



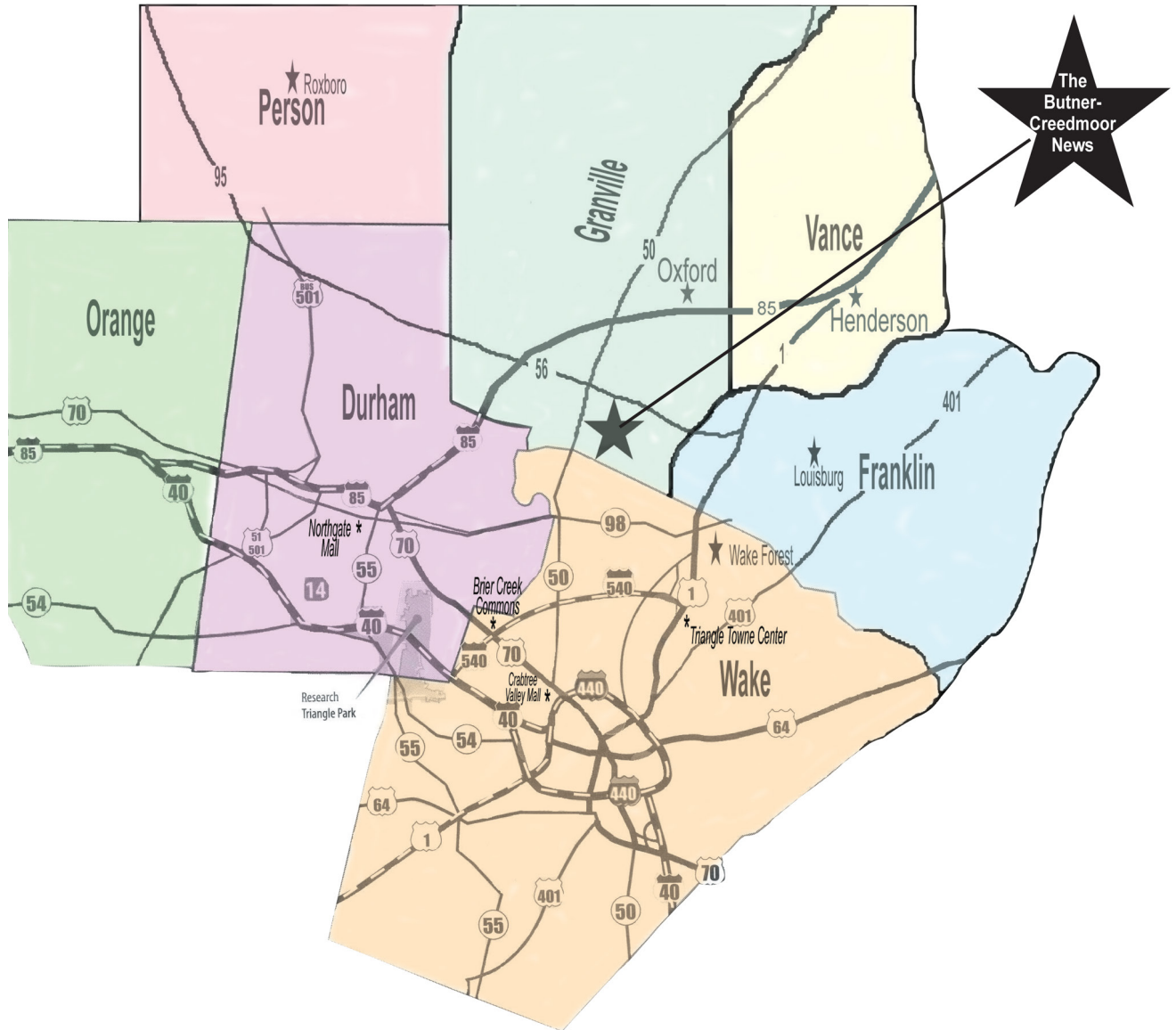
The Butner - Creedmoor News

**Media Kit**

# THE BUTNER-CREEDMOOR NEWS

## Advertising Rate Card

Effective June 1, 2015



1-800-736-3909  
(919) 528-2393  
FAX (919) 528-0288

# THE BUTNER-CREEDMOOR NEWS

*Established 1965*

P.O. Box 726 • 418 North Main Street • Creedmoor, NC 27522

1-800-736-3909

Telephone: (919) 528-2393

Fax Number: (919) 528-0288

Effective January 1, 2015

## NEWSPAPER INFORMATION

Web Site: [www.butnercreedmoornews.org](http://www.butnercreedmoornews.org)

