



# The Fayetteville Press Newspaper

## *Media Buyer Information Page*

### To Media Buyer

Enclosed is the **2013 Media Rates Kit for The Fayetteville Press Newspaper**

### Answers To Frequently Asked Questions:

1. Our **Nonprofit & Profit Net Rates** are all the same.
2. Our Web Site is: [www.fayettevillepress.com](http://www.fayettevillepress.com) and our E-mail is: [fayepress@aol.com](mailto:fayepress@aol.com).
3. We mail approximately **600** or more newspapers to our subscribers & mail list each month by bulk rate mail. We are a **FREE** Newspaper.
4. Our newspaper is distributed to local area businesses through newspaper boxes and newspaper racks in mostly **Minority Owned Businesses** in The Fayetteville/ Fort Bragg, Spring Lake & Raeford NC areas. A total of **6300** newspapers are distributed this way; the rest of the newspapers are mailed, with the remainder kept on-hand at our office location.
5. Our circulation (by County) of **The Fayetteville Press Newspaper**:  
**5,000** newspapers in Cumberland County/Fayetteville, NC and approximately **800** Newspapers in Raeford / Hoke County NC.
6. You can e-mail us your **Advertisement** in a PDF File to: [fayepress@aol.com](mailto:fayepress@aol.com) or mail us a **PDF** copy burned on a **CD** rewrite disk.
7. Most full process color advertisements are placed on the Back Page of Section A or B, or Page 2 or 3, Section A, or Section B, Page 2b in **The Fayetteville Press Newspaper**. Please call the office to negotiate process color & premium positioning as we develop the insertion of your **Ad Campaign**.
8. We are a **Monthly Minority Newspaper** serving Fayetteville, Cumberland & Hoke Counties for over 21 years. If you have any questions please call JJ Jones at: **(910) 323-3120** office or JJ Jones' cell - **(910) 476-9958** or view our Web-Site at: [www.fayettevillepress.com](http://www.fayettevillepress.com).

Thank You  
**JJ Jones** - Publisher

[www.fayettevillepress.com](http://www.fayettevillepress.com)

# The Fayetteville Press Newspaper

## 2013 Rate Card

### Quick Reference List

---

1. Circulation: (Monthly) 7000 Copies Each Edition

2. Size: Broadsheet (21 inches) \*Line Screen .....85%

3. Rates: Open Rate Per Inch: (Camera Ready) .....\$16.67 net

\* Note: All rates are billed net rate  
\*Agency fees are not included in rates

4. Front Page Spot -Lite Stories \* (6 Col x 8 inch)  
Includes Color Photo.....\$800.00

5. Classified & Bid: (\$3.00 Per Line/ Average 30 Characters Per Line)  
Point Size.....10 Points Per Character

6. Insert Rates..... Five Cents Per Insert \*Minimum 6000 insertions

7. Publication Date.....(Call office for date)

8. Deadline Dates.....(Call office for date)

9. Process Color Charge: **\$100.00**

# The Fayetteville Press Newspaper

www.fayettevillepress.com

---

## 2013 Advertising Rates

**\*7000 Copies (Monthly)**

### Column Inch \*Net Rates

Open Rate Per Inch \_\_\_\_\_ \$16.67

*\*Agency fees are not included in rates*

### General Ad Size Displays \*Net Rate

One Box 2 col x 3".....	\$100.00
Two Box Ad 2 col x 6" or 4 col x 3".....	\$200.00
Three Box Ad 2 col x 9" or 6 col x 3".....	\$300.00
1/4 Page Ad .....	\$500.00
1/2 Page Ad.....	\$1000.00
Full Page Ad .....	\$2000.00

## Front Page Spot-Lite Stories

**With One Color Photo: (6 Col x 8 inch) .....\$800.00**

### Classified Rates

**\$3.00 Per Line (Average 30 Characters Per Line).....Point Size - 10 point**

### Inserts Rates

**\$50.00 Per 1000 (Minimum 6000 Inserts, Five Cent Per Insert)**

**\*Process Color Rate: \$100.00**

# The Fayetteville Press Newspaper

## History & Distribution

[www.fayettevillepress.com](http://www.fayettevillepress.com)

---

### WHAT IS THE FAYETTEVILLE PRESS NEWSPAPER?

Now celebrating 23 years of community service, The Fayetteville Press Newspaper is a fresh, comprehensive minority newspaper designed specifically for the residents of Fayetteville, Ft. Bragg, Pope Air Force Base, Hope Mills, Spring Lake and Raeford, NC. The Fayetteville Press Newspaper has been in existence since 1989. The Publisher & President is Mr. J.J. Jones. The Fayetteville Press Newspaper is published Monthly and is currently circulated among an estimate of 35,000 residents and businesses (and growing). Each publication contains timely, creative issues, features, facts, articles and advice.

