

The Cynthiana
Democrat

Harrison
SHOPPER

**Our regional
shopper and
local newspaper
are welcomed
into nearly**

**21,000
households, with
17,715 delivered
by mail.**



**We reach
farther.**

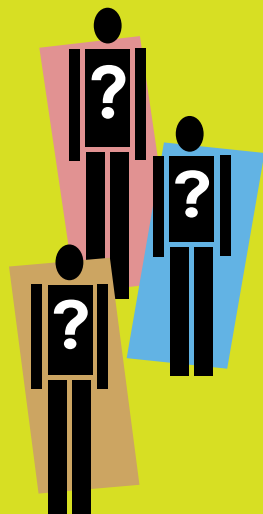


2011 RATE CARD

Rates Effective Jan.1, 2011

www.cynthianademocrat.com

The Survey Says...



A Pulse Research survey conducted in August 2006 shows that...

- Virtually everybody who gets the Harrison Shopper - 9 in 10 people - reads it!
- Harrison Shopper adult readers represent a wide age spectrum - from 18 to over 70 years old! In fact, half of readers fall between 40 and 60 years old - and 40 to 60 year old Harrison Shopper readers have an average income of \$51,025! That's some great spending power in our community.
- Over one-third of Harrison Shopper readers (35%) cite the Harrison Shopper as their primary source of local retail information - as much as five times the level of any other media! There just isn't any competition! Compare this to cable TV at 2% or radio at 0%!

Source: August 2006 Market Survey & June 2006 Harrison Shopper Reader Survey conducted by Pulse Research, Inc. (Portland, Oregon)

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Our Readers

HARRISON COUNTY RESIDENTS

Total Population	18,912
Male Population	9,270
Female Population	9,642
Median Age	39.6
Population Density	61
Employees/Daytime Population	7,145
Number of Households	7,483
Average Household Size	2.5
Avg. Vehicles per Household	2
Homeowners	63.5%
High School Education or more	84.9%
Average Household Income	\$55,146

Contact Information

THE CYNTHIANA DEMOCRAT
HARRISON SHOPPER
302 Webster Avenue
P.O. Box 160
Cynthiana, KY 41031
Phone: 859-234-1035
Fax: 859-234-8096
Email: ads@cynthianademocrat.com

Visit us on the web at
www.cynthianademocrat.com

Who We Reach

Over **16,050** copies of the Harrison Shopper land in the hands of your customers each week in Harrison and surrounding counties - with **12,497** of those delivered by mail



COUNTY	LOCALITY	ZIP CODE	DISTRIBUTION
Harrison	Cynthiana	41031	6,494
Harrison	Berry	41003	1,095
Pendleton	Falmouth	41040	1,828
Nicholas	Carlisle	40311	2,309
Bracken	Brooksville	41004	669
Bracken	Milford	41061	28
Scott	Sadieville	40370	1005
Robertson	Mt. Olivet	41064	830
Bourbon	Paris	40361	424
Bourbon	Millersburg	40348	400
Grant	Corinth	41010	437
Household Distribution:			15,519
Total Readers:			34,142



Households Delivered by Mail	12,497
Households Delivered by Carrier	3,022
Business Distribution	531
TOTAL DISTRIBUTION	16,050

