



*A guide to assist you in advertising your event  
in the tried and true Middle Georgia market!*



*For more information or help in marketing your event in the Middle Georgia Market, contact:  
Brenda Thompson, Marketing Manager of the Macon Centreplex, at 478-751-9152.*

# ***Welcome to...***

## ***The Macon Centreplex & the Macon Metro Market!***

Knowing that your time is very valuable and that you have a lot to do, we have decided to keep the fluff to a minimum in this document. In fact, beyond this paragraph, we promise to talk only about the stuff that really matters to you...selling your tickets. So, here goes the fluff, sincere as it is: Thanks for choosing the Macon Centreplex and Macon, Georgia as the site for your upcoming show or event! With award-winning facilities, a top-notch, experienced staff and more than two-thirds of the state's population living within an hour's drive, we are confident that you will find Macon the perfect place to set your stage!

Ok, that's it! Let's get those box office phones ringing and those ticket machines purring. On the following pages, you should find most everything you need to promote your show in the Macon Metro and Middle Georgia market. There are demographics, Arbitron rankings, advertising and editorial listings and a menu of services offered by Macon Centreplex Promotions, the Centreplex's in-house marketing agency. Just know that we are here to serve you and to help make your event a success. From full-service marketing and media buying to simply sharing our knowledge of the market to make your promotional efforts as powerful and painless as possible, we are here for you!

Call us if you need anything at all! Complete contact information is listed at the end of this publication.

Sincerely,

Brenda Thompson  
Centreplex Marketing Manager

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# ***Macon Centreplex Promotions***

*The Macon Centreplex's In-House Advertising & Marketing Agency*

## **Menu of Services**

### ***Marketing Consultation Services***

Let us introduce you to one of the most lucrative markets in the south--the Macon Metro and Middle Georgia market! If you plan to do media/promotional negotiations on your own, we'll be more than happy to help you maneuver your way around our market and to find the most effective use for your advertising and marketing dollars. This Media Marketing Guide and our consultation services are free of charge...your only charge is to have a successful event!

### ***Media Buying***

If you so desire, we will do your media negotiations and buying for you. All you have to provide is the budget/funds and the demographic that you seek to reach. We will suggest to you a media plan commensurate with your budget and target market and, upon approval from you, will place the advertising for you. While this is not a free service, it does not come out of your pocket directly as we operate just like any other media buying or marketing agency. The majority of media outlets charge non-agency clients a gross rate, which includes a 15 percent agency commission. This agency commission will serve as our compensation. Even if you do decide to do most of your own media buying, please know that in some cases--i.e. our market's primary newspaper--Macon Centreplex Promotions owns contracts which provides discount rates. Ads must be placed through the Macon Centreplex to take advantage of these discounts.

### ***Group Sales***

If you have a group discount ticket built into your manifest, we will be happy to work with you on getting the information out to potential groups. We are constantly updating our Group Sales database of nearly 1,000 schools, churches, large employers, non-profit organizations, etc, and will be happy to work with you in coming up with an effective group sales promotion. This service is provided to you with minimal up-front costs, meaning that the only funds you will be required to expend will be postage, copies or other expenses incurred while getting the word out to potential group ticket buyers. A commission for group tickets sold through facility efforts is negotiable.

### ***Public/Community Relations***

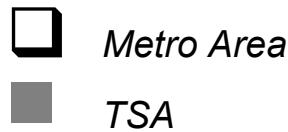
While a strong advertising program is crucial to the success of your event, never underestimate the powers of public relations. Let us know if you need help setting up a visit to a local children's hospital, schools or the mall. Perhaps you need help scheduling one of your performers for an advance interview on the local news or a special meet and greet. Or, perhaps you simply need a suggestion or someone to get your press release to the top of that entertainment editor's stack. Again, we will be happy to help anyway we can and will share all avenues available to us in helping you to garner the best "free" exposure possible. Please call us to discuss any Public Relations roles and duties you wish us to assume. We will let you know in advance if there will be any related costs.



# The Market At A Glance



Map and population estimates are published by 2003 Arbitron Inc. and are based on Census 2000 data, updated and projected to Jan. 1, 2003 by Claritas, Inc.



<b><u>Demographics</u></b>					
	<b>Total P12+</b>	<b>Black P12+</b>	<b>Hispanic P12+</b>	<b>Men 18+</b>	<b>Women 18+</b>
<b>Metro</b>	262,100	95,600	5,800	107,800	124,900
<b>TSA</b>	616,800	Not Available	Not Available	260,700	287,300

## Metro Market Profile

	<b>Metro Total</b>	<b>Metro %</b>
<b>Total Households</b>	<b>120,800</b>	<b>100.0</b>
<b>Households by Income</b>		
<i>Under \$15,000</i>	<i>20,372</i>	<i>16.9</i>
<i>\$15,000-24,999</i>	<i>14,261</i>	<i>11.8</i>
<i>\$25,000-34,999</i>	<i>14,292</i>	<i>11.8</i>
<i>\$35,000-49,999</i>	<i>19,479</i>	<i>16.1</i>
<i>\$50,000-74,999</i>	<i>23,782</i>	<i>19.7</i>
<i>\$75,000-99,999</i>	<i>13,357</i>	<i>11.1</i>
<i>\$100,000-149,999</i>	<i>10,856</i>	<i>9.0</i>
<i>\$150,000 +</i>	<i>4,401</i>	<i>3.6</i>
<b>Household Size</b>		
<i>1 Person</i>	<i>30,700</i>	<i>25.4</i>
<i>2 Persons</i>	<i>38,500</i>	<i>31.9</i>
<i>3-4 Persons</i>	<i>40,100</i>	<i>33.5</i>
<i>5+ Persons</i>	<i>11,500</i>	<i>9.5</i>
<b>Education (Persons 25+)</b>		
<i>Elementary 0-8 grades</i>	<i>12,676</i>	<i>6.5</i>
<i>High School 1-3 yrs</i>	<i>27,513</i>	<i>14.0</i>
<i>High School Grad</i>	<i>64,210</i>	<i>32.8</i>
<i>College 1-3 yrs</i>	<i>52,419</i>	<i>26.7</i>
<i>College 4+ yrs</i>	<i>39,103</i>	<i>20.0</i>
<b>Colleges &amp; Universities</b>		
<i>Total enrollment</i>	<i>19,250</i>	<i>100.0</i>
<i>Full-time enrollment</i>	<i>11,034</i>	<i>57.3</i>
<b>Occupation</b>		
<i>Managerial</i>	<i>42,201</i>	<i>31.5</i>
<i>Technical</i>	<i>36,532</i>	<i>27.3</i>
<i>Service Worker</i>	<i>20,702</i>	<i>15.5</i>
<i>Farm Worker</i>	<i>415</i>	<i>0.3</i>
<i>Precision Production</i>	<i>15,513</i>	<i>11.6</i>
<i>Operator</i>	<i>18,397</i>	<i>13.8</i>
<b>Transportation to Work</b>	<b>96.6% travel to work via private transportation</b>	<b>Avg. Travel Time To Work: 22 minutes</b>

