

# **The Fayetteville Press Newspaper**

## **Rate Card 2015**



**The Fayetteville Press Newspaper**

**P.O. Box 9166 \* Fayetteville, NC 28311**

**(910) 323-3120 Office**

**Email: [fayepress@aol.com](mailto:fayepress@aol.com) \* [www.fayettevillepress.com](http://www.fayettevillepress.com)**

# The Fayetteville Press Newspaper

## *Media Buyer Information Page*

---

### **To Media Buyer**

Enclosed is the **Media Rates Kit 2015** (The Fayetteville Press Newspaper)

### **Answers To Frequently Asked Questions:**

1. Our **Nonprofit & Profit Net Rates** are all the same.
2. Our Web Site is: [www.fayettevillepress.com](http://www.fayettevillepress.com) and our E-mail is: [fayepress@aol.com](mailto:fayepress@aol.com).
3. We mail approximately **600** or more newspapers to our subscribers & mail list each month by bulk rate mail. We are a **FREE** Newspaper.
4. Our newspaper is distributed to local area businesses through newspaper boxes and newspaper racks in mostly **Minority Owned Businesses** in The Fayetteville/ Fort Bragg, Spring Lake & Raeford NC areas. A total of **6300** newspapers are distributed this way; the rest of the newspapers are mailed, with the remainder kept on-hand at our office location.
5. Our circulation (by County) of **The Fayetteville Press Newspaper: 5,000** newspapers in Cumberland County/Fayetteville, NC and approximately **800** Newspapers in Raeford / Hoke County NC.
6. You can e-mail us your **Advertisement** in a PDF File to: [fayepress@aol.com](mailto:fayepress@aol.com) or mail us a **PDF** copy burned on a **CD** rewrite disk.
7. Most full process color advertisements are placed on the Back Page of Section A or B, or Page 2, Section A, or Section B, Page 2b in **The Fayetteville Press Newspaper**. Please call the office to negotiate process color & premium positioning as we develop the insertion of your **Ad Campaign**.
8. We are a **Monthly Minority Newspaper** serving Fayetteville, Cumberland & Hoke Counties for over 24 years. If you have any questions please call JJ Jones at: **(910) 323-3120** office or JJ Jones' cell - **(910) 476-9958** or view our Web-Site at: [www.fayettevillepress.com](http://www.fayettevillepress.com).

Thank You

**JJ Jones** - Publisher

[www.fayettevillepress.com](http://www.fayettevillepress.com)

---

# The Fayetteville Press Newspaper

## 2014 Rate Card

### Quick Reference List

---

- 1. Circulation: (Monthly) 7000 Copies Each Edition
- 2. Size: Broadsheet (21 inches) \*Line Screen .....85%
- 3. Rates: Open Rate Per Inch: (Camera Ready) .....\$16.67 net

\* Note: All rates are billed net rate  
**\*Agency fees are not included in rates**

- 4. Front Page Spot-Lite Stories\* (6 Col x 8 inch)  
Includes Color Photo.....\$800.00
- 5. Classified & Bid: (\$3.00 Per Line/ Average 30 Characters Per Line)  
Point Size.....10 Points Per Character
- 6. Insert Rates..... Five cents per insert \*Minimum 6000 Inserts
- 7. Publication Date.....(Call office for date)
- 8. Deadline Dates.....(Call office for date)
- 9. Process Color charge for Ads or Stories: \$100.00



# The Fayetteville Press Newspaper

www.fayettevillepress.com

## 2014 Advertising Rates

\*7000 Copies (Monthly)

### Column Inch \*Net Rates

Open Rate Per Inch -----\$16.67

*\*Agency fees are not included in rates*

### General Ad Size Displays \*Net Rate

One Box 2 col x 3" .....	\$100.00
Two Box Ad 2 col x 6" or 4 col x 3" .....	\$200.00
Three Box Ad 2 col x 9" or 6 col x 3" .....	\$300.00
1/4 Page Ad .....	\$500.00
1/2 Page Ad .....	\$1000.00
Full Page Ad .....	\$2000.00

### Front Page Spot-Lite Stories

With One Color Photo----- (6 Col x 8 inch) .....\$800.00

### Classified Rates

\$3.00 Per Line (Average 30 Characters Per Line).....Point Size - 10 point

### Inserts Rates

\$50.00 Per 1000 (Minimum 6000 Inserts, Five Cent Per Insert)

