

BARROW JOURNAL

Your Only Locally-owned MainStreet Newspaper

A Better Newspaper at a Lower Price

Covering Winder, Bethlehem, Statham, Auburn and all of Barrow County

www.BarrowJournal.com

About us: Barrow Journal... Your Only Locally-owned MainStreet Newspaper

Welcome to the Barrow Journal. We want to be your local newspaper.

We're not a huge outside media conglomerate here to milk dollars out of this community. For us, this community is our home. We live, work, shop and go to church here. Our children go to the local schools. We own our office building located on May Street. We have a vested interest in the future of this community and want it to be a place our children will want to work and stay as adults.

Our core staff is comprised of people you probably already know or recognize. Susan Treadwell, our advertising manager, Susan Mobley, our office manager and our editor, Chris Bridges, are all native Barrow Countians who live here.

We take our job to provide a high quality newspaper seriously and we are aggressive in this task. From delivering news to our readers to providing the very best and most affordable means of advertising to our merchants, we put service and professionalism first. We want to be a local newspaper that reflects the spirit and community of Barrow County.

Our web site, barrowjournal.com, is a complementary feature to our newspaper. We realize that today's readers want mul-

iple ways of accessing news and advertising and our goal is to meet that need.

You won't see a lot of state or national news in the Barrow Journal. That's not what we do. Our specialty is in providing comprehensive articles and insight into *local* issues - issues that most directly affect you.

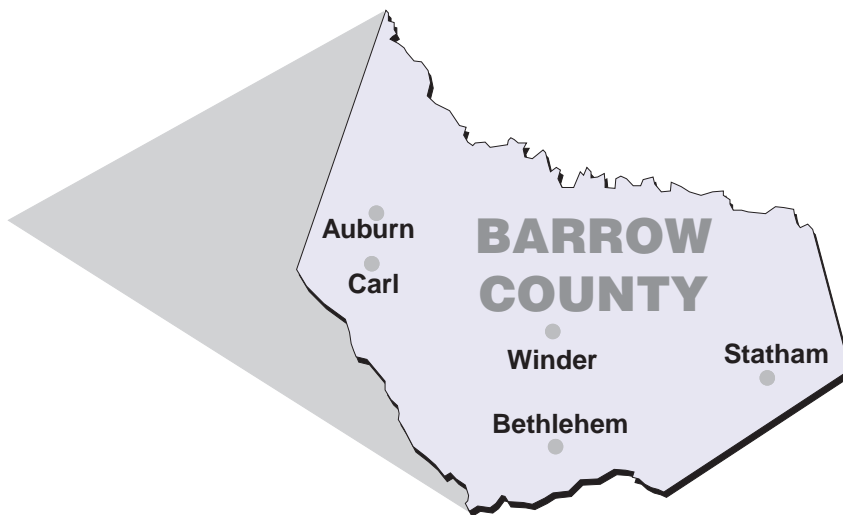
In the Barrow Journal, you'll find pictures and stories about your daughter's high school, your city council's latest tax plan and your county's growth potential.

We realize that to earn your trust, we have to prove ourselves and we welcome the opportunity. We're not perfect and we know we'll make mistakes. But you can be rest assured you won't find any other group of people that will work harder for you or be fairer to you.

As your advertising representative, our job is not simply to "sell you an ad." Our duty is to help you grow your business by helping you determine what type of promotion will meet your particular business goals.

In short, our mission is to provide Barrow County with the best local newspaper at the lowest possible cost to you. Period.

About our home: BARROW COUNTY



*Barrow County, the place to live, work, play, and retire, a people involving themselves in their community, a people believing in balanced, quality growth and support for services and infrastructure, and a place where taxes are a shared cost of living and the burden of funding an efficient, functional, responsive government is diversified by the efforts of the people. Barrow County: where people believe in themselves.**

POPULATION*

Proj. Population (2010).....	69,674
Proj. Households (2009).....	23,636
Race: White (2004).....	83%
Black or African American (2004).....	11%
Hispanic or Latino Population (2004).....	5%
Other (2004).....	1%
High school graduates.....	73.3%
Bachelor's degree or higher.....	10.9%
Mean travel time to work (minutes).....	33.7

ECONOMICS*

Proj. Average Household Income (2009).....	\$53,174
Proj. Median Household Income (2009).....	\$53,811
\$35,000 or More.....	66%
\$50,000 or More.....	48%
\$75,000 or More.....	21%
Total Number of Businesses.....	1,417
Total Number of Employees.....	14,611
Retail Potential per Household per Week.....	\$552
Average Vehicles Per Household.....	2.0 cars

