. - 5.75" (5<sup>3</sup>/<sub>4</sub>"")  
4 Col. - 7.6875" (7<sup>11</sup>/<sub>16</sub>"")  
5 Col. - 9.625" (9<sup>5</sup>/<sub>8</sub>"")  
6 Col. - 11.625" (11<sup>5</sup>/<sub>8</sub>"")

## Established 1938

Published Tri Weekly By  
**Carter Publishing Co., Inc.**  
(300 E. Mountain Street)  
P.O. Box 337  
Kernersville, N.C. 27285

Phone: (336) 993-2161

24 Hour FAX: (336) 993-0931

E-Mail: [advertising@kernersvillenews.com](mailto:advertising@kernersvillenews.com)

Web Site: [www.kernersvillenews.com](http://www.kernersvillenews.com)

Kernersville, NC

Published Tues., Thurs., Sat.-Sun.

# Kernersville News

The heartbeat of  
Kernersville for 70 years



Harmon  
Park  
gazebo  
and  
fountain

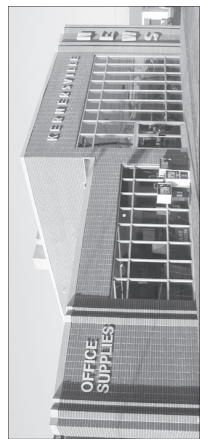
Vol. 69 No. 1

JANUARY 1, 2008

U.S.P.S. No. 293-820

(336) 993-2161

Effective January 1, 2008



The Kernersville News and Carter Office Supply buildings  
Both are divisions of Carter Publishing Co., Inc.

## The News serves the 'Heart of the Triad'

The *News* is published each Tuesday, Thursday, Saturday/Sunday and serves greater Kernersville and Eastern Forsyth County. Offices are located at 300 E. Mountain St., Kernersville. The postal address is P.O. Box 337 and zip code is 27285.

The 'News' is locally owned and operated by  
Carter Publishing Co., Inc. - John Owensby, Publisher and Editor.

# Kernersville News

## Advertising Rates - 6 Column Format

Effective January 1, 2008

Full Page per inch rate .....	\$9.75
516 and up .....	\$10.21
451-515 .....	\$12.10
301-450 Column inches per month .....	\$14.09
151-300 Column inches per month .....	\$15.42
76-150 Column inches per month .....	\$16.75
38 - 75 Column inches per month .....	\$17.65
Open Rate .....	\$18.50

### TUESDAY NEWS RATES

Contract Rate per column inch (pick-up).....	\$10.33
(The above rate applies only when Tuesday insertions are purchased in combination with Thursday or Saturday insertions.)	
Tuesday News (stand alone order) .....	\$24.50

### TOTAL MARKET COVERAGE RATES

Saturday/Sunday News (pick-up rate) .....	\$10.33
(The above rate applies only when Saturday / Sunday insertions are purchased in combination with Thursday insertions.)	

### KORNER MARKET "SHOPPER PAGE" RATE

6" minimum and 18" maximum; 13 week contract  
(Ideal high discount advertising for small retail and service organizations.)

### BILLING INFORMATION

Advertising is billed on the 25th of the month for all advertising published since the 26th of the preceding month. A service charge of a 1½% per month will be added to all past due balances.

### COLOR PRINTING AVAILABLE

Color prices are extra and vary according to printing, time and preparation involved. There is no extra charge for using quantities of color in simple (spot) layout arrangements.