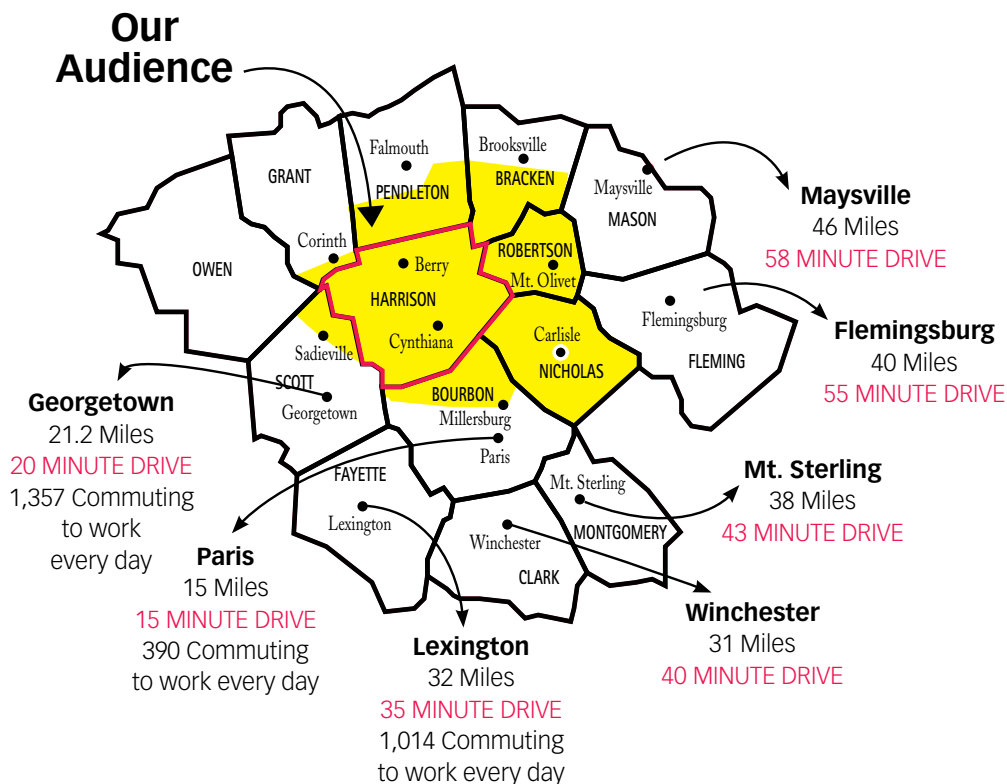


Household Penetration in Harrison County: over 56.5%
TOTAL PAID CIRCULATION: 4,847*

Source: United States Postal Service Statement of Ownership, Management and Circulation, October 1, 2010

Where Our Readers Shop

In addition to Cynthiana, Paris, Georgetown and Lexington are very popular shopping and dining destinations, with several other nearby communities also seeing a good number of Democrat and Shopper readers. The map at right shows some of the major shopping destinations for our readers, with approximate distance and travel time from Cynthiana - but a look at the map, (with the shaded area representing the Democrat and/or Shopper coverage area), shows that many of our readers have even shorter drives to these destinations.



1. PERSONNEL

- George W. Jacobs, Publisher
- Patricia Jenkins, Advertising Manager
- Kim Mayer, Advertising Consultant
- Pam Howard, Advertising Consultant
- Becky Barnes, Editor
- Ronda Walton, Bookkeeper

2. NATIONAL REPRESENTATION

Kentucky Press Service, Inc., 101 Consumer Lane, Frankfort, KY 40601, (800) 264-5721

3. COMMISSION/PAYMENT TERMS

- A. Commissionable discount is available for 15% off the national rate only. Local retail is non-commissionable. No camera-ready discount. No charge for composition.
- B. Advertising is payable at time of purchase unless the advertiser or his/her agency has established credit with the publisher. Credit is available for qualified customers. Accounts outstanding over 28 days are subject to a 1.5% monthly service charge. Credit will not be extended to past due accounts.
- C. Billing will be on a regular calendar month basis.
- D. Political advertising, yard sale ads, and “going out of business” advertising is accepted only with payment in advance. “Going out of business” ads must have a G.O.B. license number on each advertisement.
- E. Political advertising rate: All political and issue-oriented ads are subject to approval. Dollar volume contract rates are available & must be paid in full in advance.
- F. We will not accept brokered advertising.

4. ADVERTISING POLICY

- A. 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.
- B. Publisher shall have no liability whatsoever in the event any act of God, the public enemy or government authority, or any labor dispute, war (whether or not declared), civil disobedience, riot, failure of equipment or systems of the publisher or its suppliers, or other occurrences beyond the distribution of its newspapers.
- C. Publisher shall have no liability whatsoever, by reason of any error in connection with any advertisement including (without limitation) omissions or additions to advertisements. The publisher will not be responsible for and shall not incur liability for errors or misprints beyond cancellation of the charges of publishing a correction in a space equal to that occupied by the error. The publisher cannot be liable for errors when copy is received by telephone. Written requests for adjustments must be made within five days of publication of the erroneous advertisement.

- D. 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 together with all expenses incurred in connection therewith, including but not limited to, attorney’s fees and cost of litigation.
- E. The newspaper makes every effort to honor page position requests but under no condition guarantees an advertiser page position unless customer signs a 52-week contract for one full page per week for a specified position. Non-contract page position available for a 20% surcharge on 35 column inches or larger display advertising. Minimum of 70” for front or back of Harrison Shopper.
- F. The Harrison Shopper front page is reserved on a first-come, first-serve basis. Additional costs include full color plus 10 column inches for the masthead. Cancellation must be made 10 days prior to publication or advertiser will be billed.
- G. The publisher’s schedule of copy and proof deadlines must be observed in order to assure publication. Proofs, when submitted, will be for typographical corrections only.
- H. Photographs of individuals for advertising must be accompanied by a release form from the individual. Release forms are available from our advertising representatives.
- I. Should any government 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.
- J. Advertising placed upside down or sideways must carry a disclaimer. Front page banner ads available at \$399 full color, but must meet advertising standards.
- K. With the exception of front page banner ads, any ads wider than they are tall are available with a 20% surcharge.
- L. Advertising for alcoholic beverages must conform with regulations of the Alcoholic Beverage Control Board.

