

## PERSONNEL

Jeff Moore, Publisher  
Phyllis Codling, TB Editor

Carla Kidwell, Circulation/Graphic Design  
Deborah Garrett, Advertising Sales Consultant  
Doris Miller, Bookkeeper Hilda Parrish, TB Office Manager

## NATIONAL REPRESENTATIVE

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

## COMMISSION & TERMS OF PAYMENT

- Commissionable discount of 15% is available off National Rates only. Local rates are non-commissionable. No camera ready discount. No charge for composition.
- Advertising is payable at time of purchase unless the advertiser or his agency has established credit with the publisher. Accounts outstanding over 30 days are subject to a 1.5% monthly service charge. Credit may not be extended to past due accounts.
- Billing will be on a regular calendar month basis.
- Political, yard/garage sale, and "going out of business sale" advertising is accepted only with payment in advance. Going out of business ads must have a G.O.B. license number on each ad.
- We will not accept brokered advertising.
- Page positions will be guaranteed when available with a premium charge of 20% per advertisement. Front page newspaper advertising is not available.

## GENERAL RATE POLICIES

- The publisher reserves the right to accept, classify, cancel, edit or reject any advertising copy submitted and to place the word "advertisement" on any ad.
- 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, omissions or additions to advertisements. Publisher shall not be liable for interruptions, delays, postponements or other failures to perform by reason of acts of God, strikes, lockouts or other industrial disturbances or blockades, riots, arrests, explosions, fires, accidents to machinery, or causes not within the control of the publisher. 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 telephone. Written requests for adjustments must be made within five days of publication of the erroneous information. The News-Democrat, The Trimble Banner and River City Trading Post will not be responsible for errors after the first publication of a repeat ad.
- 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.
- Photographs of individuals used in advertising must be accompanied by a release from the individual. Release forms are available from the advertising department.
- All political campaign and issue ads are subject to approval and must be paid in advance.
- Should any governmental body levy a tax on any advertising covered by this rate card, such tax will become an additional charge to the advertiser, over and above the rates mentioned herein.

## CLOSING TIMES

Ads will not be cancelled after deadline. Final copy is due no later than noon on Monday for ND & TB and 5 p.m. Wednesday for TP.

ND & TB R.O.P and Classified Display deadline is 9 a.m. Monday.  
ND & TB Classified reader ad deadline is 9 a.m. Monday.  
River City Trading Post deadline is 5 p.m. Wednesday.  
Kentuckiana ad deadline is 9 a.m. Monday.

## CIRCULATION

The News-Democrat has paid circulation of 3,042 and The Trimble Banner has paid circulation of 1,536, based on our USPS Statement of Ownership filed Oct. 1, 2009. The River City Trading Post is distributed to 9,257 households in Carroll, Trimble, Owen, Henry and Gallatin counties.

## 2010 SPECIAL SECTIONS

**JANUARY:** 278-Health View (ND&TB)  
**FEBRUARY:** 24-Discover Carroll County (ND)  
**MARCH:** 24-Spring Spruce-Up (ND&TB)  
**APRIL:** 7-Spring Sports (ND); 28-Health View (ND&TB)  
**MAY:** 5-Destinations & Diversions (ND); 19-Graduation (ND&TB)  
**JUNE:** 2-Trimble County Fair (TB)  
**JULY:** 21-Health View (ND&TB); 28-Back-To-School  
**AUGUST:** 18-Fall Sports Preview (ND);  
**SEPTEMBER:** 8-Blues to the Point (ND); 29-Trimble County Guide (TB)  
**OCTOBER:** 27-Health View (ND&TB)  
**NOVEMBER:** 10-Sample Issue (ND&TB)  
**DECEMBER:** 8-Santa Letters (ND&TB); 15-Winter Sports Preview (ND)  
**SEPTEMBER - MAY:** Carroll County Kids, publishes the first of each month

## 2010 PROMOTIONAL PAGES

**JANUARY:** 13-Calendar of Events (ND)-Page; 20-Wedding Guide (ND&TB)  
**MARCH:** 24 & 31-Easter Coloring Page (ND&TB);  
31-Easter on the Square (ND)  
**MAY:** 5-Mother's Day Page (ND); 26-Relay for Life (ND)  
**JUNE:** 2-Library Summer Reading (ND); 16-Father's Day Page (ND)  
**JULY:** 7-Bluegrass Festival Page (ND);  
**AUGUST:** 25-Goldenrod Gala (ND)  
**SEPTEMBER:** 8-Senior Event Page; 29-Tobacco Fest. Pages (ND)  
**OCTOBER:** 6-National 4-H Week (ND); 27-Halloween Safety (ND &TB)  
**NOVEMBER:** 17&24-T'giving Coloring (ND&TB); 17-Main St. Open House (ND);  
**DECEMBER:** 1-Christmas Carroll (ND); 22-Last Minute Shopping (ND&TB)

— All dates subject to change in the event of scheduling changes. —

\* Based on 2006 Pulse Survey results for Carroll County and 2007 results for Trimble County.