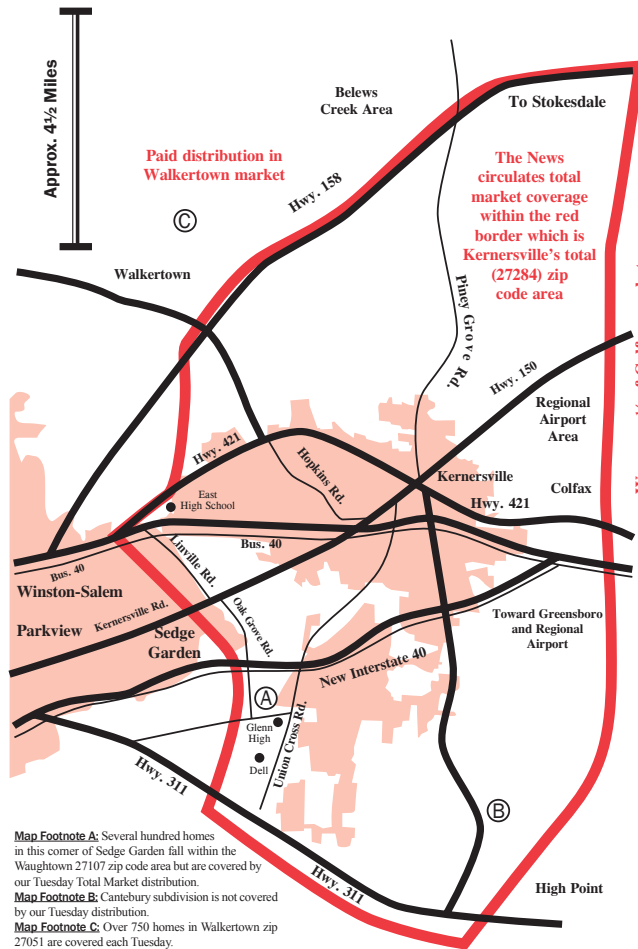
Simple preparation and printing (each paper) .....	\$103.00
Medium preparation and printing (each paper) .....	\$113.90
Complex preparation and printing (each paper) .....	\$133.90
Process color (simple preparation) .....	\$295.00

### TABLOID INSERTION RATE

Most tabloid inserts of 16 pages or less are 5.7¢ or less  
**Total Market Coverage Is Available**

## Greater Kernersville and Eastern Forsyth County Area Map

The map below shows Kernersville and the area of total market coverage plus surrounding areas of circulation. **The red border outlines the boundaries of the Kernersville 27284 zip code and the area of total market coverage by the News.** Some modifications apply in order to give the best market penetration available. The News also covers over 750 homes each Tuesday in Walkertown zip 27051.



**Map Footnote A:** Several hundred homes in this corner of Sedge Garden fall within the Waughtown 27107 zip code area but are covered by our Tuesday Total Market distribution.  
**Map Footnote B:** Canterbury subdivision is not covered by our Tuesday distribution.  
**Map Footnote C:** Over 750 homes in Walkertown zip 27051 are covered each Tuesday.

# Kernersville News

**Our Total Coverage Works**  
**We Reach Virtually Every Home in Greater Kernersville and Walkertown**

When you advertise in the **Thursday** or **Saturday/Sunday News** plus the **Tuesday News** you reach virtually every home in the Kernersville postal zip code area of 27284.<sup>1</sup> The Kernersville Post Office serves more than 16,000 homes. You also reach one-third of Walkertown, Colfax and surrounding communities.

## GET REAL RESULTS

**Thursday News Circulation**  
6,100 Copies

**Tuesday News Circulation**  
17,350 Copies

**Saturday / Sunday News Circulation**  
6,100 Copies

## CLASSIFIED RATES

All classified ads are posted on the Internet via our web site at [www.kernersvillenews.com](http://www.kernersvillenews.com). No extra charges apply. Classified column widths are same as regular display column widths.

Administrator's Notice (Flat rate for all 4 insertions) .....	\$111.35
Divorce Actions (Flat rate for all 3 insertions) .....	\$111.35
Other legals, such as Notice of Sale of Land, etc. (For each insertion) per inch .....	\$17.25
Classified Display (Thurs. only rate) .....	\$18.50
Classified (20 words or less, Tuesday, Thursday & Saturday News) .....	\$33.98

Thursday or Saturday alone is \$21.00. To add one additional day is \$6.49 extra; two days are \$27.49; one full week is \$33.98; Tuesday alone is \$27.49. Classified Help Wanted ads are \$2.00 additional per category. For sale merchandise of \$300.00 or less or lost and found pet classifieds are **half price**.

## MISCELLANEOUS

Business Directory (per insertion) 3 month minimum .....	\$24.33
Church Directory (per insertion) 6 month minimum, each Thurs. ....	\$9.85
Church Spotlight (per insertion) 13 week minimum, each Sat. ....	\$21.95
Business Spotlight (per insertion) 13 week minimum, each Tues. & Thurs. ....	\$75.00

**OVER 23,400 COPIES STRONG!**