**Elizabeth G. Coleman**  
*Editor and Publisher*

**Penny Carpenter**  
*Office Manager*  
*Advertising Representative*  
*Printing Representative*  
**Gail Locklear**  
*Assistant Office Manager*  
*Circulation Manager*  
*Printing Representative*

**Sandra Grissom**  
*Advertising Representative*  
**Amanda Dixon**  
*Sports Editor*  
*Advertising Representative*  
**Shirley Gurganus**  
*Special Projects Manager*  
*Advertising Representative*

## COVERAGE

The newspaper's coverage area includes the towns of Butner, Creedmoor and Stem, as well as southern Granville, northern Wake and northern Durham counties.

## GENERAL

Member of Granville County and Creedmoor Chambers of Commerce, The Eastern N.C. Press Association and The North Carolina Press Association.

## CIRCULATION INFORMATION

	Publisher's Statement on request.
Annual Subscriptions:	\$32.03 in N.C. (includes tax)
	\$36.00 Other states
	\$80.00 Foreign Countries
Two Year Subscription:	\$53.38 (includes tax)
Five Year Subscription:	\$106.75 (includes tax)

## DEADLINE

Deadline Insertion Orders and Materials: 3:00 P.M. Monday before publication.

Advertisers wishing to be provided a proof of their ads should submit advertising copy by the Friday preceding the insertion dates of the ad. There is no extra charge for proofs of ads

# GENERAL ADVERTISING RATES

6 column by 21-1/2 inches

Open Local Display.....per column inch \$11.00  
National Rate .....\$12.90 ( - 15%, 2%)  
National Representative - N.C. Press Services

## 6 WEEK CONTRACT RATES

Over 129 inches.....per column inch \$7.10  
95+ inches .....per column inch 7.70  
63+ inches .....per column inch 7.90  
31.5+ inches .....per column inch 8.25  
15+ inches .....per column inch 8.50  
8+ inches .....per column inch 8.80  
4+ inches .....per column inch 9.10

## 13 WEEK CONTRACT RATES

Over 129 inches.....per column inch \$6.85  
95+ inches .....per column inch 7.45  
63+ inches .....per column inch 7.65  
31.5+ inches .....per column inch 8.00  
15+ inches .....per column inch 8.25  
8+ inches .....per column inch 8.55  
4+ inches .....per column inch 8.85

## 26 WEEK CONTRACT RATES

Over 129 inches.....per column inch \$6.70  
95+ inches .....per column inch 7.30  
63+ inches .....per column inch 7.50  
31.5+ inches .....per column inch 7.85  
15+ inches .....per column inch 8.10  
8+ inches .....per column inch 8.40  
4+ inches .....per column inch 8.70

## CONTRACT RATES

Applies only to advertisers agreeing to place a minimum sized advertisement in each edition of the paper for the period covered by the contract. Contract rates do not apply to Annual Bulk Rates.

## ANNUAL BULK RATES

Over 6,708 inches per year .....per column inch \$6.35  
1,561 - 6,708 inches per year .....per column inch 6.95  
572 - 1,560 inches per year .....per column inch 8.75  
208 - 571 inches per year .....per column inch 9.00

## COLOR RATES

Maximum: Black and three colors. Notice of color is required one week prior to publication. Full color \$50.00

## INSERT PRICING

\$65.00 Per Thousand ..... 1 - 4 Pages  
\$70.00 Per Thousand ..... 6 - 12 Pages  
\$75.00 Per Thousand ..... 14 - 22 Pages  
\$80.00 Per Thousand ..... 24 - 26 Pages  
\$85.00 Per Thousand ..... 28 - 32 Pages

Each Additional 4 Pages \$6.00 Extra

- Call to Confirm Amount Needed -

- Fold Inserts to a Maximum of 10"x10.5" -

Inserts are required to be received prepaid including all delivery and associated charges.

## **SPECIAL SERVICES**

The News will make photographs for ads for a charge of \$10.00 per picture, plus expenses. Extra charges will be made for special layouts or typestyles other than our normal selection which must be set outside our printing facilities.

Advertisers wishing to be provided a proof of their ads should submit advertising copy by the Friday preceding the insertion date of the ad. There is no extra charge for proofs of ads.

## **LEGAL, TABULAR AND ESTATE NOTICE ADVERTISING RATE**

1 insertion is \$11.00 per inch. Multiple run legal ads set in a 10 point type or larger, will be billed at regular display advertising rates.

