

# REQUEST FOR BOARD ACTION

## HENDERSON COUNTY

### BOARD OF COMMISSIONERS

**MEETING DATE:** 5 December 2005

**SUBJECT:** Legal advertisements -- choice of newspapers

**ATTACHMENT(S):** Rate sheet, *The Times-News*  
Rate Sheet, *The Hendersonville Tribune*

#### SUMMARY OF REQUEST:

*The Hendersonville Tribune* was recently admitted to use for legal notice advertisement publication pursuant to Article 50 of Chapter 1 of the North Carolina Statutes, and has solicited the County's business for legal notice advertisements. Currently such advertisements are published on in *The Times-News*.

Legal notice advertisement rates from *The Times-News*:

First insertion, per line . . . . .	\$1.60
Subsequent insertions, per line . . . . .	\$1.20

Legal notice advertisement rates from *The Hendersonville Tribune*:

First insertion, per line . . . . .	\$1.20
Subsequent insertions, per line . . . . .	\$1.10

Legal notice advertisements are broadly used by Henderson County government, both in giving notice of meetings and in litigation.

Understanding the differences in cost, but understanding the potential other differences, regarding coverage, the Board is requested to direct staff as to the placement of future legal notice advertisements.

# Classified Advertising Rate Card

## Effective October 1, 2005

# Times-News

A PART OF  
The New York Times Company

1717 Four Seasons Blvd.  
Hendersonville, NC 28792  
P. O. Box 490, Hendersonville, NC 28793  
Telephone: (828) 692-0505 or (800) 849-8050  
Fax: (828) 692-2319  
Web Address: [www.hendersonvillenews.com](http://www.hendersonvillenews.com)

**Classified Manager:** Heather Staton (828) 694-7840

**Classified Display -**  
**Open, per inch** - daily and Sunday .....\$21.30

### Classified Line Open Rates

Four lines per day minimum.

<u>Consecutive Insertions</u>	<u>Rate Per Line</u>
1-3 times	\$2.15
4-6 times	\$1.84
7-13 times	\$1.73
14-29 times	\$1.62
30 times	\$1.40

### Recruitment Rates

National rate, per line .....\$3.85

Local rates:

<u>Consecutive Insertions</u>	<u>Rate Per Line</u>
1-3 times	\$2.65
4-6 times	\$2.49
7-13 times	\$2.27
14-29 times	\$2.22
30 times	\$2.11

### Blind Box Charges

Pick up replies, per box \$11.50

Mailed replies, per box \$20.00

All replies to the Times-News blind box classified ads are held for no more than seven days after ad expiration.

### CONTRACT RATES

Advertisers may qualify for any of the following discounted rates by committing to the stated terms.

### Annual Bulk Agreements

<u>Lines</u>	<u>Rate</u>	<u>Lines</u>	<u>Rate</u>
<u>per year</u>	<u>per line</u>	<u>per year</u>	<u>per line</u>
1,125	\$1.36	18,000	\$1.13
1,875	\$1.30	24,000	\$1.10
3,750	\$1.26	36,000	\$1.08
7,500	\$1.22	48,000	\$1.06
11,250	\$1.18	67,500	\$1.03

### Repeat Discount

Ad may repeat at 50% off for up to six additional days within the same 7-day cycle. No size or copy changes. Linage will count at 50% toward fulfillment of agreements. Color rates are separate and not included in the discount.

**13-Week Agreement**, per column inch .....\$7.94

Ad must run once a week for consecutive weeks on the same day of the week at the same size. Minimum size 3 column inches. Maximum size is 21.5 column inches.

**Real Estate Tab**, per column inch .....\$10.15

Publishes every Sunday.

	<u>First</u>	<u>Additional</u>
	<u>Full Page</u>	<u>Full Page</u>
Open Rate	\$685	\$430
52-week Agreement	\$685	\$237

Open House Ads, 2 col. x 3.5".....\$34.40 ea. with display ad  
.....\$63.60 ea. without display ad

### SPECIAL CLASSIFICATIONS

#### Legal Notices

First insertion, per line .....\$1.60

Subsequent insertions, per line .....\$1.45

Applies to all advertising required by state or local statute.

