

The Bright Side™

3330 Cumberland Pky., Suite 500 • Atlanta, GA 30339

770-426-9388 • Fax: 770-424-8674

news@brightsidecobb.com • www.brightsidecobb.com

Advertising Rates & Information

1. Personnel

Published by Lipsett & Associates, Inc.
Cathy & Allan Lipsett, Publishers
3330 Cumberland Pky., Suite 500
Atlanta, GA 30339
770-426-9388
news@brightsidecobb.com
www.brightsidecobb.com

2. Commission & Terms of Payment

Gross ad rate only, no agency discounts offered. Payment is due by day of publication.

3. Advertising Rates

Our advertising rates are based on sizes, increasing in eighth of page increments. Ad sizes available include one eighth, one quarter, three eighths, half, three quarters and full page. See front for sizes and rates. Frequency rates are available based on three month and six month contracts.

3A. Color Rates

Process color is offered on selected pages at a rate of \$75 additional per ad. Color on combination ads (Smyrna-Vinings and South Cobb) is \$120 additional.

4. Combination Discounts

Eighth, quarter and three eighths of a page ads earn a 10 percent discount when combined with one or more geographic editions. See chart.

5. Pre-Printed Inserts

No inserts accepted

6. Publication Dates

The Bright Side is published monthly. It is mailed the first week of the month.

6A Deadlines

Our deadline is the 23rd of each month. Publication is the first week of the month.

7. Circulation

Each edition is mailed to more than 20,000 homes. Additional copies are distributed through the library and selected advertisers.

8. Mechanical Measurements

The Bright Side is Tabloid size /
4 columns x 13 inches
2 column width = 5 inches
3 column width = 7.25 inches
4 column width = 10.25 inches
1/8 page depth = 3.25 inches
1/2 page depth = 6.5 inches
Full page = 10.2 inches x 13 inches
See chart for specific ad sizes.

9. Classified Rates

What other newspapers call Classifieds, we call Notes & Notices, because we don't put them in classifications. We accept short reader ads (up to 50 words) for a fee of \$25 per edition. Home-based business ads accepted only if they do not conflict with our display advertisers. House sale ads are for homeowners only.

9A. Online rates

Advertising is available on our web page. Call for details.

10. Copy & Contract Regulations

The Bright Side will not be liable for any error in advertisements to a greater extent than the cost of the space occupied by the item in the advertisement. On multiple insertions of the same ad, we are not responsible for errors after the first insertion.

The Bright Side retain all rights, title, and interest to all layouts which represent the creative efforts of the newspapers' staff and/or utilization of its own illustrators, labor, composition or material. Reproduction without specific authorization is prohibited.

Advertiser or advertising agency assumes liability of all content of advertisements printed and the responsibility of any claims arising therefrom which are made against Publisher.

All advertisement will be enclosed by at least a one point box. Ad copy will be in a typeface other than Times New Roman.

All advertising is payable in advance.

Advertising must be in good taste as to form, subject matter, size, working, illustration and typography. The Publisher may refuse advertising considered in bad taste, offensive or detrimental to the public, the newspaper or an advertiser.

No ads may be placed upside-down, reversed or sideways.

Position requests are given full consideration. If position guaranteed, add 25% to rate.

No advertiser exclusivity is offered.

Effective January 1, 2011

AD SIZE	1 EDITION*	2 EDITIONS
1/8 Page 5" x 3.25"	\$150	\$270
1/4 Page 5" x 6.5"	\$250	\$450
3/8 Page 5" x 9.75"	\$360	\$648
1/2 Page 5" x 13"	\$450	\$900
3/4 Page 7.25" x 13"	\$650	\$1300
Full Page 10.25" x 13"	\$850	\$1700

The Bright Side Smyrna-Vinings	The Bright Side South Cobb
Mails to 22,000 Smyrna & Vinings 30080, 30082, 30339, 30126 & Vinings Estates First Published February, 2005	Mails to 20,000 Austell, Mableton, Smyrna 30082, 30106, 30126, & 30186 (Concord Road & Covered Bridge areas) First Published September, 2006

Additional Bright Side Community Newspapers are published in Kennesaw-Acworth; Greater Acworth and Marietta-West Cobb. Ads can be sold in combination with ads placed in Smyrna-Vinings or South Cobb editions. Call 770-426-9388 for more information.

Includes 10% discount on combined ads. 1/2 Page up to Full Page can be combined but offer no discount * Based on 6-month contract rate