**\*Process Color Rate \$100.00**

# **The Fayetteville Press Newspaper**

## **History & Distribution**

[www.fayettevillepress.com](http://www.fayettevillepress.com)

---

### **WHAT IS THE FAYETTEVILLE PRESS NEWSPAPER?**

Now celebrating **25 years of community service**, **The Fayetteville Press Newspaper** is a fresh, comprehensive minority newspaper designed specifically for the residents of **Fayetteville, Ft. Bragg, Pope Air Force Base, Hope Mills, Spring Lake and Raeford, NC**. **The Fayetteville Press Newspaper** has been in existence since **1989**. **The Publisher & President** is **Mr. J.J. Jones**. **The Fayetteville Press Newspaper** is published Monthly and is currently circulated among an **estimate** of **35,000** residents and businesses (**and growing**). Each publication contains timely, creative issues, features, facts, articles and advice.

### **HOW IS THE FAYETTEVILLE PRESS DISTRIBUTED?**

**THE FAYETTEVILLE PRESS** uses a **Targeted Distribution System**.

It is distributed by the following methods:

- 1. Hand delivered to various businesses, organizations & churches.**
- 2. Distributed & mailed to various institutions such as Universities, Banks, Community Centers and Business Groups.**
- 3. Mailed directly to Subscribers.**
- 4. Coin-operated Newspaper Boxes.**



# **The Fayetteville Press Newspaper 2015**

## *Deadline & Circulation*

---

**7,000 NEWSPAPERS PER EDITION**

***Broadsheet*** (21 INCHES)

***Monthly***

### **Deadline for Advertisement & Copy**

Deadline for advertisement is the Friday before publication

Contact our office for the exact

***DeadlineDate***

\*Note: Some Deadline Dates May Change Due To Holidays, Etc. Call For Exact Date!

### **BREAKDOWN (Monthly **7000** copies)**

<b>3,000</b>	<b>Coin-Operated Newspaper Boxes</b>
<b>3,200</b>	<b>Local Businesses (in Racks)</b>
<b>600</b>	<b>Subscriptions / Mailing List</b>
<b>200</b>	<b>On-Hand</b>

# **The Fayetteville Press Newspaper**

## *Placed Into Local Businesses Newspaper Racks*

<b>Newspaper Businesses Route</b>	<b>Number of Papers</b>	<b>Placed in racks</b>	<b>Zip Code</b>
1. Fayetteville Murchison Rd Route	600 newspapers	10 in each rack	28301
2. Ramsey Street Route	500 newspapers	10 in each rack	28311
3. Bragg Blvd Route	500 newspapers	10 in each rack	28303
4. Haymount Hill Route	400 newspapers	10 in each rack	28304
5. Cliffdale Road Route	300 newspapers	10 in each rack	28314
6. Spring Lake NC Route	300 newspapers	10 in each rack	28390
7. Hope Mills, NC Route	300 newspapers	10 in each rack	28348
8. Raeford, NC Route	300 newspapers	10 in each rack	28376

**Total number of The Fayetteville Press  
placed into local businesses newspaper racks**

**3200 papers**

[www.fayettevillepress.com](http://www.fayettevillepress.com)

# **The Fayetteville Press Newspaper**

## *Coin Operated Boxes*

### **Breakdown**

#### **By Newspapers and Zip-Code**

Newspaper Box Location	Newspapers Placed Into Boxes	Zip Code
1.Fayetteville Main Post Office	300 newspapers	28301
2. Cumberland County Court House	300 newspapers	28301
3.Fayetteville, NC City Hall	300 newspapers	28301
4. Vicks Drive-Inn	300 newspapers	28301
5. Post Office - Eutaw Branch	300 newspapers	28303
6. Waffles House	300 newspapers	28303
7. K&W Restaurant	300 newspapers	28304
8. Post Office -Haymont Hill	300 newspapers	28304
9. Post Office-Raeford Road	300 newspapers	28306
10.Post Office -Spring Lake, NC	300 newspapers	28390

**Total number of The Fayetteville Press Newspapers placed into coin-operated newspaper boxes:**

**3000 papers**