#### Creditor's Notices

Four insertions, paid in advance .....\$219.00

#### Obituaries

First 10 lines.....free

Subsequent lines, per line .....\$1.60

Copy accepted from funeral homes only.

**Co-op**, per line .....\$1.35

Co-op advertising for products and services from manufacturers or suppliers incorporating dealer listings.

Repeat discount available.

### — COLOR —

	<u>Standard Page</u>	<u>Tab Page</u>
One Color	\$230	\$156
Full Color	\$416	\$290

**Shared Color** .....\$5.00/inch

Applies to ads a minimum of 15 inches in size and a maximum of 24 inches. Magenta, cyan or yellow only on a space-available, color-available basis.

### — SPECIAL SECTIONS —

#### Tab Size

	<u>1x</u>	<u>2x</u>	<u>3x</u>
Full Page	\$780	\$726	\$685
Half Page	\$420	\$375	\$355
Quarter Page	\$260	\$235	\$225
Eighth Page	\$155	\$140	\$135

#### Standard Size

Full Page	\$1610	\$1455	\$1375
Half Page	\$835	\$755	\$710
Quarter Page	\$510	\$460	\$435
Eighth Page	\$305	\$275	\$260

#### Renaissance (Senior monthly)

Tab section publishes first Monday of each month

<u>Size</u>	<u>1x</u>	<u>12x</u>
Full Page	\$805	\$760
Half Page	\$420	\$380
Quarter Page	\$260	\$230
Eighth Page	\$155	\$140

## — ADVERTISING DEADLINES —

### Display ads:

#### Publication

Monday  
Tuesday  
Wednesday Food & Health  
Wednesday  
Thursday  
Friday  
Entertainment (7 days prior)  
Saturday  
Sunday Real Estate  
Sunday Blue Ridge Living  
Sunday

#### Copy & Space Reservation

Thursday, 4 pm  
Friday, 4 pm  
Thursday, 12 noon  
Monday, 12 noon  
Monday, 4 pm  
Tuesday, 4 pm  
Friday, 4 pm  
Wednesday, 4 pm  
Wednesday, 12 noon  
Wednesday, 11 am  
Thursday, 12 noon

## — PREPRINTED INSERTS —

### Daily

	1x	6x	12x	18x	24x	36x	48x
Single Sheet	43.26	40.46	39.16	37.86	36.40	35.05	33.75
16 pages	47.58	42.90	41.96	40.46	39.16	37.86	34.84
24 pages	52.00	44.98	44.67	43.37	41.96	40.46	38.32
32 pages	56.16	51.48	47.16	45.76	44.36	41.86	40.66
48 pages	60.58	56.68	48.67	46.75	45.34	42.85	41.60

### Sunday

	1x	6x	12x	18x	24x	36x	48x
Single Sheet	45.26	42.46	41.16	39.86	38.40	37.05	35.75
16 pages	49.58	44.90	43.96	42.46	41.16	39.86	36.84
24 pages	54.00	46.98	46.67	45.37	43.96	42.46	40.32
32 pages	58.16	53.48	49.16	47.76	46.36	43.86	42.66
48 pages	62.58	58.68	50.67	48.75	47.34	44.85	43.60

Over 48 page tab, rate given on request. Standard size page (200 square inches) is charged as two pages.

Preprint lineage may count toward fulfillment of Annual Bulk agreements.

Orders less than 15,000 will be charged an additional \$2.00 per thousand. Preprints requiring special handling will be quoted on an individual basis.

Multi-advertiser inserts are not accepted.

**Deadlines:** Orders and material must be received a minimum of seven (7) business days in advance of publication.

**Quantity:** Minimum order is 5,000. Circulation varies seasonally. Please contact the Retail Advertising Department for specific dates.

