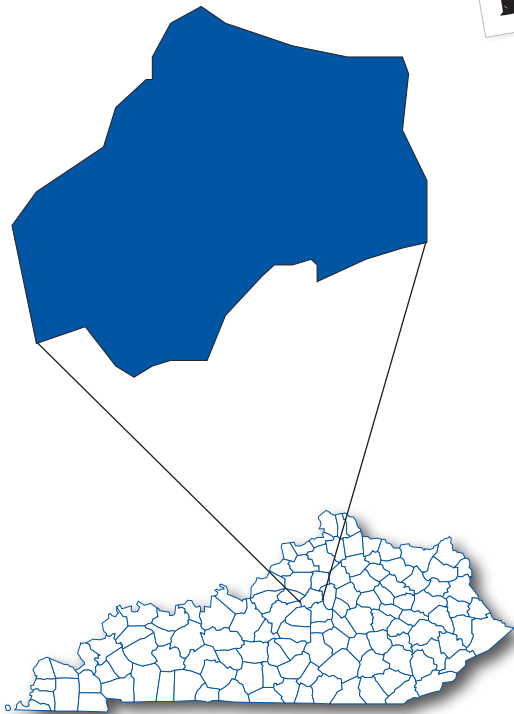


# The Anderson News

## 2011 RATE CARD

# The Anderson News

**EXTRA**



In the **HEART** of the **BLUEGRASS**

1080 Bypass South, Suite 3 • P.O. Box 410 • Lawrenceburg, KY 40342

Phone (502) 839-6906 • Fax (502) 839-3118

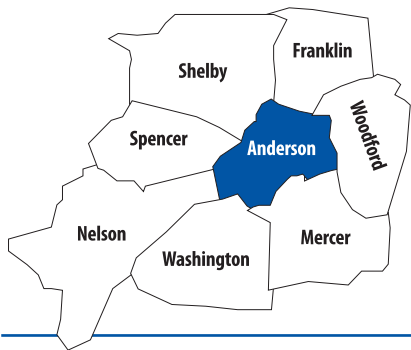
[www.theandersonnews.com](http://www.theandersonnews.com) • [advertising@theandersonnews.com](mailto:advertising@theandersonnews.com)

Rate Card No. 135 • Rates effective Jan. 1, 2011

# The Anderson News

- 4,937 paid circulation weekly newspaper
- Published Wednesdays
- 51 percent in-county penetration
- Paid circulation includes subscribers in each surrounding county

Source: USPS Statement of Circulations



# The Anderson News

**EXTRA**

- 11,877 circulation weekly shopper
- Published Mondays
- 100 percent in-county penetration (9,045 households, ZIP 40342)
- 100 percent penetration in Salvisa (Mercer County) (1,069 households, ZIP 40372)
- 100 percent penetration in Waddy (Shelby County) (1,125 households, ZIP 40076)
- 100 percent penetration in Mount Eden (Spencer County) (730 households, ZIP 40046)

## DEADLINES

The Anderson News .....	Monday at noon
The Anderson News Extra .....	Thursday at noon
Kentuckiana Display Classifieds .....	Thursday at 4 p.m.

## PLACING AN ADVERTISEMENT

To order advertising or submit ad copy, e-mail [advertising@theandersonnews.com](mailto:advertising@theandersonnews.com).

## COMMISSION AND TERMS OF PAYMENT

- 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
- Advertising is payable at time of purchase unless the advertiser or agency has established credit with the publisher. Credit is available for qualified customers. Accounts outstanding more than 25 days are subject to a 1 1/2 percent monthly service charge. Credit will not be extended to past due accounts.
- Billing period based on calendar month cycle.

# ADVERTISING RATES

## A. Local rates

The following rate is offered to local retail and regional advertisers not placing ads through an advertising agency charging commission. Combo rates are for consecutive editions of The Anderson News and The Anderson News Extra. Advertising may begin in either publication.