### BUSINESS SPOTLIGHT — 2x2 With 6 Week Minimum

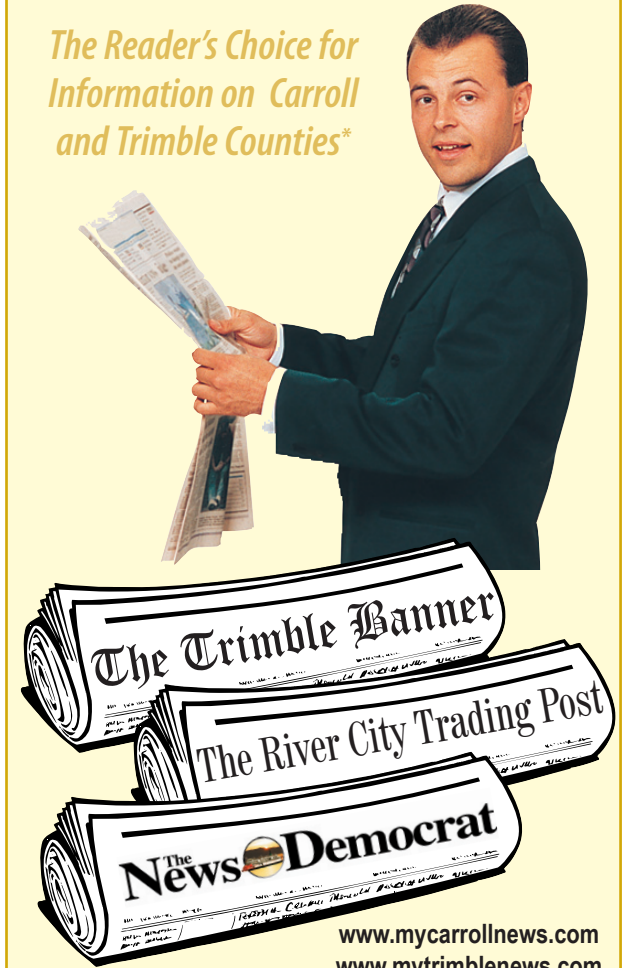
6-12 Weeks	13-25 Weeks	26+ Weeks
ND or TP — \$24/wk	ND or TP — \$22/wk	ND or TP — \$20/wk
TB — \$17/wk	TB — \$16/week	TB — \$15/week
Triple Play — \$48/wk	Triple Play — \$45/wk	Triple Play — \$42/wk

Copy change limited to 1 per month on request from customer.

In Memory/Thank You — ND—\$27.50 TB—\$22.50 (Ad size: 2col.x2")

Church Page Sponsor — ND—\$7.80 TB—\$5.35 (Ad size: 1col.x1")

The Reader's Choice for  
Information on Carroll  
and Trimble Counties\*



www.mycarrollnews.com  
www.mytrimblenews.com

**The News-Democrat**  
Reaching more than 8,400 Readers Every Week

**The River City Trading Post**  
Reaching Nearly 25,000 Readers Weekly In Five Counties

122 6th Street • P.O. Box 60 • Carrollton, KY 41008  
(502) 732-4261 • Fax (502) 732-0453

**The Trimble Banner**  
Reaching more than 4,300 Readers Every Week  
322 Hwy 42E • P.O. Box 289 • Bedford, KY 40006  
(502) 255-3205 • Fax (502) 255-7797

## 2010 RATE CARD

RATES EFFECTIVE APRIL 1, 2010

**CLASSIFIED RATES**

**Classified Display Advertising**

Reach more than 38,500 readers every week in five counties with our Full Coverage Classified Advertising Package!

For one price, on one invoice, you get three publications that reach that many readers each and every week. Your ad will appear in The News-Democrat and the Trimble Banner on Wednesdays plus the River City Trading Post on Mondays.

**Monthly Earned Inches Rates**

1-89"	14.40	Employment	15.33
90-171"	13.55	Employment	14.60
172" +	12.80	Employment	13.35

**Local Frequency Rates**

6 weeks	12.80	Employment	13.46
13 weeks	11.83	Employment	12.50
26 weeks	11.01	Employment	11.91
52 weeks	10.45	Employment	11.31

\*2 column inch minimum ad size

**Classified Legal Advertising Rates**

The News-Democrat — 7.42      The Trimble Banner — 4.84

**Classified Reader Ad Rates**

To Place A Reader Classified, Call Toll-Free 1-866-732-4237.