# Metro Macon Media Data

## Radio Station Information

### WAYS-FM 105.5

**Oldies**  
6,100 WATTS  
P.O. Box 900  
Macon, GA 31202  
478-746-6286, Ext 277 Phone  
478-745-4383, Fax  
**Frank Martin, Sales Rep**

### WCOP-FM 99.9

**Religious**  
6,000 WATTS  
1006 First Street  
Perry, GA 31069  
478-218-7756, Phone  
478-988-7977, Fax

### WDDO-AM 1240

**Gospel**  
1,000 WATTS  
P.O. Box 900  
Macon, GA 31202  
478-746-6286, Ext 277 Phone  
478-745-4383, Fax  
**Frank Martin, Sales Rep**

### WDEN-AM 1500

(simulcast with WDEN-FM)  
**Country**  
1,000 WATTS  
544 Mulberry St., Ste 500  
Macon, GA 31201  
478-746-6286, Ext 277 Phone  
478-745-4383, Fax  
**Frank Martin, Sales Rep**

### WDEN-FM 99.1

**Hot New Country**  
100,000 WATTS  
544 Mulberry St., Ste 500  
Macon, GA 31201  
478-746-6286, Ext 277 Phone  
478-745-4383, Fax  
**Frank Martin, Sales Rep**

### WELV-FM 102.5

**New AC/Smooth Jazz**  
4,000 WATTS  
7080 Industrial Highway  
Macon, GA 31206  
478-781-1063, Phone  
478-781-6711, Fax  
**Carey Brown, Sales Rep**

### WFXM-FM 107.1

**Urban Contemporary**  
2,250 WATTS  
Route 6, Box 735  
Macon, GA 31217  
478-745-3301, Phone  
478-742-2293, Fax  
**Jermell Dumas, Sales Rep**

### WIBB-FM 97.9

**Urban Contemporary**  
10,500 WATTS  
7080 Industrial Highway  
Macon, GA 31206  
478-781-1063, Phone  
478-781-6711, Fax  
**Carey Brown, Sales Rep**  
**Chris Williams, Prog. Dir.**

### WLCG-AM 1280

(simulcast with WRNC-AM)  
**Gospel**  
5,000 WATTS  
7080 Industrial Highway  
Macon, GA 31206  
478-781-1063, Phone  
478-781-6711, Fax  
**Carey Brown, Sales Rep**

### WMAC-AM 940

**News Talk Information**  
50,000 WATTS  
P.O. Box 900  
Macon, GA 31202  
478-746-6286, Ext 277 Phone  
478-745-4383, Fax  
**Frank Martin, Sales Rep**

### WMGB-FM 95.1

**Pop Contemporary Hit**  
46,000 WATTS  
P.O. Box 900  
Macon, GA 31202  
478-746-6286, Ext 277 Phone  
478-745-4383, Fax  
**Frank Martin, Sales Rep**

### WMKS-FM 92.3

**Classic Hits**  
3,000 WATTS  
P.O. Box 900  
Macon, GA 31202  
478-746-6286, Ext 277 Phone  
478-745-4383, Fax  
**Frank Martin, Sales Rep**

### WNNG-AM 1350

**Adult Standards**  
5,000 WATTS  
1350 Radio Loop  
Warner Robins, GA 31008  
478-923-3416, Phone  
478-923-3236, Fax

### WPEZ-FM 93.7

**Adult Contemporary**  
100,000 WATTS  
P.O. Box 900  
Macon, GA 31202  
478-746-6286, Ext 277 Phone  
478-745-4383, Fax  
**Frank Martin, Sales Rep**

### WPGA-FM 100.9

**Hot Adult Contemporary**  
3,300 WATTS  
1691 Forsyth Street  
Macon, GA 31201  
478-745-5858 Phone  
478-745-0500, Fax  
**John Lynn, Sales Rep**

### WQBZ-FM 106.3

**Album Oriented Rock**  
50,000 WATTS  
7080 Industrial Highway  
Macon, GA 31206  
478-781-1063, Phone  
478-781-6711, Fax  
Houston County  
**Carey Brown, Sales Rep**

### WRBV-FM 101.7

**Urban Adult Contemporary**  
50,000 WATTS  
7080 Industrial Highway  
Macon, GA 31206  
478-781-1063, Phone  
478-781-6711, Fax  
Houston County  
**Carey Brown, Sales Rep**

### WRNC-AM 1670

(simulcast with WLCG-AM)  
**Gospel**  
10,000 WATTS  
7080 Industrial Highway  
Macon, GA 31206  
478-781-1063, Phone  
478-781-6711, Fax  
Houston County

### Carey Brown, Sales Rep

### WXJO-AM 1120

(simulcast with WXKO-AM)  
**Gospel**  
10,000 WATTS  
Route 6, Box 735  
Macon, GA 31217  
478-745-3301, Phone  
478-742-2293, Fax

### Jermell Dumas, Sales Rep

### WXKO-AM 1150

(simulcast with WXJO-AM)  
**Gospel**  
1,000 WATTS  
See contact info for WXJO

### WPGA-AM

**Radio Disney**  
1691 Forsyth Street  
Macon, GA 31201  
478-745-5858 Phone  
478-745-0500, Fax  
**Julie Register, Sales Rep**

## Metro Macon Media Data

### Radio Rankings

The following Metro Macon stations are ranked based on Arbitron's Spring 2003 Radio Market Report. Stations are being ranked here using the average AQH share of the two most recent surveys. The time period used was Monday-Sunday 6 a.m.-Midnight. **Bold** numbers indicate the top three in the designated demographic groups.