	The Anderson News	The Anderson News Extra	Combo
Open rate.....	\$10.64.....	\$10.44.....	\$14.71

B. Contract rates are available with signed contracts when the advertiser meets the minimum annual requirements.

<b>Determine Your Discount Based on Your Annual Spending Level</b>								
	Annual Spending	The Anderson News	The Anderson News Extra	News and Extra Combo	Annual Spending	The Anderson News	The Anderson News Extra	News and Extra Combo
<b>Step 1</b>	<\$500	\$10.64	\$10.44	\$14.71	\$10,000	\$ 8.73	\$ 8.57	\$12.07
	\$500	\$ 9.90	\$ 9.71	\$13.69	\$15,000	\$ 8.52	\$ 8.36	\$11.77
	\$1,000	\$ 9.79	\$ 9.61	\$13.54	\$20,000	\$ 8.30	\$ 8.15	\$11.48
	\$2,000	\$ 9.58	\$ 9.40	\$13.24	\$30,000	\$ 8.09	\$ 7.94	\$11.18
	\$3,000	\$ 9.37	\$ 9.19	\$12.95	\$40,000	\$ 7.88	\$ 7.73	\$10.89
	\$5,000	\$ 9.16	\$ 8.98	\$12.66	\$50,000	\$ 7.67	\$ 7.52	\$10.60
	\$7,000	\$ 8.94	\$ 8.77	\$12.36				
*All spending (color, online, preprints, etc.) counts towards fulfillment.								
<b>Choose Your Ad Size Discount</b>								
<b>Step 2</b>	Ad Size		Discount		Ad Size		Discount	
	16" - 32"		5%		32.25" - 64.25"		10%	
	64.5" - 128"		15%		Full Page		25%	
Must be on a spending based contract.								
<b>Step 3</b>								
<b>Add Color for 30% of net cost of ad</b>								
Minimum Charge of \$40 per paper. Color capacity may be limited. (Maximum cost per paper \$225 with no setup fee)								
<b>Step 4</b>								
<b>Place your ad in our online Marketplace for \$8 per website per ad.</b>								
<b>COMBO ADVERTISING RATE</b>								
Group rates are available when an identical ad is place in two or more LCNI markets within a seven-day period. Please ask your advertising representative for additional information. Minimum ad size is 3 inches.								

C. Commissionable rates

The Anderson News .....	\$12.62 per inch
The Anderson News Extra .....	\$12.62 per inch
Combo .....	\$17.31 per inch

D. Preprint insert rates. The publisher requests that preprints be quarter-folded or not exceed 8 1/2 inches by 11 inches, otherwise folding charges are \$14 per thousand. Preprint inserts with weights exceeding newsprint weight are subject to a surcharge equal to the applicable mail rate. **Inserts must be delivered to Landmark Web Press, 701 Taylorsville Road, Shelbyville, KY 40065 one week prior to publication deadline.** Prices are per thousand and non-commissionable. A minimum of 2,000 preprint pieces per insertion is required. In addition, each preprint insert order must total at least \$100.

**Preprint Insert Open Rates**

Size	The Anderson News	The Anderson News Extra
Single sheet .....	\$43	\$43
4T/2S .....	59	59
8T/4S .....	63	65
12T/6S .....	66	70
16T/8S .....	72	80
20T/10S .....	78	91
24T/12S .....	82	101
28T/14S .....	86	118
32T/16S .....	90	123

For each additional 4T, add \$5 per thousand.

**Preprint Insert Contract Rates**

Size	12 to 47 insertions		48 or more insertions	
	The Anderson News	The Anderson News Extra	The Anderson News	The Anderson News Extra
Single sheet .....	\$42	\$42	\$41	\$41
4T/2S .....	56	56	54	54
8T/4S .....	60	62	58	60
12T/6S .....	62	66	60	64
16T/8S .....	68	78	66	74
20T/10S .....	73	89	70	85
24T/12S .....	78	100	74	95
28T/14S .....	83	113	79	108
32T/16S .....	87	117	83	113

For each additional 4T, add \$5 per thousand.

**COLOR RATES**

Black plus one color .....	\$89
Black plus two colors .....	\$177
Full process color .....	\$233

# SPECIAL CLASSIFICATIONS

A. Political advertising. All political advertising must be paid in advance. Political ads must include the name and address of the person, group or committee purchasing the advertisement at the bottom of the ad. Political ads are charged at the ROP rate.

B. Tabloid rates. The Anderson News publishes several tabloid-size special sections each year. Prices include automatic placement on our website.

