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original, such as a blemish or missing page, may be replicated in our edition. We do, however, repair the vast majority of imperfections successfully; any imperfections that remain are intentionally left to preserve the state of such historical works. Written by the once Director of the School of Journalism at the Ohio State University, this is a fascinating guide for anybody interested in becoming a journalist or involved in the world of the printed media. Many of the earliest books, particularly those dating back to the 1900s and before, are now extremely scarce and increasingly expensive. We are republishing these classic works in affordable, high quality, modern editions, using the original text and artwork. Excerpt from Nelson Chesman and Co. 'S Newspaper Rate Book: Including a Catalogue of Newspapers and Periodicals in the United States and Canada Alabama baptist. - Every Wednesday. Baptist. Established 1874. Rev. Frank Willis Barnett, editor and proprietor. Subscription. \$2; guaranteed average circulation, 16 pages, 4 columns; length of columns, 12 y, inches; width, 2% inches. Advertising rates, \$1 an inch with discount for space. Reading notices 10 cents per agate line. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at www.forgottenbooks.com This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition. We do, however, repair the vast majority of imperfections successfully; any imperfections that remain are intentionally left to preserve the state of such historical works. "A guide to the press of the United Kingdom and to the principal publications of Europe, Australia, the Far East, Gulf States, and the U.S.A. An update to the 136th edition of the "Gale Directory of Publications and Broadcast Media," featuring profiles of nearly one thousand periodicals published in the U.S. and Canada, as well as radio, television, and cable systems, each listing contact names and numbers, key personnel, circulation statistics, subscription and advertising rates, and other information. Includes a master index. Identifies specific print and broadcast sources of news and advertising for trade, business, labor, and professionals. Arrangement is geographic with a thumbnail description of each local market. Indexes are classified (by format and subject matter) and alphabetical (by name and keyword). Author is an

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- [*Foreign Publications For Advertising American Goods*](#)
- [*Trends In Newspaper Advertising Rates*](#)
- [*Nelson Chesman Cos Newspaper Rate Book*](#)
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- [*California Newspaper Directory Markets Survey And Rate Book*](#)
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- [*An Econometric Analysis Of Newspaper Advertising Rates For Local Media Markets*](#)
- [*SRDS Newspaper Advertising Source*](#)
- [*Media Cross ownership Newspaper Chains Competition And Daily*](#)

Newspaper Advertising Rates

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