<b>Station</b>	<b>Persons 12+</b>	<b>Teens 12-17</b>	<b>Persons 35-64</b>	<b>Women 18-49</b>	<b>Men 18-49</b>	<b>Ethnic Composition AQH % Persons 12+</b>
<i>WIBB-FM Urban Contemporary</i>	<b>12.3</b>	<b>25.6</b>	7.0	<b>18.1</b>	<b>12.5</b>	91% Black
<i>WDEN-FM Hot Country</i>	<b>11.9</b>	6.3	<b>13.6</b>	<b>10.8</b>	<b>11.0</b>	3% Black
<i>WMAC-AM News/Talk</i>	<b>6.9</b>	1.5	7.3	1.5	6.2	11% Black
<i>WPEZ-FM Adult Contemporary</i>	6.6	2.4	<b>7.6</b>	<b>10.5</b>	3.6	11% Black
<i>WRBV-FM Urban Adult Contemporary</i>	6.4	7.8	<b>8.7</b>	6.4	6.2	98% Black
<i>WQBZ-FM Album Oriented Rock</i>	5.8	3.9	6.7	2.9	<b>14.0</b>	0% Black
<i>WMGB-FM Pop Contemporary Hit</i>	5.4	<b>13.2</b>	2.9	9.8	3.6	15% Black
<i>WFXM-FM Urban Contemporary</i>	4.8	<b>16.3</b>	2.1	6.0	4.7	77% Black
<i>WAYS-FM Oldies</i>	4.2	*	6.1	3.0	2.6	7% Black
<i>WDDO-AM Gospel</i>	2.8	*	4.2	2.5	1.0	99% Black
<i>WELV-FM New AC/Smooth Jazz</i>	2.6	*	3.5	2.5	3.6	68% Black
<i>WMKS-FM Classic Hits</i>	1.8	*	2.1	2.0	3.1	10% Black

# Metro Macon Media Data

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## Television Stations

### WMAZ Channel 13

**CBS Affiliate**

*Gannett Broadcasting*

1314 Gray Highway

Macon, GA 31208

478-752-1313, Phone

478-752-1429, Fax

**Advertising Contact:** Darryl Smith @ 752-1359

**Editorial Contact:** Brad Stanley or Raymond Tubb, Assignment Editors, Eyewitness News @ 752-1313 or fax @ 752-1331

### WGXA Channel 24

**FOX Affiliate**

*Gocom Television of Macon, L.P.*

599 Martin Luther King Jr. Blvd.

Macon, GA 31202

478-745-2424, Phone

478-750-4347, Fax

[www.fox24.com](http://www.fox24.com), website

**Advertising Contact:** Randy Sheffield: [rsheffield@fox24.com](mailto:rsheffield@fox24.com)

**Editorial Contact:** Celeste Smith, Assignment Editor, FOX-24 News

### WMGT Channel 41

**NBC Affiliate**

*Morris Network, Inc.*

301 Poplar Street

Macon, GA 31201

478-745-4141, Phone

478-742-2626, Fax

**Advertising Contact:** Gary McPhil

### Cox CableRep

478-741-3846, Phone

478-742-6795, Fax

**Advertising Contact:** Lee Higgins

### WGNM Channel 64

**U.P.N.**

*Macon Urban Ministries, Inc.*

2525 Beech Avenue

Macon, GA 31204

478-746-6464, Phone

478-745-2367, Fax

**Station Manager:** David Wood

**Calendar/Interview & Discussion Programs:** Joy Satterfield

# Metro Macon Media Data

## Newspapers

### The Telegraph and Robins AFB Rev-Up:

#### **Macon, Warner Robins, Middle Georgia and Robins Air Force Base**

120 Broadway Street

P.O. Box 4167

Macon, GA 31208-4199

**Publishes:** Monday - Sunday a.m.

**Description:** The Telegraph is Middle Georgia's primary newspaper. With a total circulation of approximately 88,000 on Sunday and 65,000 Daily, The Telegraph publishes both Home and Houston editions and services a 32-county area. The Home Edition's daily circulation is 44,848, while the Houston Edition goes to over 21,000 subscribers daily. The Telegraph also publishes the **Robins Rev-Up**, a weekly newspaper for Robins Air Force Base with a circulation of 18,000; and the **Bibb Extra**, a free circular distributed weekly to nearly 40,000 non-subscribers.

**Advertising:** To take advantage of Macon Centreplex contract rates, contact Brenda Thompson, Centreplex Marketing Manager @ 478-751-9152. You may also send email to [brenda.thompson@macon.ga.us](mailto:brenda.thompson@macon.ga.us). Rates, specs and deadlines appear on page 20 of this publication.

**Editorial:** Greg Fields, Entertainment Editor, Out and About Entertainment Section which publishes each Friday. Call Greg @ 478-744-4251 or fax him at 478-744-4385. Email Greg at [gfields@macontel.com](mailto:gfields@macontel.com)

**Sports:** Rick Nolte, Sports Editor. Call Rick at 478-744-4200.

**Website:** [www.macontel.com](http://www.macontel.com)

### The Union Recorder:

#### **Milledgeville/Baldwin County**

P.O. Box 520

Milledgeville, GA 31061

**Publishes:** Tuesday - Saturday a.m.

**Also Publishes:** The Buyer's Guide on Tuesday & The Lake Oconee Breeze on Wednesday

**Editor:** Patricia M. Edwards

**Sports Editor:**

**Advertising Director:** Amy Hood

478-453-1450: News Phone

478-453-1459: News Fax

[newsroom@unionrecorder.com](mailto:newsroom@unionrecorder.com)

478-453-1430: Advertising Phone

478-453-1439: Advertising Fax

### The Courier Herald:

#### **Dublin/Laurens County**

Drawer B, Court Square Station

Dublin, GA 31040

**Publishes:** Mon.- Friday p.m. and Sat. a.m.

**Circulation:** 11,000

**Managing Editor:** Stacye Lee

**Sports Editor:** Chris Whitfield

**Advertising/Promotions Director:** Marsha Green

478-272-5522: Phone

478-272-2189: Fax

[news@courier-herald.com](mailto:news@courier-herald.com)