**Requirements:** Material must be brick-stacked on standard size pallets and be suitable for use in mechanical inserting equipment. Pallet loads must not exceed 2,000 lbs. Single sheet inserts must be printed on 70 lb. text or heavier.

**Maximum Size:** 11" x 11.62" x 64 pages

**Minimum Size:** 4.125" x 5" x 1 page

**Shipping:** Hendersonville Times-News,  
1717 Four Seasons Blvd. (US 64)  
Hendersonville, NC 28792

**Receiving:** 8 a.m. to 4 p.m. Monday through Friday

## — NON-SUBSCRIBER EDITION —

Advertisements in Wednesday's Food & Health section are also included in the carrier-delivered edition, distributed to 13,000 non-subscriber households. Open and contract rates apply, plus an additional \$1.00 per inch.

## — GUIDELINES & POLICIES —

### 1. PERSONNEL

Publisher: Ruth Birge.... Ext. 2204  
Advertising Director: Kevin Drake... ext. 2205  
Retail Manager: Debbie Shehan...ext. 2228

### 2. RATE AND PAYMENT POLICIES

**A.** All advertising is cash with order unless credit has been approved. Accounts on credit must pay within 15 days. Accounts more than 15 days past due shall be charged interest at the rate of 1.5% per month (18% per annum). No cash discounts are allowed. Retail and Classified rates are not commissionable.

**B.** Written notice of rate changes will be given 30 days in advance. Upon notice, the advertiser has the option to accept the rate change or terminate the agreement without penalty.

**C.** All rates and terms must be approved in writing before advertising space is reserved. Once reserved, space cannot be cancelled.

**D.** Any contract advertiser failing to use the minimum space will pay the difference between the contract rate and the rate earned during the term of the agreement.

**E.** An agreement is void if advertisements are not placed within 30 days of the effective date. Blanket contracts for an agency's list of clients will not be accepted. Agreements will be backdated only to the first day of the month they are signed.

**F.** The advertiser and advertising agency assume liability, jointly and severally, for all content, including text representations and illustrations, of advertisements printed and also assume responsibility for any claims arising therefore made against the Times-News. The advertiser and the advertising agency agree, jointly and severally, to indemnify and hold the Times-News harmless from all costs, expenses, including reasonable attorney's fees, liabilities and damages resulting from publication of any advertisement placed by the advertiser or the advertising agency.

**G.** The Times-News accepts no liability for damages for failure to publish any advertisement. Adjustments will be negotiated for errors with liability limited to the cost of the space. To qualify for a billing adjustment or credit, claims must be made within 30 days of the invoice date. Credits will apply only to the first insertion.

**H.** Advertisers may be charged for reserved space when no copy has been received by deadline or when a cancellation order is received after deadline.

**I.** The Times-News reserves the right to modify or reject advertisements without notice at its sole discretion.

**J.** Position or section requests will be accommodated whenever possible but are not guaranteed.

**K.** Advertising that resembles editorial or news material must be labeled prominently as "Paid Advertisement" and may not be set in Times-News text typefaces.

**L.** Advertising material furnished by the advertiser will not be returned unless a written request is made when the ad is ordered. Material will be held no longer than 30 days after the last run date. The Times-News is not responsible for damage or loss to original artwork or printing material supplied to the newspaper.

**M.** Ads supporting a political candidate or special interest must be labeled "Paid Political Ad" and include the name of the person responsible for placing the ad in accordance with North Carolina law governing political advertising. Payment with order required.

**N.** Going out of business advertising requires payment with order.

**O.** Orders for space constitute acceptance of policies, rates and requirements in the then current rate card.

**P.** Brokered ad space is not accepted and advertising space cannot be shared.

**Q.** Automotive, real estate, mobile home and employment advertising will be billed at classified rates. ROP columns will be charged at 1.5 times the classified rate.

### 3. SPECIAL SERVICES

#### Proofs

Advertisers may request a proof of each advertisement 20 column inches or larger if submitted prior to normal deadlines. Customers are responsible for correcting errors in proofs. New copy changes or additions will be charged at a rate of \$30 per hour. Minimum charge \$25.