Estate Notices, which run 4 consecutive weeks, cost \$140.00 in advance for the entire run. An affidavit for any legal notice is furnished at the end of the run at no additional charge after payment has been received.

## **TERMS**

Agency Commission: Net

Payment is required in advance for new customers for one month so that a credit application can be evaluated and, if approved, an account can be established.

## **POLITICAL RATE**

Cash in Advance .....\$11.00

Cash in advance is required for all political ads. Political ads must carry the name of person(s) or the treasurer of the organization(s) responsible for payment.

## **MECHANICAL REQUIREMENTS**

The Butner-Creedmoor News  
A Full Page is 10.5" x 21.5" Inches Deep

## **AD UNIT MEASUREMENTS**

<b>Columns</b>	<b>Width in Inches</b>
1 Col.	1.635
2 Col.	3.408
3 Col.	5.181
4 Col.	6.954
5 Col.	8.727
6 Col.	10.5

## NON-PROFIT RATE

### Civic/Non-Profit Rate

A special rate of \$9.00 per column inch is applicable to an approved list of civic organizations and non-profit groups. This list is updated each 6 months. Groups may apply for placement on the list by mailing a letter stating information about the group to The Butner-Creedmoor News, P.O. Box 726, Creedmoor, N.C. 27522.

### FINANCE CHARGE

A finance charge of 1-1/2% per month (18% annually) will be charged on all accounts not paid in the month in which they are billed.

### ADVERTISING POLICY

An extra charge of \$1.00 will be made for ads requiring a tear sheet, plus postage and handling expenses. Out-of-County Ads accepted only on cash in advance basis, except by prior arrangement.

Monthly volume discounts are available only for accounts paid up to date.

The News will make every effort to insure that the information on all advertising is accurate. If there is an error, the News will gladly re-run the portion of the ad in which the error occurred.

### SPECIAL PAGES

Business Card Page .....	\$25.00
Community Calendar Page.....	\$40.00
Church Page .....	\$20.00
Medical Guides .....	\$30.00

These ads must be run a minimum of 4 times and continue until we are notified to cancel them.

### BUSINESS SPOTLIGHT PAGE ANNUAL SPONSORSHIP PAGE

Ask your Sales Representative about participating in Business Spotlight and Community support Annual Sponsorship Program.

Spotlight .....	13 week contract, \$45.00 per week
Community Sponsorship Page .....	26 week contract, \$45.00 per week

### CLASSIFIED ADVERTISING RATES

Minimum: \$7.50 for up to 15 words, 20 cents per word for each additional word. Same ad repeated with no changes, minimum: \$7.00 for 15 words and 20 cents for each additional word.

### CONTRACT RATES

Applies only to advertisers agreeing to place a minimum sized advertisement in each edition of the paper for the period covered by the contract. Contract rates do not apply to Annual Bulk Rates.

### ANNUAL BULK RATES

Over 6,552 inches per year	per column inch / \$6.35
1,561 - 6,552 inches per year	per column inch / 6.95
572 - 1,560 inches per year	per column inch / 8.75
208 - 571 inches per year	per column inch / 9.00

### COLOR RATES

Maximum: Black and three colors. Notice of color is required one week prior to publication. Full color is \$50.00.

### ONLINE WEB PAGE ADVERTISING

An Online Advertising Introductory Special for Web Advertising will be offered throughout 2014. Three month banner ads will be available for \$350 (regular cost \$400), This will include one free change to the advertisement during the three-month period. Any additional changes will be \$50 per change. The ads will be placed in a continual rotation on our home page. Your ad will be linked to your website. Payment must accompany order for this special price. To place an ad on our web site call 919-528-2393 or 919-528-3909.

## GENERAL POLICY

The Butner-Creedmoor News, hereinafter designated as the Publisher, reserves the right to edit, alter, or reject any advertisement submitted. Position cannot be guaranteed, but requests will be accommodated when possible.

In the event of a typographical error, advertising goods at less than the correct price, the Publisher will, upon request of the Advertiser, furnish a letter to the Advertiser, to be posted in the store, stating the correct price, but will not be responsible or liable in the event goods are sold at the incorrect price or for any other damage that may occur. The Publisher will not be responsible for typographical errors beyond the cost of space occupied by the item plus a proportionate space for signature.

The Advertiser agrees to indemnify and save harmless the Publisher against any and all loss, damage, cost and expense which the Publisher may incur or become liable for by reason of any and all claims or actions for libel, violation of right of privacy, plagiarism, copyright infringement, and any and all other claims in connection with advertising matter published pursuant to the terms and provisions of a contract, including without limitation the expense and cost of defending any and all such claims and actions.