# Metro Macon Media Data

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## Newspapers Continued

### The Cordele Dispatch:

#### *Cordele and Crisp County*

P.O. Box 1058

Cordele, GA 31015-1058

**Publishes:** Tuesday - Friday and Sunday a.m.

**Circulation:** 4,600

**Advertising Manager:** Helen Partain

**News Editor:** Marcye Lamb

**Sports Editor:** Harvey Simpson

229-273-2277, Phone

229-273-7239, Fax

**Email:** [marcye.raines@gafnews.com](mailto:marcye.raines@gafnews.com)

**Website:** [www.sgaonline.com](http://www.sgaonline.com)

### The Americus Times-Recorder:

#### *Americus and Sumter County*

P.O. Box 1247

Americus, GA 31709

**Publishes:** Tuesday - Friday and Sunday

**Circulation:** 7,500

**Advertising Manager:** Helen Partain

**Managing Editor:** M. Elizabeth Alston

**Sports Editor:** Matthew Brown

229-924-2751, Phone

229-928-6344, Fax

**Email:** [beth.alston@gafnews.com](mailto:beth.alston@gafnews.com)

**Website:** [www.sgaonline.com](http://www.sgaonline.com)

### The Bleckley County News:

#### *Cochran and Bleckley County*

P.O. Box 856

Cochran, GA 31014

**Publishes:** Wednesday

**Circulation:** 1,800

**Advertising Manager:** Cindy Eckles

**News Editor:** Brandy Perry

478-934-6397, Phone

478-934-1900, Fax

**Email:** [cochranjournal@communicom.com](mailto:cochranjournal@communicom.com)

### The Dodge County News:

#### *Eastman and Dodge County*

P.O. Box 69

Eastman, GA 31023

**Publishes:** Wednesday

**Circulation:** 4,925

**Advertising Manager:** Cindy Eckles

**Publisher/Editor:** Chuck Eckles

478-374-6397, Phone

478-374-0361, Fax

**Email:** [dcn@dodgecountynews.com](mailto:dcn@dodgecountynews.com)

**Website:** [www.dodgecountynews.com](http://www.dodgecountynews.com)

### The Times Journal Spotlight:

#### *Eastman and Dodge County*

P.O. Drawer 4189

Eastman, GA 31023

**Publishes:** Wednesday

**Circulation:** 5,150

**Advertising Manager:** Joe M. Roberts, III

**Managing Editor:** Barbara Williams

478-374-5562, Phone

478-374-3464, Fax

**Email:** [tjs@lightwood.com](mailto:tjs@lightwood.com)

### The Eatonton Messenger & Lake

#### *Oconee News:*

#### *Eatonton and Putnam County*

P.O. Box 4027

Eatonton, GA 31024

**Publishes:** Monday + Thursday

**Circulation:** 8,300 + 5,000

**Advertising Manager:** Janet Wilson Adair

**Managing Editor:** Don Richeson

706-485-3501, Phone

706-485-4166, Fax

**Email:** [msgr@msgr.com](mailto:msgr@msgr.com)

**Website:** [www.msgr.com](http://www.msgr.com)

# Metro Macon Media Data

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## Newspapers Continued

### **The Monroe County Reporter:**

**Forsyth and Monroe County**

P.O. Box 795

Forsyth, GA 31029

**Publishes:** Wednesday

**Circulation:** 4,000

**Advertising Manager:** Kathy Shealy  
**Managing Editor:** Michael Stone

478-994-2358, Phone

478-994-2359, Fax

**Email:** [mstone@msmgmt.com](mailto:mstone@msmgmt.com)

### **The Leader-Tribune:**

**Fort Valley and Peach County**

P.O. Box 1060

Fort Valley, GA 31030

**Publishes:** Wednesday

**Circulation:** 3,900

**Advertising Manager:** Judy Robinson  
**News Editor:** Emily Turner

478-825-2432, Phone

478-825-4130, Fax

**Email:** [ltpeachpub@aol.com](mailto:ltpeachpub@aol.com)

**Website:** [www.leader-tribune.com](http://www.leader-tribune.com)

### **The Jones County News:**

**Gray and Jones County**

P.O. Box 1538

Gray, GA 31032

**Publishes:** Thursday

**Circulation:** 5,500

**Advertising Manager/Editor:** Tasi Moore

478-986-3929, Phone

478-986-1935, Fax

**Email:** [jcnews@bigfoot.com](mailto:jcnews@bigfoot.com)

**Website:** [www.jcnews.com](http://www.jcnews.com)

### **Hawkinsville Dispatch & News:**

**Hawkinsville and Pulaski County**

P.O. Box 30

Hawkinsville, GA 31036

**Publishes:** Wednesday

**Circulation:** 3,000

**Advertising Dir./Editor:** Chuck Southerland

478-783-1291, Phone

478-783-1293, Fax

### **The Jackson Progress-Argus:**

**Jackson and Butts County**

P.O. Box 249

Jackson, GA 30233

**Publishes:** Wednesday

**Circulation:** 4,200

**Advertising Dir./Editor:** Marshall Avett

770-775-3107, Phone

770-775-3855, Fax

**Website:** [www.jothehobo.com](http://www.jothehobo.com)

### **The Macon Courier:**

**Macon and Bibb County**

P.O. Box 52201

Macon, GA 31208

**Publishes:** Wednesday

**Circulation:** 17,167 mailed

**Circulation Audience:** Black

**Advertising Director:** Melanise Olivo

**Publisher/Editor:** Melvyn J. Williams

478-746-5605, Phone

478-742-4274, Fax

# Metro Macon Media Data

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## Newspapers Continued

### The Daily Herald:

*McDonough and Henry County*

P.O. Box 278

McDonough, GA 30253

**Publishes:** Mon - Sat

**Circulation:** 4,150 + 10,775 additional on Wednesday

**Regional Sales Mgr:** Bonnie Pratt

**Editor:** April Towery

770-957-9161, Phone

770-954-0282, Fax

**Email:** [dhgraphics@henryherald.com](mailto:dhgraphics@henryherald.com)

**Website:** [www.henryherald.com](http://www.henryherald.com)

### The Telfair Enterprise:

*McCrae and Telfair County*