### HOW IS THE FAYETTEVILLE PRESS DISTRIBUTED?

THE FAYETTEVILLE PRESS uses a Targeted Distribution System.

It is distributed by the following methods:

1. Hand delivered to various businesses, organizations & churches.
2. Distributed & mailed to various institutions such as Universities, Banks, Community Centers and Business Groups.
3. Mailed directly to Subscribers.
4. Coin-operated Newspaper Boxes.



# The Fayetteville Press Newspaper

**2013**

## *Deadline & Circulation*

---

**7,000 NEWSPAPERS PER EDITION**

***Broadsheet*** (21 INCHES)

***Monthly***

### **Deadline for Advertisement & Copy**

**Deadline for advertisement is the Friday before publication**

**Contact our office for the exact deadline dates**

**\*Note: Some Deadline Dates May Change Due To Holidays, Etc. Call For Exact Date!**

### **BREAKDOWN (Monthly 7000 copies)**

**3,000**      **Coin-Operated Newspaper Boxes**

**3,200**      **Local Businesses (in Racks)**

**600**      **Subscriptions / Mailing List**

**200**      **On-Hand**

# The Fayetteville Press Newspaper

## *Placed Into Local Businesses Newspaper Racks*

Newspaper Businesses Route	Number of Papers	Placed in Racks	Zip Code
1. Fayetteville Murchison Rd Route	600 Newspapers	10 in 60 Racks	28301
2. Ramsey Street Route	500 Newspapers	10 in 50 Racks	28311
3. Bragg Blvd Route	500 Newspapers	10 in 50 Racks	28303
4. Haymount Hill Route	400 Newspapers	10 in 40 Racks	28304
5. Cliffdale Road Route	300 Newspapers	10 in 30 Racks	28314
6. Spring Lake NC Route	300 Newspapers	10 in 30 Racks	28390
7. Hope Mills, NC Route	300 Newspapers	10 in 30 Racks	28348
8. Raeford, NC Route	300 Newspapers	10 in 30 Racks	28376

**Total number of  
Fayetteville Press Newspapers  
placed into local businesses &  
newspaper racks  
3200 Papers**

# The Fayetteville Press Newspaper

## *2013 Coin Operated Boxes*

### Breakdown

### By Newspapers and Zip-Code

Newspapers Placed Into Boxes	Zip Code
1. 300 newspapers	28301
2. 300 newspapers	28302
3. 300 newspapers	28303
4. 300 newspapers	28304
5. 300 newspapers	28305
6. 300 newspapers	28306
7. 300 newspapers	28314
8. 300 newspapers	28390
9. 300 newspapers	28376
10. 300 newspapers	28348

**Total number of The Fayetteville Press Newspapers placed  
into coin-operated newspaper boxes:**

**3000 Papers**



# The Fayetteville Press Mail List by Zip Code 2013

---

## Newspaper Breakdown For The Fayetteville Press Newspaper

By Zip Codes (Mailed Papers) = **623**

---

### Zip Code 275 Paper Mail List

1. 27509 - 10 Papers
2. 27545 - 16 Papers
3. 27546 - 9 Papers
4. 27560 - 8 Papers
5. 27501 - 8 Papers
6. 27533 - 5 Papers
7. 27531 - 9 Papers
8. 27524 - 19 Papers

**Total 275 Mail Papers = 84**

### ZIP Code 276 Paper Mail List

1. 27604 - 5 Papers
2. 27670 - 5 Papers
3. 27609 - 5 Papers
4. 27603 - 5 papers
5. 27602 - 5 Papers
6. 27699 - 5 Papers
7. 27601 - 5 Papers
8. 27615 - 4 Papers
9. 27603 - 3 Papers
10. 27607 - 5 papers

