

THE
CHRONICLE

**Get In
Touch
With Us**



@WSChronicle



Thewschronicle



@WS_Chronicle



Winstonsalem Chronicle



TheWSChronicle

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Phone: 336-722-8624

Website:
wschronicle.com



"Winston-Salem's oldest and most-respected community newspaper"

**"Top Minority Owned
Business 2018"**

– Triad Business Journal

Boost Your Advertising Effectiveness

Established in 1974, The Chronicle is the area's oldest and well-respected community newspaper. Published each Thursday, The Chronicle has an audited circulation of over 5,000, 85% of that circulation is located within Winston-Salem and Forsyth County.



wschronicle.com

Reach Readers With Preprint Inserts



Advertise With Us In Print & Digital



Our Mission

The mission of The Chronicle is to provide a strong editorial voice for the community while delivering buyers for our advertisers' products and services.

We focus on positive news happening in Winston-Salem and some surrounding areas. Join us here to find out the latest and contribute your own stories in the areas of:

**Sports, Arts,
Business, Education,
Local News,
Government, Health
& Religion**

INSERTS: PRE-PRINT OPTIONS:

Preprint Rates: (Per 1,000) min. 5,000 insertions

Single sheet/Flyers- Rate: \$40.00

4 page-Rate: \$60.00

8 pages- Rate: \$80.00

16 pages- Rate: \$100.00

20 pages-Rate: \$120.00

Up to 20 Pages call for Quote

ONLY PRE-PRODUCED MATERIALS ACCEPTED. Must be suitable for machine insertion. fold 8"x11".

Preprint Deadlines

Printed Materials must be hand delivered or mailed to the Winston-Salem Journal 10 days prior to the publication.

Preprint Shipping
To be delivered to:
Winston-Salem Journal
Production Facility
2051 E. Fifth Street
Winston-Salem, NC 27101

We're Published Weekly (Every Thursday)

CIRCULATION: Established 1974, 75 cent per copy,

5,100 To 7,000 printed each week. *Carrier Samples supplied*

Please note that we do not charge for color, the price will remain the same for color.

ARTWORK DEADLINES:

Material Deadline: Tuesdays by 12:00p.m.

Space Deadline: Mondays before 3:00p.m.

DIGITAL:

Banner Ad- 680 pix. x 80 pix. = \$350.00 for one month.

Picture Frame Ad- 300 pix. x 300 pix. = \$250 for one month .

All Advertisers receiving contract rates must have signed contract.

Local rates are non-commissionable.

National rates are commissionable to recognized advertising agencies.

NATIONAL OPEN RATE:	\$28.50 Commissionable
STATE RATE:	\$22.50 Commissionable
LOCAL BULK RATE:	Net Rate Non-Commissionable

Open Rate:	\$16.20
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Over 300 Column Inches:	\$14.00
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Over 700 Column Inches:	\$13.25
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Over 1500 Column Inches:	\$12.25
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3500 and over:	\$10.50
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CLASSIFIEDS

Classified Open Rates:
\$15.75 column Inch

Agency Classified Rates:
\$17.60 Commissionable

Legals: (Creditors Notice, Administrator's Notices, Process of Publication & Foreclosures)
\$5.50 per column Inch

Advertisement for Bids
Up to 8 column inches **\$200.00**
Each additional column inch **\$10.00**

RETAIL

FULL PAGE AD: "9.889 x 21"

HALF PAGE AD: "9.889 x 10.5"Horizontal
HALF PAGE AD: "4.861 x 21" Vertical

QUARTER PAGE AD: "4.861 x 10.5"

EIGHTH PAGE AD: "4.861 x 5.25"

BANNER: Bottom Front Page- \$350.00
Top Front Page- \$450.00

Call 336-722-8624 ext.113 or email Shayna Smith at
ssmith@wschronicle.com for Rates or additional information.

Advertising Deadlines:

Ad with proof	Noon Tues.
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Classified Ads	3:00 Mon.
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Corrections on proofs or current ad	Noon Tues.
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Retail Measurements

Effective 10-10-12

1 Columns:	1.509"
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2 Columns:	3.185"
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3 Columns:	4.861"
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4 Columns:	6.537"
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5 Columns:	8.213"
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6 Columns:	9.889"
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Classified Measurements

Effective 10-10-12

1 Columns:	0.951"
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2 Columns:	1.944"
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3 Columns:	2.937"
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4 Columns:	3.93"
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5 Columns:	4.923"
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6 Columns:	5.917"
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7 Columns:	6.91"
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8 Columns:	7.903"
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9 Columns:	8.896"
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10 Columns:	9.889"
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