Ad size	Cost
1/8 page.....	\$99
1/4 page.....	\$167
1/2 page.....	\$311
Full page.....	\$612

C. Mini-tabloid rates. The Anderson News publishes several mini-tabloid special sections each year. Prices include automatic placement on our website.

Ad size	Cost	Ad size	Cost
1/4 page.....	\$180	Full page (one color).....	\$562
1/2 page.....	\$283	Full page (full color).....	\$600
Full page.....	\$518		

D. Online advertising. Advertising is available on The Anderson News Online, located at [www.theandersonnews.com](http://www.theandersonnews.com).

Banner and tile ads must run a minimum of 12 months. Advertiser must sign a contract before start of campaign. Your ROP ad will appear for seven days on our website in Marketplace, which features print display ads on all pages of our website. Marketplace ads rotate every six seconds, are searchable by name and keyword, and can be saved, printed and e-mailed. The additional charge per week is \$8.



For additional information or complete current rates and sizes, contact the advertising department at [advertising@theandersonnews.com](mailto:advertising@theandersonnews.com).

E. Other:

Legal ads are charged at the appropriate rate (classified or ROP).

Church directory*	\$10.91 per week
Business directory*	\$5.91 per inch
Business directory combo*	\$8.25 per inch
Non-profit organizations**	\$8.12 per inch
Non-profit organizations combo**	\$10.63 per inch
'Cards of Thanks,' In memoriams	\$8.12 per inch
'Cards of Thanks,' In memoriams combo	\$10.63 per inch
The Way We Were	\$85 per week
Team of the Week	\$50 per week full run
Church directory tabloid	\$242 full page, \$137 half-page

\*No copy change, minimum of four consecutive weeks; combo runs in The Anderson News and The Anderson News Extra.

\*\*To qualify for the non-profit rate, an organization must provide proof of 501(c)(3) status.

## NATIONAL REPRESENTATIVE

**Kentucky Press Service**, 101 Consumer Lane, Frankfort, KY 40601  
(502) 223-8821

## CLASSIFIED RATES

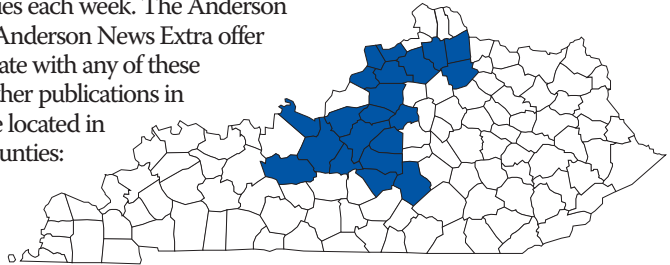
Classified display rate	\$7.10 per inch
Classified display combo rate*	\$10.91 per inch
Classified display employment rate	\$7.46 per inch
Classified display employment combo rate*	\$11.25 per inch

\*Ad runs in The Anderson News and The Anderson News Extra with no copy change.

## KENTUCKY COMBO NETWORK AND KENTUCKIANA CLASSIFIEDS

A. The Kentucky Combo Network includes 21 Kentucky newspapers reaching readers in several counties each week. The Anderson News and The Anderson News Extra offer a combination rate with any of these publications. Other publications in the Network are located in the following counties:

Bullitt, Carroll,  
Casey, Grant,  
Grayson,  
Hardin,



Harrison, Henry, LaRue, Marion, Meade, Nelson, Oldham, Owen, Pendleton, Shelby, Spencer; Taylor, Trimble and Washington. Rate information available by request. **Deadline for placing Kentuckiana display advertisements is 4 p.m. Thursday.**

B. Kentuckiana Classifieds reach readers in Anderson, Bullitt, Carroll, Henry, Oldham, Owen, Shelby, Spencer and Trimble counties through their local newspapers. Rate information available by request. Call 888-839-8237.

## SPECIAL SERVICES

- A. **Position request.** The publisher makes every effort to honor page requests when available. If preferred position is mandatory and space is available, a 25 percent surcharge will be applied.
- B. **Proof sheets.** Ad proofs are available upon request. To receive an ad proof, an advertiser must submit ad copy at least one business day in advance of the advertising deadline. When a proof is provided, the advertiser assumes all responsibility for any errors in the ad that may have been overlooked. Proofs are intended as a means for checking for omissions and typographical errors, not as a means for making major design and content changes.
- C. **Tearsheets.** Advertisers will be allowed two tearsheets upon request. Affidavits also available upon request.