**Total 276 Mail Papers = 47**

### Zip Code 283 Paper Mail List

1. 28376 - 10 Papers
2. 28311 - 15 Papers
3. 28390 - 5 Papers
4. 28306 - 13 Papers
5. 28334 - 1 Papers
6. 28352 - 1 Papers
7. 28309 - 10 Papers
8. 28356 - 7 Papers
9. 28371 - 1 Paper
10. 28384 - 3 Papers
11. 28348 - 1 Paper
12. 28358 - 1 Paper
13. 28330 - 21 Paper

**Total 284 Mail Papers = 89**

### Zip Code 284 Paper Mail List

1. 28403 - 10 Papers
2. 28451 - 13 Papers
3. 28401 - 8 Paper
4. 28405 - 6 Paper
5. 28460 - 17 Paper
6. 28463 - 5 Paper

**Total 284 Paper Mail List = 59**

---

# Fayetteville Press Newspaper Mail List

## 2013 By Zip Code & Paper Amount Cont.)

---

### Zip Code

### Papers Mailed

#### NC State Mail List Zip Code

1. 27804
2. 27701
3. 28677
4. 27470
5. 27708
6. 28681
7. 27113
8. 28801
9. 28202
10. 27284

1. 8 Papers
2. 5 Papers
3. 7 Papers
4. 6 Papers
5. 8 Papers
6. 10 Papers
7. 4 Papers
8. 14 papers
9. 8 Papers
10. 2 Papers

**NC State Zip Codes Papers Mailed  
= 72 Papers**

#### Fayetteville, NC ZIP Codes

1. 28301
2. 28302
3. 28303
4. 28305
5. 28307
6. 28314
7. 28304

1. 27 Papers
2. 50 Papers
3. 30 Papers
4. 18 Papers
5. 22 Papers
6. 43 Papers
7. 15 Papers

**Total Fayetteville, NC  
Zip Codes Papers Mailed  
= 205 Papers**

# Fayetteville Press Newspaper Mail List By

## 2013 Zip Code & Papers Mailed

### Mixed States Mailed Papers

1. 30305 - 1 Paper
2. 88005 - 1 Paper
3. 45014 - 2 Papers
4. 76202 - 3 Papers
5. 21061 - 1 Paper
6. 10019 - 1 Paper
7. 37209 - 1 Paper
8. 90028 - 2 Papers
9. 10036 - 1 Paper
10. 30336 - 1 Paper
11. 36117 - 1 Paper
12. 37947 - 1 Paper
13. 37072 - 1 Paper
14. 48211 - 1 Paper
15. 37218 - 1 Paper
16. 36117 - 1 Paper
17. 36116 - 1 Paper
18. 34944 - 1 Paper
19. 34947 - 1 Paper
20. 48204 - 1 Paper
21. 38127 - 1 Paper
22. 07039 - 1 Paper
23. 20510 - 1 Paper
24. 30077 - 1 Paper
25. 32202 - 1 Paper
26. 19720 - 1 Paper
27. 10022 - 1 Paper
28. 90210 - 1 Paper
29. 10019 - 1 Paper
30. 92335 - 1 Paper

31. 31705 - 1 Paper
32. 31315 - 1 Paper
33. 10017 - 2 Paper
34. 10013 - 1 Paper
35. 31204 - 1 paper
36. 30135 - 1 Paper
37. 36105 - 1 Paper
38. 33634 - 1 Paper
39. 33630 - 1 Paper
40. 10017 - 1 Paper
41. 85211 - 1 Paper
42. 30077 - 1 Paper
43. 07206 - 1 Paper
44. 20515 - 1 Paper
45. 94506 - 1 Paper
46. 07060 - 1 Paper
47. 65810 - 1 Paper
48. 20515 - 1 Paper
49. 75240 - 1 Paper
50. 07094 - 1 Paper
51. 22043 - 1 Paper
52. 20036 - 1 Paper
53. 30120 - 1 Paper
54. 45011 - 1 Paper
55. 10104 - 1 Paper
56. 07201 - 1 Paper
57. 10017 - 1 Paper
58. 20515 - 1 Paper
59. 19701 - 1 Paper
60. 02120 - 1 Paper
61. 37994 - 1 Paper
62. 43608 - 1 Paper

**=67 Paper Zip Codes Mailed**