P.O. Box 269

McRae, GA 31055

**Publishes:** Wednesday

**Circulation:** 3,200

**Editor:** Robert Horne

229-868-6015, Phone

229-868-5486, Fax

**Email:** [telfairnet@aol.com](mailto:telfairnet@aol.com)

### Citizen and Georgian:

*Montezuma and Macon County*

P.O. Box 220

Montezuma, GA 31063

**Publishes:** Wednesday

**Circulation:** 2,800

**Advertising Director:** Joyce Lewis

**Editor:** James E. Medlin

478-472-7755, Phone

478-472-6775, Fax

**Email:** [citizennga@yahoo.com](mailto:citizennga@yahoo.com)

### Macon County News Leader:

*Montezuma and Macon County*

P.O. Box 730

Montezuma, GA 31063

**Publishes:** Thursday

**Circulation:** 2,000

**Publisher:** Stephen Jones

478-472-0189, Phone

478-472-5753, Fax

### The Monticello News:

*Monticello and Jasper County*

P.O. Box 30

Monticello, GA 31064

**Publishes:** Thursday

**Circulation:** 3,100

**Advertising Director:** Jenny Phillips

**Editor:** Kathy H. Pope

706-468-6511, Phone

706-468-6576, Fax

### The Houston Home Journal:

*Perry and Houston County*

P.O. Box 1910

Perry, GA 31069

**Publishes:** Tuesday and Thursday

**Circulation:** 5,360

**Also Publishes:** The Middle Georgia Bargain Hunter on Tuesday

**Circulation:** 25,000

**Advertising Director:** Julie Evans

**Editor:** Emily Johnston

478-987-1823, Phone

478-988-1181, Fax

**Email:** [hj@evansnewspapers.com](mailto:hj@evansnewspapers.com)

**Website:** [www.houstonhomejournal.com](http://www.houstonhomejournal.com)

### The Sparta Ishmaelite:

*Sparta and Hancock County*

P.O. Box 308

Sparta, GA 31087

**Publishes:** Thursday

**Circulation:** 2,700

**Editor/Publisher:** Allen Haywood

706-444-5330, Phone

**Email:** [spartaish@mylink.net](mailto:spartaish@mylink.net)

## Local Media

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### Newspapers Continued

#### The Soperton News:

##### *Soperton and Treutlen County*

P.O. Box 527

Soperton, GA 30457

**Publishes:** Wednesday

**Circulation:** 2,050

**Advertising Mgr:** Marsha Green

**Editor:** DeBose Porter

912-529-6624, Phone

912-529-5399, Fax

#### The Georgia Post:

##### *Roberta and Crawford County*

P.O. Box 860

Roberta, GA 31078

**Publishes:** Thursday

**Circulation:** 2,000

**Advertising Mgr:** Patti Temple

**Editor:** Glisa Buford

478-836-3195, Phone/Fax

#### The Forest Blade:

##### *Swainsboro and Emanuel County*

P.O. Box 938

Swainsboro, GA 30401

**Publishes:** Wednesday

**Circulation:** 6,082

**Also Publishes:** The Blade, circulation 10,000

**Advertising Mgr:** Gail Douglas

**Editor:** Jacquie Brasher

478-237-9971, Phone

478-237-9451, Fax

**Email:** [news@forest-blade.com](mailto:news@forest-blade.com)

#### The Thomaston Times:

##### *Thomaston and Upson County*

P.O. Box 430

Thomaston, GA 30286

**Publishes:** Mon., Wed., Fri.

**Circulation:** 6,500

**Advertising Mgr:** Janiz Arnold

**Editor:** Kim Madlom

706-647-5414, Phone

706-647-2833, Fax

**Email:** [kmadlom@alltell.net](mailto:kmadlom@alltell.net)

**Website:** [www.thetomastontimes.com](http://www.thetomastontimes.com)

#### The News Observer:

##### *Vienna and Dooly County*

P.O. Box 186

Vienna, GA 1092

**Publishes:** Thursday

**Circulation:** 2,200

**Advertising Mgr:** Melanie S. Mays

**Editor:** Peggy King

229-268-2096, Phone

229-268-1924, Fax

**Email:** [newsob@surfsouth.com](mailto:newsob@surfsouth.com)

#### Buyers Guide Group:

##### *Warner Robins and Houston County*

1111 Leverette Road

Warner Robins, GA 31088

**Publishes:** Wednesday

**Circulation:** 35,800

**Advertising Mgr:** Debbie Putney

**Editor:** David Cranshaw

478-929-2696, Phone

478-328-0977, Fax

**Email:** [mhall@buyersguide.net](mailto:mhall@buyersguide.net)

#### The Byron Gazette:

##### *Byron and Peach County*

P.O. Box 6129

Warner Robins, GA 31088

**Publishes:** Wednesday

**Circulation:** 6,000

**Editor:** Steve Elkins

478-923-6432, Phone

478-328-0977, Fax

#### The Warrenton Clipper:

##### *Warrenton and Warren County*

P.O. Box 306

Warrenton, GA 30828-0306

**Publishes:** Friday

**Circulation:** 19,500 (several counties served)

**Advertising Mgr:** Karl N. Haywood

**Editor:** Julia N. Haywood

706-465-3395, Phone

706-465-3396, Fax

## **Metro Macon Media Data**

### **Special Publications**

#### **The Christian Messenger:**

2370 Vineville Avenue  
Macon, GA 31204-3163  
**Publishes:** 1<sup>st</sup> Monday of Month--6x, yearly  
**Circulation:** 7,800  
**Deadline:** 15th of month, prior  
**Managing Editor:** Pam Mikovitz  
478-743-8649, Phone  
478-741-1508, Fax  
**Email:** [ccinga@bellsoth.net](mailto:ccinga@bellsoth.net)

#### **Georgia Farm Bureau News:**

P.O. Box 7068  
Macon, GA 31209  
**Publishes:** Bi-monthly  
**Circulation:** 57,000  
**Deadline:** 1<sup>st</sup> of month, prior  
**Advertising Mgr:** Lillian Davis  
**Editor:** Jennifer Whittaker  
706-549-0123, Phone  
706-208-2246, Fax  
**Email:** [jawhittaker@gfb.org](mailto:jawhittaker@gfb.org)  
**Website:** <http://www.gfb.org/gfbnews/gfbnews.html>