#### Tearsheets

Advertisers may request a tearsheet of each advertisement as well as multiple affidavits. These will be mailed monthly under separate cover from statements. Tearsheets are not provided for classified line advertising.

#### Fees for Services

Custom art and photography services: \$30 per hour, minimum charge \$25. Adjustments to electronic files to assure correct publication: \$30 per hour, minimum charge \$25.

### 4. DEPTH REQUIREMENTS

Minimum size: 1 column inch. Depth billed to next quarter inch.

Advertisements deeper than 19 inches will be billed as a full column. The center column on a double truck will be billed as a column. Minimum double trucks must be at least 9 columns by 15 inches.

# The Tribune Papers

The Hendersonville Tribune



**The Tribune Papers . . .  
Everything you need to know  
about all that matters,  
All in one place**

## *A weekly news magazine*

The Hendersonville Tribune is a weekly news magazine developed to provide American citizens with important local and national news coverage as well as factual analysis so that they can make intelligent decisions and remain connected with important events surrounding their lives.

## *Circulation and Distribution*

The Hendersonville Tribune is distributed throughout Henderson County at over a hundred high-traffic locations, both indoors and in outdoor boxes. When pickups are combined with paid subscriptions, the readership of the paper is in excess of 10,000.

OFFICE: 220 DAVIS STREET • HENDERSONVILLE, NC 28739 — MAILING: P.O. BOX 3101 • HENDERSONVILLE, NC 28793  
Phone: 828-697-2932 — Fax: 828-693-1873 — E-mail: [tribuneeditor@bellsouth.net](mailto:tribuneeditor@bellsouth.net)

## General Policy

The Publisher reserves the right to edit, reject or cancel any advertisement at any time. The Publisher will not be responsible for purely typographical errors or misprints beyond cancellation of the charge of the space of the item involved. Errors must be reported within 24 hours of publication. The Publisher assumes no responsibility for errors in any advertisement for more than the cost of the advertisement.

In consideration of the acceptance of the advertisement, the advertiser must, in respect of the contents of the advertisement, indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement.

The Publisher reserves the right to reject any advertisement for any reason at any time even though a reservation has been previously acknowledged and even though a representative has directly solicited a product or account. Advertising is accepted with the understanding that all liability for copyright violations is the sole responsibility of the advertiser. The Publisher will make reasonable effort to see that advertising copy is correctly printed, but will not be liable for failure to publish an ad, nor for pricing, typographical, and layout errors. Mats, cuts, negatives, art work or other copy or advertising materials submitted for publication are considered to be the sole property of the advertiser. Advertising which simulates editorial or news material must be labeled prominently as "Paid Advertising" and should be set in a different typeface from the Tribune text typefaces.

## Commissions, other terms, and terms of payment

All balances not paid by the 30th of the following month are subject to a finance charge of 18% annually. Any advertiser who fails to use the minimum space contracted for will be billed at the open rate or earned rate. Ads not camera ready are subject to a minimum layout and preparation charge of \$10 to \$20 per ad.

There will be a specific placement charge of 15%, which is available only with 1/5th-size ads or larger. Such requests will be accommodated whenever possible but cannot be guaranteed.

Spot color is charged at \$79 per color per page. Full color, provided separations are supplied by advertiser, is \$199. A charge of \$75 extra will be made for doing separations.

Unless a bulk rate contract has been signed, extra runs may be billed at the lowest run rate, but no "run rebates" allowed.

## Combined Edition Advertising

Rates are also available for ad insertions. For advertisements to be included in both the Hendersonville and Asheville Tribunes, subtract 40% from the additional placement charge for the second edition. For example, if the advertising charge for one edition totals \$100, the additional charge for placement in the second edition is only \$60, yielding a total charge of \$160.

## Short Rate

Any contract advertiser failing to use the number of ads or column inches originally contracted for during the contract term will be charged an additional fee equal to the difference between the rate contracted and the rate actually earned during the term of the agreement.

Customer is responsible for any legal fees involved in collecting unpaid balances.

