

Advertising Rates 2009

General Information

- Contract rates available, 13 week minimum buy...
 - All ad prices are per column inch (PCI).
 - Standard pages are six columns by 21.25 inches. Advertisements over 19" deep will be billed full column depth of 21.25.
 - Classified pages are eight columns by 21.25 inches. Advertisements over 19" deep will be billed full column depth of 21.25.
- Ask us about our unadvertised specials!*

Classified Advertising

Display Rate*\$7.50 PCI
 *minimum per ad (1x1).....\$15.00
 Commissionable Rate\$9.75 PCI

Column Width.....Inches	Column Width.....Inches
1 1.25	5.....6.750
2 2.625	6.....8.125
3 4	79.5
4 5.375	8.....10.875

--Service Directory--

All Service Directory advertising must be prepaid.

Five (5) to Twelve (12) Weeks\$13.50 per week
 Thirteen (13) or More Weeks.....\$12.00 per week

--Classified Advertising--

All classified advertising must be prepaid.

Twenty (20) words or less.....\$7.50
 Each additional word25¢

--Mobile Home and Real Estate--

--Classified Advertising--

All classified advertising must be prepaid.

Twenty (20) words or less.....\$13.50
 Each additional word25¢

Insertion Rates and Information

Rates are per 1,000

Preprints*
 Single sheet\$52.00
 4 - 8 pgs.\$59.00
 12 pgs.\$63.00
 16 pgs.\$67.00
 Above 16 pages.....\$5 per 4 pages
 Contract Rate**a minimum of 12 inserts per year
 \$200 minimum insert charge

Reservations must be made seven (7) days prior to insertion.

Delivery is to be five (5) days prior to insertion. All preprints must be shipped on pallets, skids, or in boxes, bundled in standard quantities and uniform turns. Allow 3 percent packing spoilage for inserts.

--Ship To--

Meade County Messenger
 c/o The News Enterprise
 408 W. Dixie, Elizabethtown, KY 42701.
 Receiving Monday-Friday, 8 a.m. to 4:30 p.m.

Display Advertising Rates

Display (boxed) Rate\$6.95 PCI
 12 column inches\$6.75 PCI
 Quarter page (32 column inches).....\$6.45 PCI
 Half Page (63 column inches).....\$6.00 PCI
 Full Page (128 column inches)\$5.75 PCI
 Commissionable Rate\$9.30 PCI
 Minimum Ad (1x1)\$13.90

Column Width.....Inches	Column Width.....Inches
1..... 1.708	4..... 7.208
2..... 3.542	5..... 9.042
3..... 5.375	6..... 10.875
13 columns (two-page spread)22.875	

Color Charge

Color\$75 per color

Proofs

- All ads requiring proofs must be in the Messenger office by noon, Thursday.
- Requests for advertising proofs must be made at the time advertisement is submitted and/or prior to deadline. Advertisers must return first proofing by 10 a.m. Friday; second proofing by 2 p.m. Friday. Please make proofing arrangements when submitting your ad.
- Proofs are meant for checking prices, grammar and correctness in layout, not for rewrite or redesign purposes. A composition charge will be made for extensive changes in the content or design.
- Upon approval of proofs, advertiser accepts all responsibility for any error that may have been overlooked.

**WE HAVE THE CAPABILITY TO PLACE YOUR
 ADVERTISEMENTS INTO 21 LANDMARK
 NEWSPAPERS! EXAMPLES: ELIZABETHTOWN,
 BULLITT, GRAYSON AND CARROLL COUNTIES.
 CALL FOR DETAILS!**

MEADE COUNTY MESSENGER OFFICE:

138 Broadway, Suite A, P.O. Box 678
 Brandenburg, Kentucky 40108
 (270) 422-2155 • (270) 877-2625
 Toll-Free: (877) 422-2155 Fax: (270) 422-2110
 Web site: meadecountymessenger.com
 e-mail address news: messenger@bbtel.com
 ads: mcmads@bbtel.com

MEMBER: Kentucky Press Association

Advertising Acceptance and General Policy

- Tobacco and Alcoholic Beverage advertising accepted.
- Advertising simulating news will carry the words "Paid Advertisement."
- The Meade County Messenger does not knowingly accept ads of a fraudulent, misleading, controversial or discriminatory nature and **RESERVES THE RIGHT TO REFUSE OR EDIT ANY ADVERTISEMENT.**
- The advertiser assumes full and complete responsibility for advertising content that is published. The advertiser shall indemnify and save the publisher harmless against any demands, claims, or liability arising from the publication of said advertising copy. The advertiser shall reimburse the publisher in settlement of claims or in satisfaction of judgments obtained by reason of the publication of such advertising copy together with all expenses incurred in connection therewith, including, but not limited to, attorney's fees and costs of litigation.
- Brokered advertising will not be accepted.
- All rates are subject to change.
- Advertisements of an "issue" nature must be accompanied by an identifying name.
- Advertisements of a political nature must state who is paying for the advertisement and include an identifying name to include mailing address.

Deadline Policy

• *Friday, 5:30 p.m.* Acceptance of ads after deadline for current issue will be based on availability of time and space. If accepted, a late fee of 50¢ per column inch will be added to the cost of display ads; \$1 per reader ad.

Terms of Payment

- Billing will be on a calendar month cycle. Accounts are payable upon receipt to ensure continued credit privileges. A 2 percent late fee will be charged after 30 days, in addition to a \$5 rebilling fee.
- No credit extended to new accounts for a period of at least 30 days until credit has been approved and established.
- Businesses that do not have a permanent place of business in this market but will be doing business on a temporary basis in this area are required to pay cash in advance.
- All political advertising and "Going Out of Business" advertising is accepted only with payment in advance. Going Out of Business ads must have G.O.B. license number published in each ad.

Cancellation Policy

• Any advertisements cancelled prior to deadline will be charged for half the cost of the ad to cover setup expenses. No credit will be given for cancellations after the deadline.

Commission

• National rates listed in this rate card are subject to agency 15 percent commission. All local rates listed on this rate card are local retail rates and are **NON-COMMISSIONABLE.**

Errors

- The newspaper will not be responsible for claims resulting from a typographical error beyond the cost of the space involved and affected by the error.
- Advertiser must contact the retail advertising department when an error appears.
- The newspaper shall accept no liability for its failure for any reason to insert an advertisement.

Additional Services

Tear Sheets

• Tear sheets are available for display advertising upon request. The first one is provided at no charge; additional copies are \$1 each. Reader advertisements are \$1 each.

Position Request

- We make every effort to honor page requests when available. **If preferred positioning is mandatory and space is available, a 25 percent surcharge will be applied.** Ad must be ¼-page or larger. All ads scheduled to run on a certain date will run regardless of position request.
- Ads are accepted and placed in the paper on a first-come, first-serve basis, unless space is contracted or reserved in advance. Ads received early will receive placement preference according to above policy.

Group Combination Rates

Over 420,000 homes in Kentucky receive a Landmark Community Newspapers Inc. product each week. The News-Enterprise, the Turret, and other LCNI newspapers in conjunction with the Meade County Messenger now offer combination rates; for up to 21 newspapers in central Kentucky, with one ad and one bill. Call for details.

Demographic Data

• Meade County lies in north central Kentucky, and is located about 21 miles from Elizabethtown, 10 miles from Radcliff, 8 miles from Fort Knox, and 35 miles from Louisville. The county seat of Brandenburg is situated on the Ohio River and is about 15 miles from Corydon, Indiana.