5. ADVERTISING RATES

Combination rates are for same ad, same size, both papers, consecutive issues.

Commissionable National Rates

Rates are Column Inch PASS

Cynthiana Democrat	Harrison Shopper	Combination
9.87	13.87	16.82

Determine Your Advertising Cost in Four Easy Steps

stepONE

Determine Your Discount Based on Your Annual Spending Level

Annual Spending	Cynthiana Democrat	Harrison Shopper	Combination
OPEN	8.39	11.79	14.30
\$500	7.80	10.96	13.30
\$1,000	7.72	10.85	13.16
\$2,000	7.55	10.61	12.87
\$3,000	6.65	9.48	11.09
\$5,000	6.45	8.77	10.94
\$7,000	6.25	8.37	10.48
\$10,000	5.85	8.01	10.05
\$15,000	5.54	7.56	9.85
\$20,000	5.24	7.16	9.68
\$30,000	5.04	6.85	9.53
\$40,000	4.74	6.80	9.42
\$50,000	4.37	6.53	9.34

stepTWO

Choose Your Ad Size Discount

Cynthiana Democrat		Harrison Shopper	
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.			

stepTHREE

Add Color for 30% of net cost of ad

Minimum Charge of \$40 per paper. Harrison Shopper front page \$170.00. Color capacity may be limited (Maximum cost per paper \$225 with no setup fee)

stepFOUR

Place your ad in our online Marketplace for \$8 per website per ad.

Employment Package Rates

\$13.94 - Combination and www.cynthianademocrat.com

Preprint Rates Per Thousand (Non-Commissionable)

Preprints and insertion orders must be received five (5) business days prior to insertion; Kentucky Combo requires seven (7) business days. Preprints larger than 8.5" x 11" will incur a minimum \$15 per thousand folding charge.

Size of Insert	CYNTHIANA DEMOCRAT Number of Inserts Annually						HARRISON SHOPPER Number of Inserts Annually					
	1	6	12	24	36	52	1	6	12	24	42	50
Single Sheet	\$47	\$43	\$42	\$39	\$37	\$35	\$47	\$43	\$42	\$39	\$37	\$35
4 Tab/2Std.	\$54	\$49	\$48	\$45	\$42	\$40	\$54	\$50	\$48	\$45	\$42	\$40
8 Tab/4 Std.	\$63	\$58	\$57	\$53	\$50	\$48	\$63	\$59	\$57	\$53	\$50	\$47
12 Tab/6 Std.	\$70	\$65	\$64	\$59	\$56	\$50	\$70	\$66	\$64	\$59	\$56	\$53
16 Tab/8 Std.	\$76	\$71	\$69	\$65	\$61	\$59	\$82	\$77	\$75	\$70	\$66	\$62
20 Tab/10 Std.	\$82	\$77	\$75	\$70	\$66	\$64	\$93	\$88	\$86	\$81	\$77	\$72
24 Tab/12 Std.	\$88	\$83	\$81	\$76	\$71	\$69	\$103	\$97	\$95	\$90	\$86	\$81
28 Tab/14 Std.	\$94	\$88	\$86	\$81	\$76	\$74	\$113	\$107	\$105	\$100	\$96	\$90
32 Tab/16 Std.	\$100	\$94	\$92	\$86	\$82	\$74	\$123	\$117	\$115	\$110	\$105	\$99

Page count exceeding 32 will be charged at \$5 per thousand for each 4 page increment.

- Annual pre-print contracts must be signed to earn frequency discount rates. Frequency discounts based upon 75% or more of full run circulation.
- Pre-prints with page weights exceeding newsprint may be subject to surcharge equal to the applicable mail rate. Pre-prints larger than 8.5" x 11" will incur a minimum \$15/M folding charge.
- Due to machine inserting and possible shipping damage, please furnish 2% more pre-prints than required for distribution. On single sheets, furnish 4% more than required for distribution.
- Pre-prints must meet all postal regulations.
- Zoning of inserts available; minimum of 3,000 accepted per week. Fewer than 3,000 inserts in a week will be charged at the same rate as 3,000.
- Annual pre-print contract customers can apply to dollar volume discounts.