#### **Middle Georgia Penny Pincher:**

P.O. Box 105  
Macon, GA 31202  
**Publishes:** Thursday  
**Circulation:** 60,000  
**Deadline:** Tuesday @ 3 p.m.  
**Publisher/Editor:** Janice Saunders  
**Email:** [USELLIT@aol.com](mailto:USELLIT@aol.com)  
**Website:** [www.pennypincheronline.com](http://www.pennypincheronline.com)  
478-477-1007, Phone  
478-474-5768, Fax  
**Email:** [newsroom@augustachronicle.com](mailto:newsroom@augustachronicle.com)

#### **Georgia Family Magazine:**

523 Sioux Drive  
Macon, GA 31210  
**Publishes:** 1<sup>st</sup> of Month  
**Circulation:** 55,000  
**Deadline:** 12<sup>th</sup> of month, prior  
**Publisher/Editor:** Olya C. Fessard  
**Advertising Director:** Selina Raeder  
**Email:** [publisher@georgiafamily.com](mailto:publisher@georgiafamily.com)  
478-471-7393, Phone  
478-475-4139, Fax  
**Note:** *This publication goes to Middle Georgia parents and is distributed through schools, etc.*

#### **Macon Magazine:**

227 Orange Street  
Macon, GA 31201  
**Publishes:** 6x per year  
**Circulation:** 10,000  
**Deadline:** 20<sup>th</sup> of month, prior

**Publisher/Editor:** James/Jodi Palmer  
**Advertising Director:** James/Jodi Palmer  
**Email:** [maconmag@bellsouth.net](mailto:maconmag@bellsouth.net)  
**Website:** [www.maconmagazine.com](http://www.maconmagazine.com)  
478-746-7779, Phone  
478-743-4608, Fax

**The Georgia Informer:**

P.O. Box 564  
Macon, GA 31202  
**Publishes:** Monthly  
**Circulation:** 25,000  
**Deadline:** 25<sup>th</sup> of month, prior  
**Publisher/Editor:** Herbert Dennard  
**Advertising Director:** Deborah Dennard  
**Email:** [georgiainformer@prodigy.net](mailto:georgiainformer@prodigy.net)  
**Website:** [www.georgiainformer.com](http://www.georgiainformer.com)  
478-745-7265, Phone  
478-745-0745, Fax

**The Robins Review:**

P.O. Box 1969  
Warner Robins, GA 31099  
**Publishes:** 2 X monthly  
**Circulation:** 14,000  
**Deadline:** Tuesday @ noon  
**Publisher/Ad Mgr.:** Jane Armstrong Newell  
478-922-5758, Phone  
478-922-4559, Fax

**Note:** *The Robins Review is a independent, twice-monthly newspaper for civil service employees of Robins Air Force Base. Its news content keeps readers informed of news important to them such as legislation that affects their paychecks, retirement and their jobs.*

**Senior News of Georgia:**

P.O. Box 8389  
Warner Robins, GA 31095-8389  
**Publishes:** Monthly  
**Circulation:** 52,000  
**Deadline:** 15<sup>th</sup> of month, prior  
**Also Publishes:** The Macon Senior News, circulation 8,000  
**Publisher/Ad Mgr:** Billy Tucker  
**Email:** [seniornewsga@ad.com](mailto:seniornewsga@ad.com)  
478-929-3636, Phone  
478-929-4258, Fax

**Note:** *This publication goes to senior citizens in Atlanta, Augusta and Middle Georgia.*

**Macon Senior News:**

P.O. Box 8389  
Warner Robins, GA 31095-8389  
**Publishes:** Monthly  
**Circulation:** 8,000  
**Deadline:** 15<sup>th</sup> of month, prior  
**Publisher/Ad Mgr:** Billy Tucker  
**Email:** [seniornewsga@ad.com](mailto:seniornewsga@ad.com)  
478-929-3636, Phone  
478-929-4258, Fax

