



Mailing Address: P.O. Box 348, Versailles, MO 65084 • 573-378-5441 • Fax: 573-378-4292

	Local Cities Population	Shopper Circulation	Cost Per Column Inch
Display Advertising (bordered ad)	4,342	8,550	\$5.00
Display Advertising Deadline is 5 p.m., Friday • Printed Monday • Publication Date is Wednesday.			

## Classified Advertising Rate

Personal Beacon Classified Ads are printed Free of Charge.

Business Classified Ads cost 30¢ per word with a \$5.10/week minimum.

Classified Advertising Deadline is noon, Friday.

## Pre-printed Insert Rate

12 pages or less .....\$70/thousand

Ask Your Advertising Representative for Details

## Color Charges

Black plus one.....\$85.00

Full color.....\$160.00

One week advance notice required for all color.

Minimum size ad for color - 31.5 column inches.

## Public Notices

The Beacon does not publish public notices.

Public notice advertising for Morgan County is published in The Versailles Leader-Statesman and The Morgan County Press.

## FREE Distribution

Distribution is by standard class U.S. Postal Service delivery to all boxholders in the Gravois Mills, Laurie, Sunrise Beach, and portions of northern Camden and southern Morgan counties.

Ask your advertising representative about combination rates.

## Page Measurements

### The Highway Five Beacon

Broadsheet Format

Full page size • 6 col. (10.875") wide x 21" tall

Column width • 1.729 inches

Space between columns • .10 inch

## Newspaper Policies

The publisher reserves the right to refuse any advertising, including the right to do so after the ad has been accepted for publication but before publication occurs.

Position requests are never guaranteed, however, every effort will be made to honor position requests.

Advertisements partially or completely composed, but cancelled before publication will be charged according to composition time involved and materials used.

Advertisers are responsible for checking advertisements on first insertion. Vernon Publishing, Inc. shall only be liable for mistakes in the first insertion. Vernon Publishing, Inc. shall not be liable for slight changes or typographical errors that do not lessen the value of the advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or refund of any monies paid for the advertisement.

Bills are mailed at the end of the month. The advertiser is expected to pay by the 10th of the month. Accounts are considered overdue the first of the following month, and may be turned over to a collection agency.

Advertising will be billed in 1/4 inch height increments. There is a 2-inch minimum on all display and display classified advertising.

The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expense arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents, or proprietary rights or violation of rights of privacy, resulting from the publication of the advertiser's advertisement.

Advertiser will be provided one tearsheet of each advertisement free of charge upon request. Additional tearsheets are available at actual cost of the tearsheet plus delivery.

Advertisements created by the publisher are not considered a work for hire and the publisher retains the copyright.

# The Highway Five Beacon

Advertiser's Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip Code \_\_\_\_\_

Owner's/Manager's Name & Telephone # \_\_\_\_\_

Dates Ad Should Run \_\_\_\_\_

Newspapers in Which Ad Should Run \_\_\_\_\_

Type of Payment \_\_\_\_\_

Count the number of boxes you use for your ad, and multiply that number by \$5.00 to get the total cost.

				1
				2
				3
				4
				5
				6
				7
				8