6. KENTUCKY COMBO AND STATEWIDE NETWORKS

Kentucky Combo

The Kentucky Combo Network, including 23 newspapers, produces products each week. The Cynthiana Democrat and other Kentucky newspapers offer you a combination rate with other publications with one buy and one bill. See Page 13 for more information.

Statewide Classifieds

The Statewide Classifieds reach over a million readers through 70 Kentucky newspapers, dailies and weeklies. \$250 for 25 words, \$7.00 per additional word. Must be paid in advance. See page 12 for more details.

Selection of color and page position may be at printer's discretion. Color rates are non-commissionable. Harrison Shopper front page advertisers may purchase process color for \$170.

10. SPECIAL SERVICES

- Proofs available upon request provided copy has been submitted by the proof deadline. When proofs are provided, advertiser assumes all responsibility for errors. Proofs are for corrections only, not redesign.
- Original art, photography and other specialized services are available for a nominal charge.
- Photographs for ads can be taken by a newspaper representative.
- Tearsheets are available upon request. Up to two tearsheets will be provided at no cost; additional tearsheets will be charged at \$.50 each.
- Copies of ads designed and composed by Cynthiana Democrat and Harrison Shopper staff for publication in other papers are available at a \$10 charge

14. DEADLINES

Cynthiana Democrat

10:00 a.m. Tuesday

The Cynthiana Democrat is published on Thursday. Classified and retail advertising deadline is 10 a.m. Tuesday. Ads-to-be-proofed and legal ad deadline is 4 p.m. Monday.

Harrison Shopper

10:00 a.m. Friday

The Harrison Shopper is published on Monday. Classified and retail advertising deadline is 10 a.m. Friday. Ads-to-be-proofed and legal ad deadline is noon Thursday.

All deadlines are subject to change for issues preceding or following holidays.

15. MECHANICAL REQUIREMENTS

Cynthiana Democrat

Page Size:

6 col. x 21.5 inches

Harrison Shopper

Page Size:

5 col. x 14 inches

	PICAS	INCHES
1 Column	9p8	1.64
2 Columns	20p3	3.39
3 Columns	30p8	5.14
4 Columns	41p3	6.88
5 Columns	51p8	8.63
6 Columns	62p3	10.38

16. SPECIAL CLASSIFICATIONS

A. Real Estate Combination Rates:

Open	\$9.40
910 annual inches	\$8.34
1820 annual inches	\$8.09
3640 annual inches	\$7.94

Contract required for annual inch discounts for real estate.

B. Automobile Rates:

Dollar Volume	Cynthiana Democrat	Harrison Shopper	Combination
\$1,500	6.50	9.39	11.43
\$3,000	6.00	8.90	10.85
\$5,000	5.48	8.27	10.16
\$10,000	5.22	7.89	9.97
\$15,000	5.00	7.84	9.77
\$20,000	4.73	6.62	8.56
\$25,000	4.62	6.48	8.50
\$35,000+	4.33	6.20	8.08

C. 501C Non-Profit Groups recognized by the IRS (civic, church) earn the \$8.56 combination discount rates.

17. CLASSIFIED RATES

Kentucky Classified Network

Reader classified ads run in the Cynthiana Democrat and the Harrison Shopper.

One cycle (15 words or less)	\$6.95	(15 words or less)
Two cycles (15 words or less)	\$9.95	(15 words or less)
Three cycles (15 words or less)	\$20.85	(15 words or less)
Four cycles (15 words or less)	\$27.80	(15 words or less)



Four lines or less, 60 cents ea. additional line per cycle. Paid in advance only. Add \$2.50 per week for online display. Add 10% for Employment category.

18. CIRCULATION

The Cynthiana Democrat was established in 1868, serving the Cynthiana and Harrison County area. It is published weekly on Thursdays and reaches over 56.5 percent of the homes in Harrison County, with a paid circulation of 4,847.* The newspaper is delivered by second class mail. For subscription information, call (859) 234-1035.

The Harrison Shopper was established in 1971 and serves readers in Harrison and adjoining counties. 16,050 free copies are distributed, with over 3,022 delivered by carrier every Sunday, the remainder via third class mail and distribution points every Monday.

*Source: USPS Statement of Circulation

More information regarding our Featured Segment Advertising and Special Sections can be found on Pages 11 and 16.