## Other Media Data

### Major Newspapers in nearby Markets

#### **The Albany Herald:**

##### ***Albany and Dougherty County***

P.O. Box 48

Albany, GA 31701

**Publishes:** Mon - Sun. a.m.

**Circulation:** 35,000, Daily  
42,000, Sunday

**Advertising Mgr:** Bob Geiger

**Weekend Editor:** T.J. Vickerscheid

**News Editor:** Danny Carter

229-888-9300, Phone

229-888-9357, Fax

**Email:** [albanyh@surfsouth.com](mailto:albanyh@surfsouth.com)

**Website:** [www.albanyherald.com](http://www.albanyherald.com)

#### **Columbus Ledger Enquirer:**

##### ***Columbus and Muscogee County***

P.O. Box 711

Columbus, GA 31902-0711

**Publishes:** Mon - Sun. a.m.

**Circulation:** 53,759, Daily  
67,737, Sunday

**Advertising Mgr:** David Fletcher

**Editor:** Mike Burbach

706-324-5526, Phone

706-576-6290, Fax

**Email:** [mburbach@ledger-enquirer.com](mailto:mburbach@ledger-enquirer.com)

**Website:** [www.ledger-enquirer.com](http://www.ledger-enquirer.com)

#### **Athens Banner Herald:**

##### ***Athens and Clarke County***

P.O. Box 912

Athens, GA 30603-0912

**Publishes:** Mon - Sun. p.m.

**Circulation:** 27,156, Daily  
33,336, Sunday

**Advertising Mgr:** Cindy Tucker

**News Editor:** Jason Winders

**Feature/Ent. Editor:** Julie Phillips Jordan

706-549-0123, Phone

706-208-2246, Fax

**Email:** [news@onlineathens.com](mailto:news@onlineathens.com)

**Website:** [www.onlineathens.com](http://www.onlineathens.com)

#### **Savannah Morning News:**

##### ***Savannah and Chatham County***

P.O. Box 1088

Savannah, GA 31402

**Publishes:** Mon - Sun. a.m.

**Circulation:** 79,000, Daily  
83,000, Sunday

**Advertising Mgr:** Don Bailey

**News Editor:** Steve Austin

**Ent. Editor:** Doug Wyatt

912-236-9511, Phone

912-234-6522, Fax

**Website:** [www.savannahnow.com](http://www.savannahnow.com)

#### **Augusta Chronicle:**

##### ***Augusta and Richmond County***

P.O. Box 1928

Augusta, GA 30903

**Publishes:** Mon - Sun. p.m.

**Circulation:** 75,949, Daily  
94,207, Saturday  
103,108, Sunday

**Advertising Mgr:** Kelly Mirt

**News Editor:** John Gogick

**Feature/Ent. Editor:** Elizabeth Adams

706-724-0851, Phone

706-722-7403, Fax

**Email:** [newsroom@augustachronicle.com](mailto:newsroom@augustachronicle.com)

**Website:** [www.augustachronicle.com](http://www.augustachronicle.com)

#### **Statesboro Herald:**

##### ***Statesboro and Bulloch County***

P.O. Box 888

Statesboro, GA 30458

**Publishes:** Mon - Sun. a.m.

**Circulation:** 7,543, Daily

**Advertising Mgr:** Jan Melton

**News Editor:** Steve Austin

**Associate Editor:** Nancy Welch

912-764-9031, Phone

912-489-8181, Fax

**Email:** [sharold@bulloch.com](mailto:sharold@bulloch.com)

**Website:** [www.statesboroherald.com](http://www.statesboroherald.com)

# Area Colleges & Universities

## Stats and Media Information

### Georgia College & State University

Milledgeville, Georgia 31061  
(478) 445-5004 \* In Georgia: 1-800-342-0471  
[www.gcsu.edu](http://www.gcsu.edu)  
Enrollment: 5,709  
**Newspaper:** The Colonnade  
**Published:** Weekly  
**Editor:** Ryan A. Schomber  
**Circulation:** 4,500  
Phone: (478) 445-4511  
**E-mail:** [colonnade@gcsu.edu](mailto:colonnade@gcsu.edu)  
**Website:** <http://www.gcsunade.com/>

#### University Broadcasting

**Director:** Billy Wendt  
**Phone:** (478) 445-5589  
**E-mail:** [bwendt@gcsu.edu](mailto:bwendt@gcsu.edu)

#### University Radio

**Director:** Susan Westfall  
Phone: (478) 445-7398  
Email: [swestfal@mail.gcsu.edu](mailto:swestfal@mail.gcsu.edu)

### Abraham Baldwin Agricultural College

ABAC 1 - 2802 Moore Highway  
Tifton, Georgia 31794-2601  
(229) 386-3242  
[www.abac.peachnet.edu](http://www.abac.peachnet.edu)  
Enrollment: 2,857

**Newspaper:** The Stallion  
**Published:** Monthly  
**Editor:** Kristin MacKenzie  
**Phone:** (229) 386-3487  
**E-mail:** [stallion@abac.edu](mailto:stallion@abac.edu)  
**Website:** <http://www.thestalliononline.com/>

### Georgia Military College (Private)

201 East Greene Street  
Milledgeville, Georgia 31061  
(478) 445-2700 \* 1-800-342-0413  
[www.gmc.cc.ga.us](http://www.gmc.cc.ga.us)  
Enrollment: 3,300

**Newsletter:** The Cadence  
**Published:** Aug and Dec  
**Circulation:** 8,000  
**Editor/Director of PR:** Janeen Smith  
**Email:** [jsmith@gmc.cc.ga.us](mailto:jsmith@gmc.cc.ga.us)  
**Direct phone:** 478-445-2035  
**Direct fax:** 478-445-2867

### Gordon College

419 College Drive  
Barnesville, Georgia 30204  
(770) 358-5000  
[www.gdn.peachnet.edu](http://www.gdn.peachnet.edu)  
Enrollment: 2,900

**Newspaper:** Exclusively Gordon

### Middle Georgia College

Cochran, Georgia 31014  
(478) 934-6221  
[www.mgc.peachnet.edu](http://www.mgc.peachnet.edu)  
Enrollment: 2,035

**Newspaper:** The Kernal  
**Published:** Monthly  
**Circulation:** 1,000  
**Editor/Director of PR:** Jennifer Brannon  
**Email:** [jbrannon@warrior.mgc.peachnet.edu](mailto:jbrannon@warrior.mgc.peachnet.edu)  
**Direct phone:** 478-934-3393  
**Direct fax:** 478-934-3342

### Macon State College

100 College Station Drive  
Macon, Georgia 31206-5144  
(478) 471-2700 \* 1-800-272-7619  
[www.maconstate.edu](http://www.maconstate.edu)  
Enrollment: 4,500  
**Newspaper:** The Matrix  
**Editors:** Derek Hart/Christopher Marney  
**Phone:** 478-757-3605  
<http://www.maconstate.edu/matrix/>  
**E-mail:** [mscmatrix@mail.maconstate.edu](mailto:mscmatrix@mail.maconstate.edu)  
**MSC-TV**  
Macon State College Television

### Mercer University (Private)

1400 Coleman Avenue  
Macon, Georgia 31207  
(478) 301-2700  
(478)301-2868, student activity  
[www.mercer.edu](http://www.mercer.edu)  
Enrollment: 4,740

**Bi-Weekly Newspaper:** The Mercer Cluster  
**Published:** Every other Thursday, school year  
**Circulation:** 2,500  
**Editor:** Polly Anders  
**Phone:** 478-301-2871  
**Email:** [cluster@mercer.edu](mailto:cluster@mercer.edu)  
**Website:** <http://www.mercer.edu/cluster/>

# Area Colleges & Universities

## Stats and Media Information

### Wesleyan College (Private)

4760 Forsyth Road  
Macon, Georgia 31210-4462  
(478) 757-5206 \* 1-800-447-6610  
Enrollment: 591

**Newspaper:** The Pioneer  
**Editor:** Cynthia Robinson  
**Email:** [Cyrobinson@wesleyancollege.edu](mailto:Cyrobinson@wesleyancollege.edu)  
**Website:** [www.wesleyancollege.edu](http://www.wesleyancollege.edu)  
**Direct phone:** 478-757-5134  
**Direct fax:** 478-757-5104