Advertising which, in the publisher's opinion, resembles news matter must carry the word "*Advertisement*" at the top of the ad.

*Majority of growth has been in Southern Granville Co. and in our readership areas.*

**XII. County and Municipal Population Estimates**

	<u>April 2010</u>	<u>July 2014</u>
<b><u>Custom Region Summary</u></b>	<b>57,532</b>	<b>59,916</b>
<b><u>Granville County</u></b>	<b>57,532</b>	<b>58,500</b>
Butner	7,591	7,718
Creedmoor	4,124	4,326
Oxford	8,461	8,713
Stem	463	498
Stovall	418	428

*In addition nearly 9,000 workers commute into Granville County daily.*

	<u>Business Units</u>	<u>Employees</u>
Total, All Industries	923	20,147

**Total Workers Commuting Into Granville County: 8,961**

**5,280 Granville County Residents live and work in Granville County**

**Into Granville County**

<u>Origin County</u>	<u>Number of Workers</u>
Vance , NC	2,010
Wake , NC	1,294
Durham , NC	807
Warren , NC	490
Franklin , NC	480
Other Areas	3,939

*By including advertising in The Butner-Creedmoor News you will be able to reach a considerable number of people traveling to our area.*



## A Little Bit About . . .

# CREEDMOOR

**CREEDMOOR** is a small town in a growing semi-rural area on the fringe of the dynamic Research Triangle of North Carolina, offering the quiet charm of its smallness and the cosmopolitan advantages of the nearby big cities.

## GEOGRAPHY

**CREEDMOOR** is located in southern Granville County, 20 miles from Raleigh (state capitol), 13 miles from Durham, 15 miles from Oxford (county seat), Interstate 85 is two miles to the west and US 15, NC 56 and NC 50 intersect at **CREEDMOOR**.

## HISTORY

The City of **CREEDMOOR** was incorporated in 1905, but a settlement existed long before. Tom Lyon is believed to have been the first settler and the original part of the Lyon House was built about 1840. A post office was established in 1886, and a railroad from Durham to Henderson completed in 1889, passing through the town. One account indicates **CREEDMOOR** got its name from a lexicographer named Creed Moor.

## GROWTH

Growth around the Research Triangle Park, including Raleigh and Durham is affecting the development and residential growth of **CREEDMOOR**. The population is approximately 4,326 in 2014. Also, impacting the growth of **CREEDMOOR** is the industrial development in southern Granville County, and the continual growth of state and federal institutions in nearby Butner.

## SERVICES

Police and fire protection are provided by **CREEDMOOR** and a county-supported emergency medical service is convenient. The city receives watered & sewer services from South Granville Water & Sewer Authority.

## SCHOOLS

Granville County Schools serve the area with elementary, middle and high schools. Also, Vance-Granville Community College operates its south campus two miles away. Numerous colleges are within commuting distance, including major universities such as Duke, NC State, North Carolina Central and the University of North Carolina.

## OTHER INFORMATION

Choices are available for most commercial services needed, with a variety of retail shopping, both in downtown **CREEDMOOR** and nearby shopping areas. Housing ranges from rural settings to country club development. For recreation, golf, hunting and fishing are available. Excellent facilities may be found at a number of lakes in the area.

## EVENTS

**CREEDMOOR** celebrates July 4th with a community picnic, and Christmas with a parade and other activities. The annual Creedmoor Music and Fun Festival is held the third Saturday in September. Music, food and crafts highlight the day. On the second Saturday in October, Creedmoor celebrates with a Fireman's Day Parade.

## WHAT PEOPLE LIKE

People like **CREEDMOOR** because it is small and personal with friendly attitudes. and, big city features are just minutes away.

## A Little Bit About . . .

# BUTNER

**BUTNER**, is an incorporated town of 7,718 people. It is located along busy Interstate 85, on the fringe of the dynamic Research Triangle Park of North Carolina. It is home to institutions that make it vital to the state, as well as home to residents and industries, which provide stable employment opportunities.

## GEOGRAPHY

**BUTNER** is located in southern Granville County, 22 miles from Raleigh (state capital), 12 miles from Durham, 14 miles from Oxford (county seat). It is bordered by Interstate 85 on its east and is the western terminus of NC 56.

## HISTORY

The Town of **BUTNER** is now incorporated.

As the U.S. entered World War II, the federal government purchased about 40,000 acres of farmland in Granville County and established Camp Butner, an Army training base, also including a prisoner of war compound.