Sample Ad Sizes

1x3

D \$25.17
S \$35.37
C \$42.90

1x5

D \$41.95
S \$58.95
C \$71.50

2x2

D \$33.56
S \$47.16
C \$57.20

2x3

D \$50.34
S \$70.74
C \$85.80

1x7

D \$58.73
S \$82.53
C \$100.10

2x4

D \$67.12
S \$94.32
C \$114.40

2x5

D \$83.90
S \$117.90
C \$143.00

3x3

D \$75.51
 S \$106.11
 C \$128.70

3x5

D \$125.85
 S \$176.85
 C \$214.50

1 Column Width

2 Column Width

3 Column Width

4 Column Width

5 Column Width

6 Column Width

Not Shown:

Full Shopper Page (5x14) D \$587.30
 (without contract) S \$825.30 > Diff. of
 C \$1,001.00 > \$175.70

Half Shopper Page (5x7) D \$293.65
 (without contract) S \$412.65 > Diff. of
 C \$500.50 > \$87.85

1/4 Shopper Page (3x6) D \$151.02
 S \$212.22 > Diff. of
 C \$257.40 > \$45.18

3x6

D \$151.02
 S \$212.22
 C \$257.40

World Class Economy in a Rural Class Community

Two of Harrison County's largest employers are internationally known businesses:

3M



3M Plant located within the Cynthiana city limits



TOYOTA

Toyota Plant located 7 miles from Harrison Co. line



Featured Opportunities

Business Index

\$5.99 per block per week for 10 week run OR \$4.99 per block per week for 20 week run (10 week minimum)

Church Page Sponsorship

\$10.19 per block • Weekly • Sponsors directory of area churches and service times.

Community Page Sponsorship

\$10.89 per block • Once a month • Sponsors space for local non-profit and charitable organizations to get the word out about their events and needs.

Weekly "Posted" Notice

\$32.95 per 6 mos OR \$42.95 per year

Segment Advertising

Sports Page Banner including full color - \$193/week
 Living Page Banner (6 col. x 1") - \$149 (12 week minimum)



Home & Garden Show & Special Section



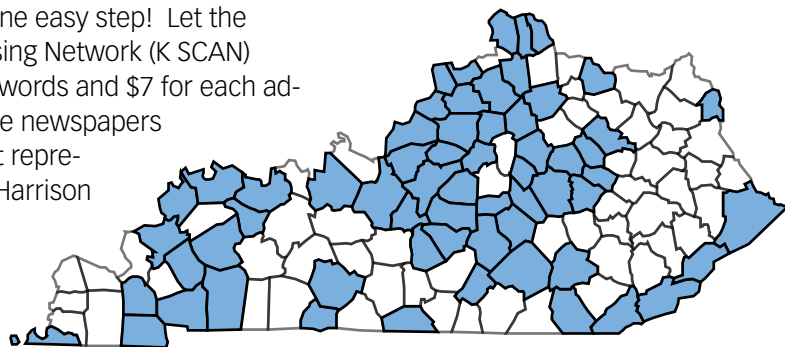
Every year, the Cynthiana Democrat sponsors the Cynthiana Home & Garden Show, in conjunction with a Home & Garden tabloid section. Our Home & Garden Show is fast becoming the region's top venue for vendors looking to showcase their products during the busy spring season.

Packages are available at many price levels. Booths at the Home and Garden Show are 10' x 10' and are available only to those advertising in the Home & Garden tabloid section.

This year's show will be held on Saturday and Sunday, April 23-24, with the special section published the preceding Thursday. Make plans now to be there!

Reach A Million Kentucky Readers!

You can reach a million readers with one easy step! Let the Kentucky Statewide Classified Advertising Network (K SCAN) work for you. At a cost of \$250 for 25 words and \$7 for each additional word, your ad appears in all the newspapers shown on this page. Call your account representative at The Cynthiana Democrat/Harrison Shopper for more information.



DAILY PAPERS

Ashland - The Daily Independent
Bowling - Green Daily News
Corbin - Times-Tribune
Danville - Advocate-Messenger
Elizabethtown - News-Enterprise
Frankfort - State Journal
Henderson - The Gleaner
Hopkinsville - Kentucky New Era
Lexington - Herald-Leader

Louisville - Courier-Journal
Madisonville - The Messenger
Maysville - The Ledger-Independent
Middlesboro - Daily News
Murray - Ledger& Times
Owensboro - Messenger-Inquirer
Richmond - Richmond Register
Somerset - Commonwealth-Journal
Winchester - The Winchester Sun