### COMBINED EDITION PLACEMENT

For advertisements to be included in both the Hendersonville and Asheville Tribunes, subtract 40% from the additional placement charge for the second edition. For example, if the advertising charge for one edition totals \$100, the additional charge for placement in the second edition is only \$60, yielding a total charge of \$160.

## Column widths and ad sizes

The paper is a weekly news tabloid produced in a 5-column format. A full-page ad is 10-1/4" wide by 12-1/4" high. A page consists of 61.25 column inches.

1 column .....	1 9/10" wide
2 columns .....	4" wide
2-1/2 column .....	5" wide
3 columns .....	6" wide
4 columns .....	8 1/8" wide
5 columns .....	10 -1/4" wide

## Ad sizes are:

Center spread .....	21.5"w x 12.25"h
Full page .....	10.25"w x 12.25"h
3/5 (.6) vertical .....	6"w x 12.25"h
1/2 (.5) horizontal .....	10.25"w x 6"h
2/5 (.4) vertical .....	4"w x 12.25"h
2/5 (.4) horizontal .....	10.25"w x 5"h
2/5 (.4) square .....	8.125"w x 6"h
3/10 (.3) square .....	6"w x 6"h
1/4 (.25) vertical .....	4"w x 8"h
1/5 (.2) vertical square .....	4"w x 6"h
1/5 (.2) horizontal square .....	6"w x 4"h
1/5 (.2) vertical .....	1.9"w x 12.25"h
1/5 (.2) horizontal .....	10.25"w x 2.375"h
1/8 (.125) square .....	4"w x 4"h
1/10 (.1) vertical .....	1.9"w x 6"h
1/10 (.1) horizontal .....	6"w x 1.875"h
1/10 (.1) square .....	4"w x 2.875"h
1/16 (.06) business card .....	4"w x 1.875"h
1/20 (.05) vertical .....	1.9"w x 2.875"h
1/25 (.04) restaurant, special .....	4"w x 1.25"h
1/33 (.03) horizontal .....	4" w x 1" h
1/33 (.03) vertical .....	1.9" w x 2" h
1/50 (.02) impression ad .....	1.9" w x 1" h

## Schedules and requirements

Papers go into the racks on Thursday afternoon and are mailed to subscribers on Thursday. Ads to be produced are needed by no later than Monday at noon. Camera ready ads may be received by no later than Tuesday at noon. Time and material charges of 40% of the ad space will be made for advertisements canceled after deadline.

## Specifications

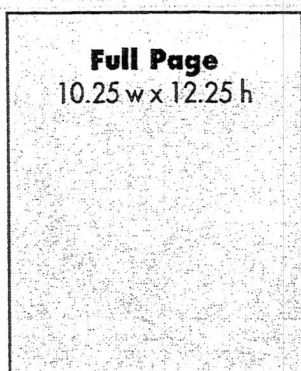
Line screen: 100 for half-tone negatives; 85 for PMT's; 110 for color prints. Publisher shall not be responsible nor does it assume any responsibility for damage or loss to original printing material supplied.

## Web Advertising

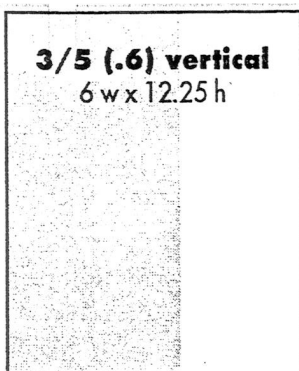
Our web site has received over 6 million visits in the past two years. Advertising rates are available from our advertising department.



