

The Advance

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

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

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 Toombs-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.

Advertising Rates & Data

The Advance

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

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

**Open Rate: \$10.50 col. inch
 Deadline: Monday, Noon**

Mechanical Requirements

Standard 6 col.— **Col. Width**- 1.61 inches;
Column Length- 20.75 inches;
Gutter- 0.16 inches; **Page Width** - 10.5"

Subscribe
Print & Digital Edition
\$5.95 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
 Out 304 - \$55.00 year/6mos. \$38.00

| | |
|--------------------------------------|-------------------|
| Business Card 2x2..... | \$50.00 / 4 weeks |
| Wedding & Engagement..... | \$25.00 |
| Obituaries | \$20.00 |
| Photo Obituaries..... | \$30.00 |
| Card of Thanks & Loving Memory | \$40.00 |
| Full Obituaries | \$100.00 |
| Church Page | \$17 Per Week |

AD GUARANTEE - \$45.00

We will run your classified ad until it sells for \$45.00. 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 | Pigskin Preview August |
| KID's Edition February | Real Squeal October |
| Spring March | Million Pines October |
| Onion April | Christmas December |
| Graduation May | |
| Back to School July | |



A Total Market Coverage publication
Published every Monday with Distribution to 23,000 homes in 5 counties

**Open Rate: \$10.50 col. inch
 Deadline: Wednesday 3 PM**

Mechanical Requirements

Tabloid 6 col.— **Col. Width**- 1.61 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 **\$7.50 col. inch.**

Process Color.....\$35 per ad
Preprint Rates.....\$60 per 1000,
 minimum non-duplicated buy 13,144
Blast E-mail Marketing.....Price based on frequency

THE MARKETPLACE Classified Ads

Real Estate.....\$14.00 col. inch
Display Classifieds.....\$14.00 col. inch
Yard Sale Ads.....\$15.00
 Per week for 30 words or less plus 30¢ per word over 30

Classified Line Ads.....\$15.00
 Per week for 25 words or less plus 30¢ per word over 25

| | |
|-----------------------------------|---------|
| One week 25 words or less..... | \$15.00 |
| Two weeks 25 words or less..... | \$20.50 |
| Three weeks 25 words or less..... | \$26.50 |
| Four weeks 25 words or less..... | \$32.50 |

Add a photo: Two weeks 25 words or less.....\$30.00
 Four weeks 25 words or less.....\$40.00

*All classified ads appear in *The Advance* and *The Advantage Clipper*.

Community Living magazine



Published quarterly, Community Living Magazine is distributed to 15,000 homes in five counties.

This popular publication is filled with human-interest stories and special articles, offering great readership and heavy market penetration for the advertiser.

| | |
|---|-----------------------------|
| Premium High Gloss Full Page | \$1375 |
| Full Page | 9.5 x 11.25" |
| 1/2 Page | 9.5 x 5.5" |
| | 4.625 x 11.25" |
| 1/4 Page | 4.625 x 5.5" |

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

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

Let us help 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



Run of the Press Display advertising is your best buy. Your advertising message 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.

Published quarterly, *Community Living* is distributed to 26,000 homes in seven 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.



Pre-printed sales inserts and flyers are another effective means to get your advertising message to the buying public. Advance Publishing offers pre-print distribution through *The Advance*, *The Advantage Clipper* and for total market saturation, the combination of both circulations.

Annually *The Advance* publishes several popular special issues 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.



Advertising Saturation Distributed to over 20,000 homes in the five-county area that makes up the Vidalia retail market, *The Advantage Clipper* is the perfect resource for distributing pre-prints and ROP ad messages to a regional audience.

Everybody but the crooks want to be on the front page of the paper and here's your chance. Place your ad message on a colorful 3x3 inch sticky which will appear on the front of every *Advance* distributed weekly.



Legal Advertising
 Public Notices
 Classifieds
 Real Estate
 The Marketplace

Run your classified ad until it sells for only \$35.00. Individuals only. No commercial ads. One item per ad. Automobiles, RV's, Motorcycles, Boats, Trailers, ATVs, etc.



Weddings • Engagements •
 Obituaries • Photo Obituaries •
 Card of Thanks • Loving Memory
 Share in special lifestyle moments with our readers in the People section of *The Advance*.

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.



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