WEEKLY PAPERS

Bardstown - The Kentucky Standard
Bedford - The Trimble Banner
Benton - Tribune-Courier
Cadiz - The Cadiz Record
Calhoun - McLean County News
Campbellsville - Central Ky. News Journal
Carrollton - News-Democrat
Clay City - Clay City Times
Cromona - Letcher Co. News-Press
Cumberland - Tri-City News
Cynthiana - Cynthiana Democrat
Dawson - Springs Progress
Erlanger - Kenton Co. Recorder
Florence - Boone Co. Recorder
Franklin - Franklin Favorite
Ft. Thomas - Campbell Co. Recorder
Fulton - Fulton Leader
Georgetown - News-Graphic
Greensburg - Record-Herald
Hardinsburg - Breckinridge Co. News Herald
Hodgenville - LaRue Co. Herald-News
Irvine - Citizen Voice & Times
LaGrange - The Oldham Era
Lancaster - Garrard Co. News

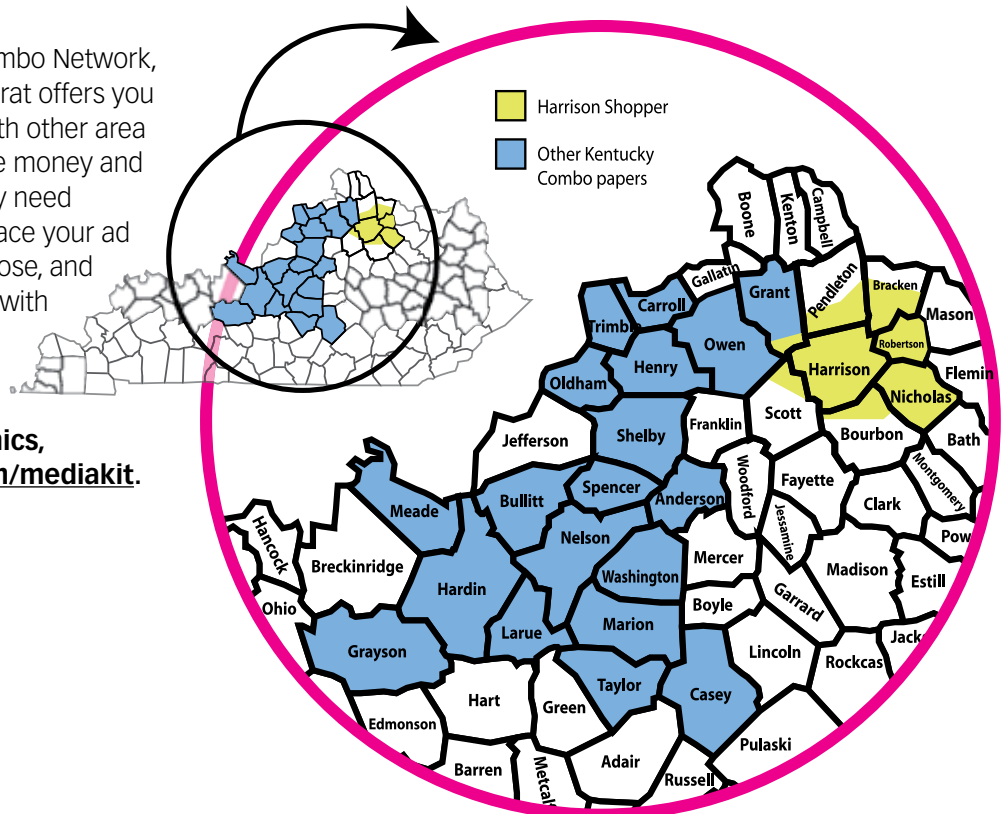
Lawrenceburg - The Anderson News
Lebanon - The Lebanon Enterprise
Liberty - Casey Co. News
London - The Sentinel-Echo
Marion - The Crittenden Press
Morganfield - Union Co. Advocate
Mt. Sterling - Mt. Sterling Advocate
Murray - Murray State News
New Castle - Henry County Local
Nicholasville - The Jessamine Journal
Owenton - News-Herald
Owingsville Bath Co. - News-Outlook
Pikeville - Appalachian News-Express
Princeton - Times-Leader
Russell Springs - The Times Journal
Shelbyville - Sentinel News
Shepherdsville - The Pioneer News
Springfield - Springfield Sun
Stanford - Interior Journal
Taylorsville - Spencer Magnet
Tompkinsville - Tompkinsville News
Williamsburg - News-Journal
Williamstown - Grant County News

Simplify - and Save Both Time and Money!

With the Kentucky Combo Network, The Cynthiana Democrat offers you a combination rate with other area publications. You save money and time because you only need to make one call to place your ad in the papers you choose, and you only have to deal with one bill.

(Minimum size: 3 column inches).

To view demographics, go to www.lcni.com/mediakit.