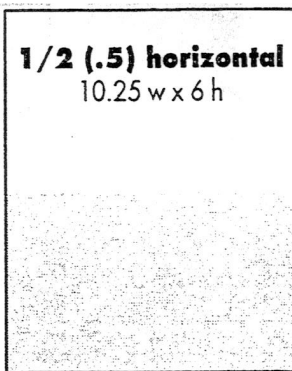
# AD SIZES



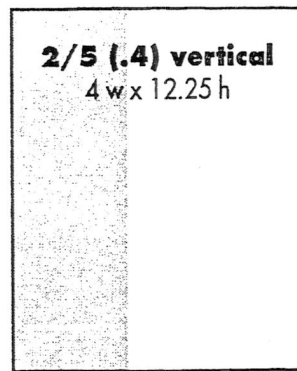
**Full Page**  
10.25 w x 12.25 h



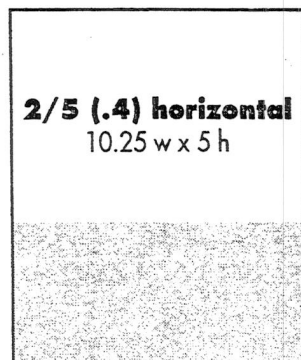
**3/5 (.6) vertical**  
6 w x 12.25 h



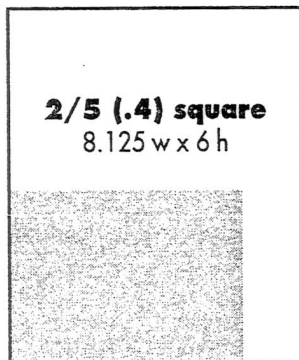
**1/2 (.5) horizontal**  
10.25 w x 6 h



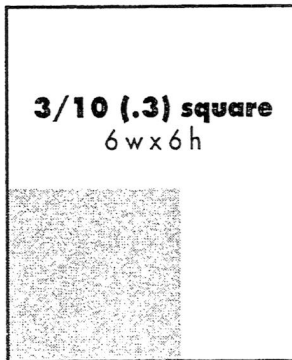
**2/5 (.4) vertical**  
4 w x 12.25 h



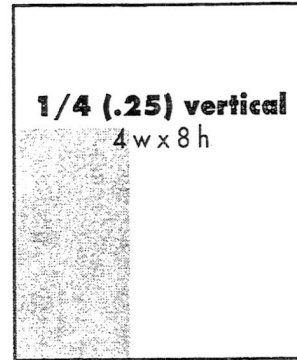
**2/5 (.4) horizontal**  
10.25 w x 5 h



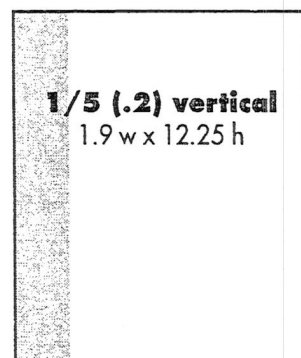
**2/5 (.4) square**  
8.125 w x 6 h



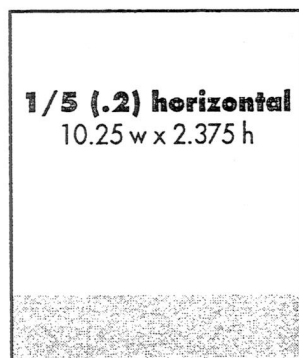
**3/10 (.3) square**  
6 w x 6 h



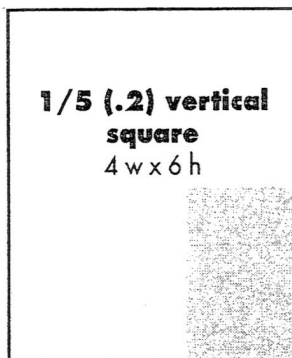
**1/4 (.25) vertical**  
4 w x 8 h



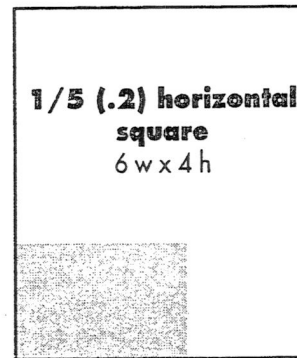
**1/5 (.2) vertical**  
1.9 w x 12.25 h



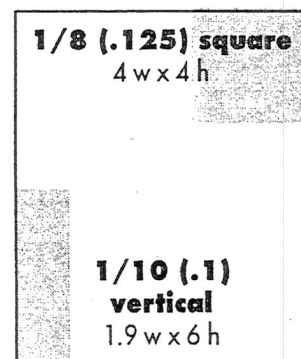
**1/5 (.2) horizontal**  
10.25 w x 2.375 h