The camp was phased out at the end of the war, and over 20,000 acres were sold back to the farmers who had been moved. Almost 5,000 acres were transferred to the N.C. National Guard which still uses it for training. Over 13,000 acres were transferred to the State of North Carolina in 1947.

Over the years, a number of state institutions have been located on this land. Several hundred acres have been sold to private interests, some for housing, some for business and a number for major industries.

The result is that as the community enters the 21st century, it is a thriving, complete "small town." Public employees total over 5,000. Thousands more work at industries in and near **BUTNER**.

## SERVICES

To serve its institutions, the State provides police and fire protection; private interests share these services, paying a small tax. Public water and sewer is provided, administered through Butner Town Operations.

## INSTITUTIONS

**BUTNER** is home to Central Regional Hospital (mentally disabled), Murdoch Center (developmentally disabled), plus a number of smaller programs and correctional institutions.

N.C. State University and the State Agriculture Department operate research farms and other facilities. The state maintains wildlife and forest reserves, and the Corps of Engineers maintains the Falls Lake Reservoir adjoining **BUTNER**.

The United States Government operates Federal Correctional Facilities on a 750-acre tract. The N.C. National Guard uses a large range for training exercises.

## OTHER INFORMATION

Though public institutions may seem to dominate the **BUTNER** community, there is a substantial residential population and business community, as well as the industrial parks. Choices are available for most commercial services, with a variety of retail shopping and housing. Hunting and fishing are available and excellent facilities may be found at a number of lakes.

Vance-Granville Community College operates its south campus nearby. Numerous colleges are within commuting distance, including major universities.

All the conveniences of major cities, such as entertainment and sports, as well as an international airport, in the nearby Research Triangle area are among the reasons **BUTNER** is a growth area and attractive to business and industry. Many state-owned areas are still available for private development, as well as attractive sites in adjacent sections of Granville County.

# **GRANVILLE COUNTY**

## **Demographic Data**

# **Granville County**

**Granville County** is located in the upper Piedmont plateau of North Carolina and covers 536.3 square miles at an elevation of 476 feet. The internationally renowned Research Triangle Park, the world's largest research complex, is only a 30 minute drive. Interstate 85 runs through the county providing easy access in all directions. The county seat is Oxford, surrounded by vital, growing industries, while retaining the charm and friendliness of its historic past. Granville County, while steeped in history, is moving into the 21st century with a well diversified industrial base and a motivated, well-trained labor force.

### **POPULATION - GRANVILLE COUNTY (2014)**

Granville County: 63,067

**Butner Population - 7,718**

**Creedmoor Population - 4,326**

**Total Population for Butner & Creedmoor - 12,044**  
**(city limits adjoin)**

### **LOCATION**

#### **Butner / Creedmoor**

Served by I-85, US 15, NC 56, NC 50  
12 miles to Durham; 15 miles to Raleigh~~~~~

#### **Oxford**

Served by I-85, US 15, US 158, NC 96  
45 miles to Raleigh; 30 miles to Durham

#### **Granville County**

Bordered by Virginia on the North; Person & Durham Counties on the West;  
Wake County on the South; Vance & Franklin on the East.

## **Education**

Three high schools, one early college high school, four middle schools, nine elementary schools, 1 intermediate

2007-2008 enrollment: 9,000

Two private schools serving area

Community college: One campus of Vance-Granville Comm. College

Several universities in commuting range

## **Health**

Local hospital in county

Major research hospitals convenient

Most medical specialties in county; all convenient

Several nursing homes, Home Health services

Countywide paramedic level emergency medical service via 911

## **Newspapers**

### **Published in county:**

*The Butner-Creedmoor News* serving:

Butner, Creedmoor, Stem and Northern Wake County areas

- One bi-weekly serving Oxford and Northern Granville

Received in county: Three daily newspapers

# **SOUTH GRANVILLE AREA INSTITUTIONS**

## **BUTNER INSTITUTIONS**

### **MURDOCH CENTER**

*Employs approx. 1,600*

*Individuals 464*

### **CENTRAL REGIONAL HOSPITAL**

(ADATC, BATC, Bowling Green School,  
Oakview and V.R.)

*Employs approx. 2,000*

*Patients 368*

### **C. A. DILLON SCHOOL**

*Employs approx. 120*

*Students 61*

### **POLK CORRECTIONAL INSTITUTION**

*Employs approx. 523*

*Prisoners 950*

### **FEDERAL CORRECTION INSTITUTE (CENTER) FCI**

#### **BUTNER FMC**

#### **FCI MEDIUM I & II & Camp**

*Employs approx. 1,500*

*Prisoners approx. 5,000*