



Morgan County Press

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

	City Population	Newspaper Circulation	Cost Per Column Inch
Display Advertising (bordered ad)	1,041	1,300	\$3.50
Display Advertising Deadline is noon, Monday • Printed Tuesday • Publication Date is Wednesday.			

Classified Advertising Rate

30 Cents per word, \$5.10 minimum

(Misc. For Sale, For Rent, Real Estate, Garage Sales, etc.)

All Classified Ads are printed in the Classified Pages of The Eldon Advertiser, The Versailles Leader-Statesman, The Tipton Times, The Morgan County Press and The Miller County Autogram-Sentinel. Total circulation is 12,950 homes.

Classified Advertising Deadline is noon, Monday.

Page Measurements

The Morgan County Press

Broadsheet Format

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

Column width • 1.729 inches

Space between columns • .10 inch

Display Classified Advertising

\$12.00 per column inch

(Bordered ad in the Classified Pages)

All Display Classified Ads are printed in the Classified Pages of The Eldon Advertiser, The Versailles Leader-Statesman, The Tipton Times, The Morgan County Press and The Miller County Autogram-Sentinel. Total circulation is 12,950 homes.

Display Classified Advertising Deadline is noon, Monday.

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.

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 - 31.50 column inches.

Public Notice Rate

Public notice rate is 20-cents per word.

Subscription Prices

For 1 year:

	Print Only	w/Web
In Morgan County	\$30.00	36.00
Elsewhere in Missouri.....	\$37.00	43.00
Out of state	\$42.00	48.00
w/Web includes full access to Newspaper Website		
Price includes Mo. Sales Tax.		

Ask your advertising representative about combination rates.

The Morgan County Press

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 \$3.50 to get the total cost.

				1
				2
				3
				4
				5
				6
				7
				8