The Vidalia Advance Established 1901

The Lyons Progress Established 1894

#### **CONTACT US**

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## Serving the Toombs and Montgomery Area For Over 100 Years

Originally established in 1901 in the City of Vidalia, Toombs County, Georgia, *The Vidalia Advance* evolved to become Toombs County's legal organ in 1991, *The Advance-Progress* newspaper. Today, *The Advance* has further grown to be the major small community newspaper serving Tombs-Montgomery Counties and the surrounding area. The Advance is the area's most prominent print media, the top source for news, sports, human interest features, advertising, and classified ads.

The Advance is the Legal Organ for Toombs, Montgomery & Wheeler Counties

## Advertising Rates & Data



Paid circulation weekly newspaper Legal Organ for Toombs, Montgomery and Wheeler Counties.

Circulation of 7,250 readers **Published every Wednesday** 

Open Rate: \$9.50 col. inch **Deadline: Monday, Noon** 

> **Mechanical Requirements** Column Length- 20.75 inches;

Standard 6 col.— Col. Width- 1.61 inches; Gutter- 0.16 inches; Page Width - 10.5"

#### Subscribe **Print & Digital Edition** per month Or Yearly One Time Payment of \$69

Print Only 304 Zip - \$40.00 year/6 mos. \$30.00

Senior Rates Print Only in County - \$30 year

Real

Wedding & Engagement	\$20.00
Obituaries	\$15.00
Photo Obituaries	\$23.50
Card of Thanks & Loving Memory	\$15.00
Per week for 50 words or less plus 15¢ per word over 50	
With Photo\$23.50	

#### AD GUARANTEE - \$35.00

We will run your classified ad until it sells for \$35.00. Individuals only. No commercial ads. One item per ad. Automobiles, RV's, Motorcycles, Boats, Trailers, ATVs, etc., MUST call in each month to continue ad.

#### PUBLIC NOTICE ADS

Public Notice, Legal advertising is charged at the Georgia Legal Rate of \$10.00 per hundred words for each of the first four insertions, and \$8.00 per hundred words for additional insertions.

#### SPECIAL ISSUES CALENDAR

**Weddings** February **KID's Edition** February **Spring** March Onion April **Graduation** May

**Back to School July** Pigskin Preview August Real Squeal October **Christmas** December



Published every Monday with Distribution to 23,000 homes in 5 counties

#### Open Rate: \$9.50 col. inch

**Deadline: Wednesday 3 PM** 

**Mechanical Requirements** Tabloid 6 col.— Col. Width- 1.568 inches;

Column Length -11 inches; Gutter- 0.16 inches; Page Width- 10.25 inches

Pick- Up Rate: Any insertion run in both publications, The Advance & The

**Clipper** will be billed based on ad size per publication plus \$5.50 col. inch. Preprint Rates.....\$60 per 1000, minimum non-duplicated buy 13,144 Blast E-mail Marketing.....Price based on frequency

# Published quarterly, Community Living is



distributed to 26,000 homes in seven counties. This popular publication is filled with human-interest stories and special articles, offering great readership and heavy market penetration for the advertiser.

4.625 x 11.25" 1/4 Page • • • • • • • • • • • 4.625 x 5.5" • • • • • • \$300 

#### **Classified Ads** Estate.....\$9.50

THE MARKETPLACE

Display Yard	Sale	•	Ads	• • • •		• • • • •	\$1	• • • • • • • •	inch \$10.75
Classifi	ed	Lin	e A	ds	•	•••••	vord over		 \$12.50
	weeks weeks weeks	25 25	words	or or	less				 \$18.50 \$24.50
	<i>photo:</i> ified ac	Four	weeks	25	words	or	less less Advantage		

COMMUNITY NEWS • SPORTS • OPINIONS • CLASSIFIEDS • LEGALS • OBITUARIES

inch

### We're so much **more** than just your local newspaper!

#### Let us belp maintain and improve your business! Advance Publishing offers many ways to market your business. Let The Advance professionals develop

customized advertising plans to maximize your marketing dollar. Call us today to learn more... 912-537-3131



sage is seen by every reader of our publications. From concept to finished design, our staff will provide you with the most effective display ad for your promotional message. Add color to make it sparkle.

Pre-printed sales inserts and flyers are

another effective means to get your

Distributed to over 20,000

Advantage Clipper

homes in the five-county area that

is the perfect resource for distributing

Run of the Press Display advertising is

your best buy. Your advertising mes-

counties including Emanuel, Wheeler, Treutlen, Toombs, Montgomery, Jeff Davis and Tattnall via the newspapers in each county. This popular publication is filled with human-interest stories and special articles attractive to the mature audience offering great readership and heavy market penetration for the advertiser. Annually The Advance publishes

several popular special issues

Published quarterly, Community Living

is distributed to 26,000 homes in seven





lic. Advance Publishing offers pre-print distribution through The Advance, The Advantage Clipper and for total market saturation, the combination of both circulations. Advertising Saturation including Kids Issue, Spring Issue, Sweet Onion, DARE, Pigskin Preview, Real Squeal, and Christmas. These much anticipated and well-read supplements to the regular paper offer advertisers a great opportunity to get their message to the public. Everybody but the crooks want to be on the front page





pre-prints and ROP ad messages to a regional audience. Legal Advertising **Public Notices** 

message on a colorful 3x3 inch sticky which will appear on the front of every Advance distributed weekly.

for only \$35.00. Individuals only.

No commercial ads. One item

per ad. Automobiles, RV's, Mo-

torcycles, Boats, Trailers, ATVs,

of the paper and here's your chance. Place your ad





Weddings • Engagements •

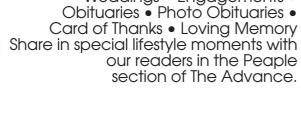
The Marketplace

Classifieds

Real Estate

etc. Blast and targeted e-mail





advertising including design, list management, and distribution of your advertising message sent to the e-mail boxes of potential customers.



## **CONTACT US**

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