CITY	COUNTY	PUBLICATION(S)
• Bardstown	Nelson County	The Kentucky Standard; Extra
• Bedford	Trimble County	The Trimble Banner
• Brandenburg	Meade County	Meade County Messenger
• Campbellsville	Taylor County	The Central Kentucky News Journal; Extra
• Carrollton	Carroll County	The News Democrat; River City Trading Post
• Cynthiana	Harrison County	The Cynthiana Democrat; Harrison Shopper
• Elizabethtown	Hardin County	The News Enterprise; The Saving Source
• Falmouth	Pendleton County	The Falmouth Outlook; Outlook Shopper
• Fort Knox	Hardin County	Inside the Turret
• Hodgenville	Larue County	LaRue County Herald News
• LaGrange	Oldham County	The Oldham Era; Marketplace
• Lawrenceburg	Anderson County	The Anderson News; Anderson News Extra
• Lebanon	Marion County	The Lebanon Enterprise; Advantage
• Liberty	Casey County	The Casey County News
• New Castle	Henry County	The Henry County Local
• Owenton	Owen County	The News Herald
• Shelbyville	Shelby County	The Sentinel News; Sentinel News Plus
• Shepherdsville	Bullitt County	The Pioneer News; Pioneer News/Extra
• Springfield	Washington County	The Springfield Sun
• Taylorsville	Spencer County	The Spencer Magnet
• Williamstown	Grant County	The Grant Co. News; Grant Co. Express
• Leitchfield	Grayson County	The Record

Online Ad Opportunities

cynthianademocrat.com delivers over 37,000 page views per month.

Average number of visitors: 7,735 each month - that's over 257 a day!

Upper Leaderboard

\$15 per thousand

\$150 per 10,000

728x90 pixels

Skyscraper

\$10 per thousand

\$100 per 10,000

160x600 pixels

Weather Sponsor

Pet Sponsor

Obit Sponsor

Ad is featured on the respective page.

Ask rep for further details.

\$150/mo. or

\$125/mo. for 3 mos.

468x60 pixels

Ad Gallery

Free with any upper leaderboard, top prime, skyscraper, or square ad

125x125 pixels



Top Prime

\$10 per thousand

\$100 per 10,000

120x90 pixels

Marketplace

Features your newspaper print ad for 7 days, or until next print edition publishes. Ads are searchable by name and key words for 7 days.

PLUS!

Direct email function back to your business

Map request to your location

A link to your website

All for only \$8!

Square

\$6 per thousand

\$60 per 10,000

300x250 pixels

Bulk Discounts

20,000 Page Views

10% Discounts off Rate

30,000 Page Views

15% Discounts off Rate

40,000 Page Views

20% Discounts off Rate

50,000 Page Views

25% Discounts off Rate

120,000 Page Views

30% Discounts off Rate



Help Us Help You!



Here are some the questions you can ask yourself and discuss with your advertising consultant to ensure your advertising has the desired focus and effect.

- Who are your competitors?
- What is your unique selling point (what makes you different from your competitors)?
- Where are your competitors located?
- Who are your targeted customers?
- Where do your customers come from?
- How are you reaching your customers now? What media are you using?

<input type="checkbox"/> TV	<input type="checkbox"/> Cable
<input type="checkbox"/> Direct Mail	<input type="checkbox"/> Newspaper
<input type="checkbox"/> Internet	<input type="checkbox"/> Magazine
<input type="checkbox"/> Other	
- Have you seen a return on your investment with any of the above medias?
- If so which one and how did you track?
- Have you done a CPM (cost per thousand households reached analysis) for each of those?
- Do you know the number of households reached and the zipcode breakdown of the media you purchased? If not ask your ad consultant for a zipcode breakdown of cities and counties reached and how many households to use for analysis. (See next page to learn how to do a CPM analysis)
- What's your biggest challenge?
- What is your biggest season?
- What are your best-selling products?
- What are your most profitable products?
- What will make people drive to your business?
- When advertising, do you look at it as an expense or an investment in your business?
- When advertising do you include a bang-for-the-buck return?
- What is the offer.....What is the value?
- Would you travel to a business for the offer you're including in your ad?

Have You Ever Heard the Saying,
 "You Get What You Pay For?"
 Is cheaper really the best
 bang for your buck?



Paper A:

An ad this size is \$25 with total distribution of 1,000 copies.

Cost Per

Thousand:

\$25.00

Paper B:

An ad this size is \$47.16 with total distribution of 16,050 copies.

Cost Per Thousand

Households Reached: **\$2.94**

To Calculate Cost Per Thousand:

Ask for the publication's circulation and their open rate. Then use this simple formula to determine the true cost of reaching your customers.