*Sources: Barrow County Chamber of Commerce, U.S. Census Bureau

FULL PAGE AD

129 column inches
X 6.50

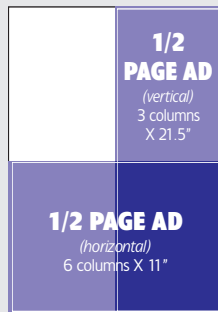
\$838.50



1/2 PAGE AD

Vertical
64.5 column inches
X 6.50

\$419.25



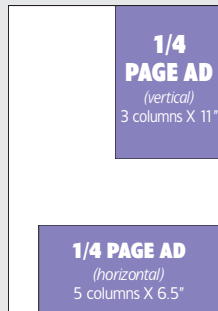
Horizontal
66 column inches
X 6.50

\$429.00

1/4 PAGE AD

Vertical
33 column inches
X 6.50

\$214.50



Horizontal
32.5 column inches
X 6.50

\$211.25

OTHER POPULAR SIZES

1/8 Page (Vertical/Horizontal)
15 column inches
X 6.50

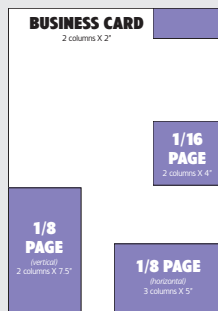
\$97.50

1/16 Page
8 column inches
X 6.50

\$52.00

"Business Card"
4 column inches
X 6.50

\$26.00



RATES

Local ROP rates. All rates are net per column inch

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Published on Wednesdays

77 East May Street • Winder, GA 30680

Phone: 770 867 NEWS (6397) • Fax: 678 425 1435

ROP Rates

Open Rate.....\$6.50
4-wk. Rate.....\$6.05
13-wk. rate.....\$5.85
Introductory Rate*.....\$5.00

*Introductory rate for first time advertisers. Valid through December 31, 2008 only.

Color Rates

Black + 1 ROP color.....\$60.00
Black + 1 in-stock color...\$100.00
Full Process (CMYK).....\$210.00

Combo Discounts

Special combo rates are available for ads that are also published in one of the Barrow Journal's sister newspapers, The Braselton News, The Jackson Herald, The Commerce News, The Banks County News or The Madison County Journal. You can save from 10% to 25% off our already low rates by running in multiple newspapers. Ask your sales rep for details.

Measurements

1 column.....1.708"
2 columns.....3.542"
3 columns.....5.375"
4 columns.....7.208"
5 columns.....9.042"
6 columns.....10.875"
Page depth.....21.5"

Classified Rates

Classified ads are \$5/week for 20 words or less. Certain categories are free, including Yard Sales, Pets, Wanted to Buy, Job Wanted, Lost & Found and non-commercial ads for general merchandise less than \$250 (limit one per household).

Internet Rates

Expose your business by advertising online! BarrowJournal.com is the most widely-read local news site in Barrow County. Rates are calculated by how many times a web page on our site is viewed. Cost ranges from \$6 per 1000 page views to \$10 per 1000 page views. Ask your sales rep for details

Insert Rates

Single Sheet.....\$50/M

	Open	5-13	14-51	52+
4 tab	\$60	\$57	\$56	\$50
8 tab	\$64	\$60	\$56	\$52
12 tab	\$66	\$62	\$59	\$52
16 tab	\$68	\$64	\$60	\$55
20 tab	\$70	\$66	\$60	\$56

Deadlines

Proof deadline Friday prior, 3 p.m. Copy deadline Monday prior, Noon

Distribution Area

The Barrow Journal is distributed across Barrow County, including the municipalities of Winder, Auburn, Bethlehem and Statham by US mail and vendors.

Subscriptions/Single Copy

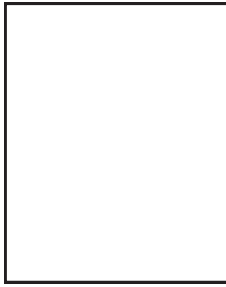
Circulation is temporarily free but we are gathering information for readers who want to subscribe in the future. Subscriptions are \$5.00 per year for a limited time for residents of Barrow County. Single copy price is 25¢.

Policies

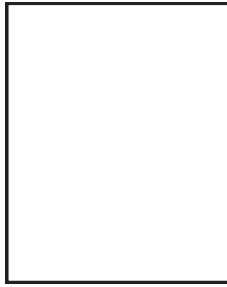
For a full list of our policies, please ask your sales representative.

The publishers of the Barrow Journal reserve the right to edit, alter or omit any advertising without cause. Payment does not indicate acceptance of an ad. If ad is rejected, monies paid for ad will be returned in full. Advertiser or advertising agency assumes liability for all content of advertisement printed and responsibility for any claims arising therefrom and made against the publisher. Publishers will not be bound by any conditions printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with policies.

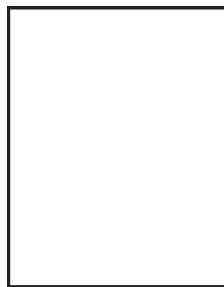
YOUR BARROW JOURNAL STAFF



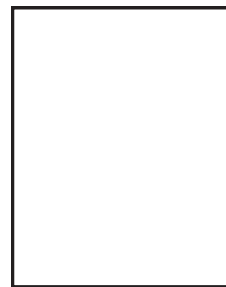
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Advertising Manager
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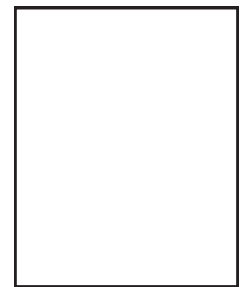
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CALL 770 867 NEWS!
(6397)

J BARROW
JOURNAL
Office



Come Visit us!

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