## DEPTH REQUIREMENTS

Display advertisements may be no smaller than 1 column by 1 inch.

## MECHANICAL REQUIREMENTS

Six columns		
Columns	Inches	Picas/points
1	1.64	15p8
2	3.39	20p4
3	5.14	30p10
4	6.88	41p4
5	8.63	51p10
6	10.38	62p4

Eight columns		
Columns	Inches	Picas/points
1	1.2	7p2.5
2	2.5	15p1
3	3.82	30p10
4	5.14	32p3
5	6.45	38p8.5
6	7.76	46p7
7	9.07	54p5.5
8	10.38	62p4

Tabloid (inches)		
Size	Width	Height
1/8 page	5	2.44
1/4 page	5	5
1/2 page vertical	5	10.23
1/2 page horizontal	10.25	5
Full page	10.25	10.23

Mini-tab (inches)		
Size	Width	Height
1/4 page	3.333	4.75
1/2 page vertical	3.333	9.25
1/2 page horizontal	7	4.75
Full page	7	9.25
Double truck	14.5	9.25

## ADVERTISING POLICY

- A. All advertising subject to approval by the advertising manager and/or publisher.
- B. All simulated reading matter must be marked "Advertisement."
- C. The Anderson News does not knowingly accept ads of a fraudulent, misleading, controversial or discriminatory nature and reserves the right to edit or reject any copy submitted.
- D. All ads measuring more than 19 1/2 inches deep will be billed at the full 21 1/2-inch column depth.
- E. For "going-out-of-business" sales, ads must:
  - (1) Carry license number available through the county clerk's office
  - (2) Be paid for in advance
  - (3) Contain the words "going out of business"
- F. The Anderson News does not accept brokered advertising.
- G. Composition on advertising set then cancelled before publication will be charged to the advertiser at a rate of 25 percent of the total cost of the ad.
- H. Publisher shall have no liability whatsoever, by reason of any error in connection with any advertisement including (without limitation) failures to publish advertising on desired dates, or omissions or additions to advertisements. The publisher will not be responsible for and shall incur no liability for errors or misprints beyond cancellation of the charges or publishing a correction in a space equal to that occupied by the error. The publisher cannot be held liable for errors that occur when copy is received by phone. Written requests for adjustments must be made within five days of publication of the erroneous advertisement. The publisher will not be responsible for errors after the first publication of a repeat ad.
- I. All photographs of individuals for advertising use must be accompanied by release form from individual. Forms available at The Anderson News office.

## 2011 SPECIAL SECTIONS AND PROMOTIONS

### FEBRUARY

Portraits of Success

### MARCH

NCAA Bracket Contest  
Anderson County Guide

### APRIL

Spring Home and Garden Guide  
Easter Services Directory

### MAY

Health & Wellness Guide  
Graduation

### JULY

Back to School Guide  
Tourism Guide

### AUGUST

Football Preview

### SEPTEMBER

Fall Home & Garden Guide

### OCTOBER

Basketball Preview

### NOVEMBER

Veterans Salute  
Fall Gift Guide  
Black Friday

### DECEMBER

Santa Letters

# The Anderson News

*Setting standards of excellence since 1877*

**Ben Carlson • General Manager**  
P.O. Box 410 • Lawrenceburg, KY 40342  
(502) 839-6906 • Fax (502) 839-3118  
bcarlson@theandersonnews.com

## **Addendum to The Anderson News Rate Card No. 135, Effective Jan. 1, 2011**

### **EXTRA FRONT-PAGE AD RATES**

#### **HALF PAGE (6X10.5), FULL COLOR**

No contract . . . . . \$400 per run

6+ times . . . . . \$325 per run

#### **SIDE PANEL (1X9.5), FULL COLOR**

No contract . . . . . \$130 per run

6+ times . . . . . \$105 per run

12+ times . . . . . \$80 per run

#### **TOP BANNER (4X1), FULL COLOR**

No contract . . . . . \$80 per run

6+ times . . . . . \$55 per run