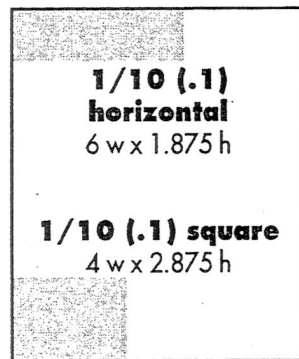
**1/5 (.2) vertical square**  
4 w x 6 h



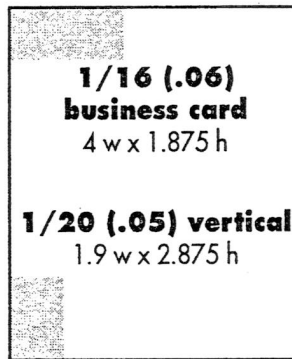
**1/5 (.2) horizontal square**  
6 w x 4 h



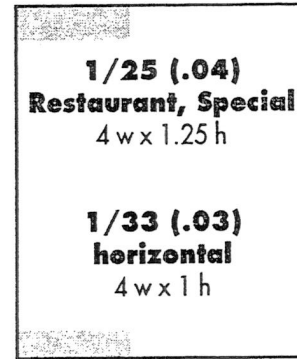
**1/8 (.125) square**  
4 w x 4 h



**1/10 (.1) horizontal**  
6 w x 1.875 h



**1/16 (.06) business card**  
4 w x 1.875 h



**1/25 (.04) Restaurant, Special**  
4 w x 1.25 h

**CLASSIFIEDS**

*All classified ads, line and display, will run in the Asheville and Hendersonville editions*

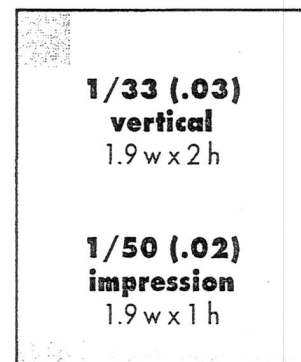
Minimum (per ad, up to 35 words) .....	\$12.50
Per word (over 35 words) .....	.20
Box (additional) .....	.50
Dbl. Box (additional) .....	1.00
Heavy Box (additional) ...	1.50
Column width: 1.9"	

**BULK RATE**

	per inch
Open .....	\$13.99
200" .....	9.90
300" .....	9.00
400" .....	8.75
600" .....	8.25
750" .....	7.95
900" .....	7.85
1,200" .....	7.75
1,500" .....	7.65
2,500" .....	7.15
3,100" .....	6.50

**LEGAL NOTICES**

<b>Legal Notices</b>	
First Insertion, per line .....	\$1.20
Subsequent Insertions, per line .....	\$1.10
<i>Rate applies to all advertising required by state or local statute.</i>	
<b>Creditors' Notices</b>	
Four Insertions, paid in advance .....	\$165.00