### Fort Valley State University

1005 State University Drive  
Fort Valley, Georgia 31030-4313  
(478) 825-6307 \* 1-877-GO-2-FVSU  
\* 1-877-462-3878  
Enrollment: 2,456  
**Website:** [www.fvsu.edu](http://www.fvsu.edu)

### Middle Georgia Technical College

80 Cohen Walker Drive  
Warner Robins, Georgia 31088  
(478) 988-6800  
Enrollment: 2,400  
**Website:** [www.mgtc.org](http://www.mgtc.org)

Quarterly Newspaper: TECH TALK

### Heart of Georgia Tech. College

560 Pinehill Road  
Dublin, Georgia 31021  
(478) 275-6589 \* 1-800-200-4484  
Enrollment: 1,900  
**Website:** [www.hgtc.org](http://www.hgtc.org)

### Central Georgia Tech. College

3300 Macon Tech Drive  
Macon, Georgia 31206  
(478) 757-3400  
Enrollment: 5,025  
**Website:** [www.cgtcollege.org](http://www.cgtcollege.org)

# Macon Telegraph Contract Rates for Users of the Macon Centreplex

(Rates effective January 2004 -- Ads must be placed through Macon Centreplex Promotions)

## Macon Telegraph (Now includes Houston edition, formerly the Daily Sun, in Warner Robins)

Monday-Thursday	\$44.22 <i>per column inch</i>
Friday & Saturday	\$49.52 <i>per column inch</i>
Sunday	\$67.62 <i>per column inch</i>

*Call The Centreplex about special deals for event advertising before planning media schedule in Telegraph.*

## Bibb Extra (Weekly advertising vehicle delivered every Tuesday to 37,768 non-subscribers in Bibb County)


Daily Rate	\$5.75 <i>per column inch</i>
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## Macon Telegraph & Robins AFB Rev-Up Combo

Monday-Thursday	\$51.87 <i>per column inch</i>
Friday & Saturday	\$57.46 <i>per column inch</i>
Sunday	\$75.56 <i>per column inch</i>

## Robins AFB Rev-Up Only

Friday	\$16.19 <i>per column inch</i>
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**Discounts:** *Pick Up Discounts are available for any advertising repeated within six days of the initial publication. An ad repeated once receives a 40% discount. An ad repeated two or more times within the six day cycle receives a 50% discount on each repeat. Repeat discounts are not available on Fridays, Saturdays, Sundays, or for ads in Bibb Extra and Robins Rev-Up. Pickup discounts cannot be compounded.*

**Deadlines:** *For the Friday Macon Telegraph Out & About Entertainment Tab, the deadline is Tuesday @ Noon. The Sunday deadline is Thursday @ 4 p.m. The Robins Air Force Base Rev-Up deadline is Monday @ noon for the following Friday paper. The Bibb Extra Deadline is the Wednesday prior to Tuesday publication. In general, the deadline for weekday editions of the Telegraph is 2 business (Monday-Friday) days prior to publication. Deadlines may vary slightly, dependent upon section and publication dates. Be sure to ask when placing your ad.*

**For more information or to place an ad through the Macon Centreplex, contact:  
Brenda Thompson, Marketing Manager  
Macon Centreplex Promotions  
200 Coliseum Drive  
Macon, GA 31217  
Phone: 478-751-9152 Fax: 478-751-9154  
Toll Free: 877-532-6144  
[brenda.thompson@macon.ga.us](mailto:brenda.thompson@macon.ga.us)**



# Event Publicity Form

Name of Event/Tour \_\_\_\_\_

Date of Event \_\_\_\_\_

Description of Event (If you have a press release, please send back with this form. The more information we have, the better we can help you publicize your event)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Ticket Prices \_\_\_\_\_

On-Sale Date \_\_\_\_\_

Website which we can link to from our public events calendar \_\_\_\_\_

May we use a photo from your website or will you supply us another digital or other photographic image? \_\_\_\_\_

Special Promotions/Other Information

\_\_\_\_\_  
\_\_\_\_\_

Synopsis of Marketing Plans in Macon Metro Market

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name and contact info for person completing this form \_\_\_\_\_

\_\_\_\_\_

I would like a representative from the Centreplex Marketing Department to call me to discuss and/or assist in my marketing efforts. *Yes or No*

The Macon Centreplex public events calendar is located on the web at [www.maconcentreplex.com](http://www.maconcentreplex.com). For more information, contact Brenda Thompson, Centreplex Marketing Manager, tollfree at 877-532-6144 or email her at [brenda.thompson@macon.ga.us](mailto:brenda.thompson@macon.ga.us).



## Media Procedure Form

Name of Event/Tour \_\_\_\_\_

Date of Event \_\_\_\_\_

Description of Event (If you have a press release, please send back with this form. The more information we have, the better we can help you publicize your event)

\_\_\_\_\_  
\_\_\_\_\_

Can the public have cameras or video cameras present at the event? \_\_\_\_\_

Will the press need credentials? \_\_\_\_\_

Who do they get the credentials from? \_\_\_\_\_

How far in advance prior to the event, do they need to get them? \_\_\_\_\_

Will you provide badges for media to wear? \_\_\_\_\_

Do we need credentials to photo the event for The Macon Centreplex? \_\_\_\_\_

Will there be a place on-site to refer press without proper credentials? \_\_\_\_\_

Name and contact info for person completing this form \_\_\_\_\_

\_\_\_\_\_

The Macon Centreplex public events calendar is located on the web at [www.maconcentreplex.com](http://www.maconcentreplex.com). For more information, contact Windy Caviness, Centreplex PR/Marketing Specialist, toll free at 877-532-6144 or email her at [windy.caviness@macon.ga.us](mailto:windy.caviness@macon.ga.us).

## **Contact Us**

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For more information or assistance in publicizing your event in the Metro Macon Market, contact:

**Brenda Thompson**  
**Marketing Manager**  
**The Macon Centreplex and Macon Centreplex Promotions**

200 Coliseum Drive  
Macon, GA 31217  
478-751-9152, Phone  
877-532-6144, Toll Free  
478-751-9154, Fax

[brenda.thompson@macon.ga.us](mailto:brenda.thompson@macon.ga.us), email  
[www.maconcentreplex.com](http://www.maconcentreplex.com), website