Four lines - \$ 9.95 per insertion / Commercial-\$11.17 / Employment -\$11.40  
Each additional line - \$1.85 per insertion

The following ads must be prepaid: baby-sitting, yard/garage sales and going out of business ads. Ads that are billed will be charged \$1 per publication, per week. Only previously established accounts may be billed.

**PRE-PRINT INSERT RATES**

**The News-Democrat & The Trimble Banner**

Annual # Insertions/\$ per 1,000

Number of Pages	1-11	12-26	27-48	49+
Single Sheet	47.00	46.00	44.00	42.00
4 page tab	56.00	54.00	53.00	50.00
8 page tab	59.00	57.00	56.00	53.00
12 page tab	62.00	60.00	58.00	56.00
16 page tab	65.00	63.00	61.00	59.00
20 page tab	68.00	66.00	64.00	61.00
24 page tab	72.00	70.00	68.00	65.00
28 page tab	75.00	73.00	71.00	68.00
32 page tab	77.00	75.00	73.00	70.00

**The River City Trading Post**

Annual # Insertions/\$ per 1,000

Number of Pages	1-11	12-26	27-48	49+
Single Sheet	47.00	46.00	44.00	42.00
4 page tab	59.00	58.00	56.00	53.00
8 page tab	62.00	60.00	58.00	56.00
12 page tab	65.00	63.00	61.00	59.00
16 page tab	74.00	72.00	70.00	67.00
20 page tab	87.00	85.00	82.00	78.00
24 page tab	100.00	97.00	94.00	90.00
28 page tab	116.00	113.00	109.00	104.00
32 page tab	132.00	128.00	124.00	119.00

Add \$5 per thousand for every four pages beyond 32 pages.  
Zoning available: Add \$1 per thousand (\$150 minimum).

Tabloid style inserts should be quarter folded. All preprints must be scheduled and delivered to Cynthiana Publishing, 302 Webster St., Cynthiana, KY 41031 one week prior to insertion. Each container or bundle must be tagged for the intended publication. Contract rates will be allowed only with signed contracts. Inserts are for full-run quantities with no zoning. Pre-prints with page weights exceeding newspaper may be subject to a surcharge equal to the applicable mail rate. Pre-prints larger than 8.5" x 11" may incur a \$10 per thousand folding charge. Due to automated inserting, please supply 3% more pieces than required for full run.

**Non-Profit Display Rates**

	ND	TB	TP	Double Play	Triple Play
R.O.P.	6.45	4.40	6.45	10.85	13.65
Classified	----	----	----	----	12.72

**Political Advertising**

Rates are net ROP or Classified Display as earned per insertion.

**National Display Rates (Commissionable)**

	ND	TB	TP	Double Play	Triple Play
R.O.P.	9.18	6.06	9.18	14.06	18.65
Classified	----	----	----	----	16.94

**LOCAL RETAIL RATES**

Open Rates — Effective April 1, 2010

The News-Democrat and River City Trading Post .....	\$7.80
The Trimble Banner .....	\$5.10

**Determine Your Discount Based on Your Annual Spending Level**

Step 1

Annual Spending	ND	TB	RCTP	Double Play	Triple Play
<\$500	7.80	5.10	7.80	11.90	15.85
\$500	7.41	4.85	7.41	11.31	15.06
\$1,000	7.34	4.80	7.34	11.19	14.90
\$2,000	7.18	4.70	7.18	10.95	14.59
\$3,000	7.02	4.59	7.02	10.71	14.27
\$5,000	6.87	4.49	6.87	10.48	13.95
\$7,000	6.71	4.39	6.71	10.24	13.64
\$10,000	6.56	4.29	6.56	10.00	13.32
\$15,000	6.40	4.19	6.40	9.76	13.32
\$20,000	6.24	4.08	6.24	9.52	12.68
\$30,000	6.09	3.98	6.09	9.29	12.37
\$40,000	5.93	3.88	5.93	9.05	12.05
\$50,000	5.78	3.78	5.78	8.81	11.73

\* All spending (color, online, preprints, etc.) counts towards fulfillment.

Step 2

**Choose Your Ad Size Discount**

News-Democrat/Trimble Banner      River City Trading Post

Ad Size	Discount	Ad Size	Discount
16"-32"	5%	9"-17.75"	5%
32.25"-64.25"	10%	18"-35.75"	10%
64.5-128"	15%	36"-69.75"	15%
Full Page	25%	Full Page	25%

Must be on a spending based contract.

Step 3

**Add color for 25% of net cost of ad**

Minimum Charge of \$40 per paper  
Color Capacity may be limited.  
(Maximum cost per paper \$225 with no setup fee)

Step 4

**Place your ad in our online Marketplace for \$6 per website per ad.**

**COMBO ADVERTISING RATE**

Group rates are available when an identical ad is placed in two or more LCNI markets within a 7 day period. Please ask your sales consultant for additional information. Minimum ad size is 3".