**1/33 (.03) vertical**  
1.9 w x 2 h

**1/50 (.02) impression**  
1.9 w x 1 h

## — RATES BY AD SIZE —

<b>Hendersonville Tribune</b>								
	Size Code	Column Inches	50 Time Rate cost per week	36+ Times Rate	25+ Times Rate	13+ Times Rate	6+ Times Rate	Open Rate
Center Spread	CS	122.500	\$989	1088	1187	1335	1484	1681
Back Page	F	61.250	495	545	594	668	743	842
Full Page	F	61.250	369	406	443	498	554	627
3/5 Vertical	.6	36.750	259	285	311	350	389	440
1/2 Horizontal	.5	30.000	209	230	251	282	314	355
2/5 Vertical	.4V	24.500	175	193	210	236	263	298
2/5 Horizontal	.4H	24.500	175	193	210	236	263	298
2/5 Square	.4S	24.500	175	193	210	236	263	298
3/10 Square	.3	18.000	125	138	150	169	188	213
1/4 Vertical	.25V	15.000	109	120	131	147	164	185
1/5 Vert Square	.2VS	12.250	89	98	107	120	134	151
1/5 Horiz Square	.2VH	12.250	89	98	107	120	134	151
1/5 Vertical	.2V	12.250	89	98	107	120	134	151
1/5 Horizontal	.2H	12.250	89	98	107	120	134	151
1/8 Square	.125S	7.750	59	65	71	80	89	100
1/10 Vertical	.1V	6.000	49	54	59	66	74	83
1/10 Horizontal	.1H	6.000	49	54	59	66	74	83
1/10 Square	.1S	6.000	49	54	59	66	74	83
1/16 Bus. Card	.06	3.875	35	39	42	47	53	60
1/20 Vertical	.05	2.875	29	32	35	39	44	49
1/25 Ad	.04	2.500	25	28	30	34	38	43
1/33 Vertical	.03V	2.000	20	22	24	27	30	34
1/33 Horizontal	.03H	2.000	20	22	24	27	30	34
1/50 Ad	.02	1.250	10	11	12	14	15	17

## READERSHIP

*Surveys show that readers of The Tribune come from a wide economic and educational spectrum of individuals, all of whom are highly concerned with obtaining the truth. Following are demographics of The Tribune's readership, according to a recent US Media poll:*

### AVERAGE AGE:

Under 25 .....	13%
Age 25-35 .....	25%
Age 35-55 .....	37%
Age 55-up .....	25%

### MALE VS. FEMALE:

Male .....	55%
Female .....	45%

### INCOME LEVEL:

Under \$25,000 .....	11%
\$25,000-\$40,000 .....	34%
\$40,001-\$60,000 .....	28%
\$60,000-up .....	27%

STATE OF NORTH CAROLINA

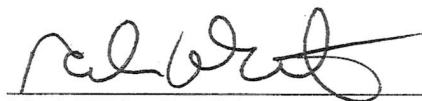
COUNTY OF HENDERSON

SWORN STATEMENT AND AFFIDAVIT

Now comes the undersigned Mark White, publisher of The Hendersonville Tribune, being first duly sworn, and hereby states as follows:

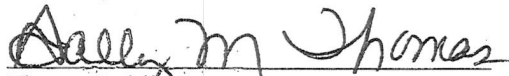
1. That the undersigned is the publisher of The Hendersonville Tribune, which is published in Henderson County, North Carolina. The mailing address for The Hendersonville Tribune is 220 Davis Street, Hendersonville, North Carolina 28739, in Henderson County, North Carolina.
2. That The Hendersonville Tribute is a newspaper of general circulation to actual paid subscribers, duly admitted to the United States mails in the Periodicals class in Henderson County, North Carolina, effective June 23, 2005 and remaining duly admitted to the United States mails in the Periodicals class in Henderson County, North Carolina.
3. That The Hendersonville Tribune has been regularly and continuously issued in Henderson County at least one day in each calendar week for at least 25 of the 26 consecutive weeks immediately preceding the date of this affidavit.
4. That The Hendersonville Tribune has met, and continues to meet, all of the requirements and qualifications prescribed by North Carolina G.S. 1-597.
5. That The Hendersonville Tribune's current commercial rate for the several classes of advertising regularly carried by The Hendersonville Tribune are itemized on the attached Exhibit A consisting of two pages, which are signed and dated by the undersigned and expressly incorporated herein by reference.
6. That this statement and affidavit is made by the undersigned, and filed with the Henderson County Clerk of Superior Court, pursuant to and in accord with North Carolina G.S. 1-596.

Further, the undersigned affiant sayeth not.



Mark White, Publisher  
The Hendersonville Tribune

Sworn to and subscribed before  
me on this the 26<sup>th</sup> day of  
October, 2005.

  
Notary Public

My Commission Expires: 6/17/2006