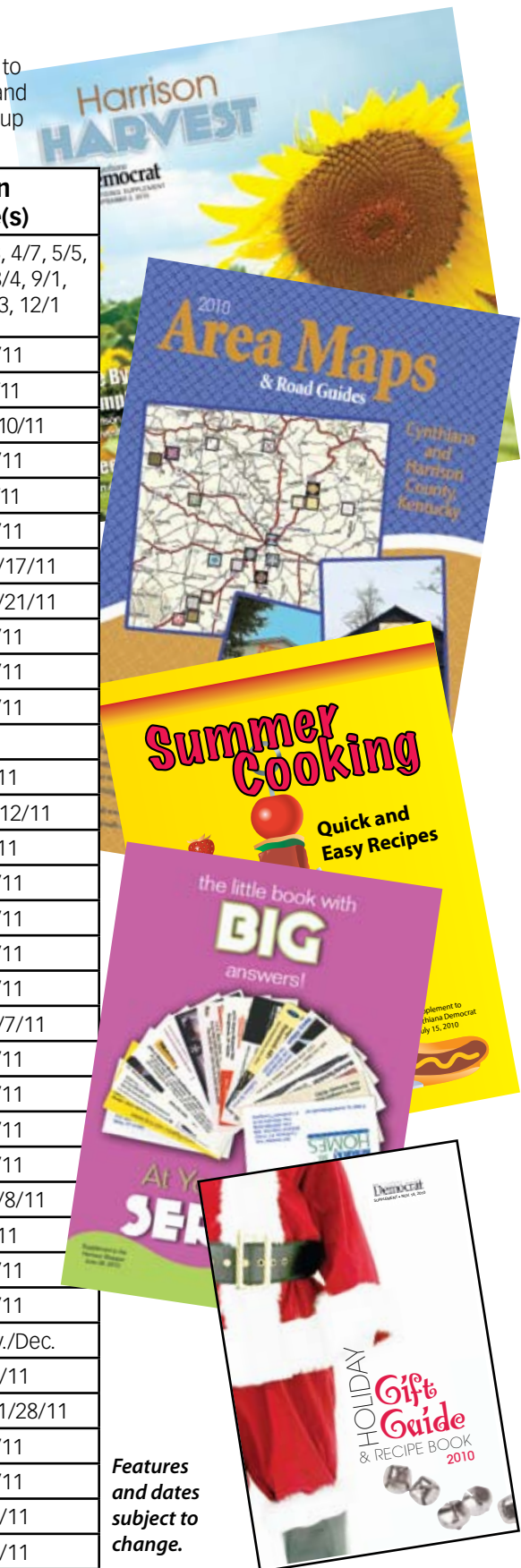
Open Rate ÷ Circulation in 1000s = Cost Per Thousand

Example: \$11.79 ÷ 16.050 = .73 CPM

Special Event Opportunities

Don't overlook the many opportunities our Special Editions and monthly features provide! Special Editions and Monthly Features are a great way to reach out to a niche population, to compliment your regular advertising, and to demonstrate your support for the people and organizations that make up the community.

Feature	Advertising Deadline	Run Date(s)
Family Page	12/22/10, 1/24, 2/21, 3/29, 4/25, 5/25, 6/27, 7/26, 8/23, 9/27, 10/25, 11/23	1/6, 2/3, 3/3, 4/7, 5/5, 6/2, 7/7, 8/4, 9/1, 10/6, 11/3, 12/1
Harrison County Answer Book	12/28/10	1/27/11
Sample Edition	2/15/11	2/24/11
Valentine's Day	1/31/11	2/7 & 2/10/11
Harrison County Road Map	2/1/11	2/17/11
Salute to FFA	2/7/11	2/17/11
Medical Guide	2/28/11	3/24/11
NCAA Brackets	3/1/11	3/10 & 3/17/11
Easter	4/4/11	4/18 & 4/21/11
Child Abuse Awareness	4/5/11	4/14/11
Spring Sports	4/6/11	4/14/11
Home & Garden Section	3/30/11	4/21/11
<i>(Home & Garden Show: 4/23-24)</i>		
Mother's Day	4/25/11	5/5/11
Our Seniors Month	5/2/11	5/9 & 5/12/11
Graduation Salute	5/23/11	6/9/11
Father's Day	5/25/11	6/16/11
At Your Service Directory	5/27/11	6/27/11
Summer Cooking	6/20/11	7/14/11
Back To School	7/5/11	7/21/11
Summer Things to Do	6/22/11	7/4 & 7/7/11
Fall Sports	8/8/11	8/25/11
Readers Choice	8/1/11	8/18/11
Harrison Co. Youth Livestock	8/17/11	8/25/11
Harrison Harvest	8/24/11	9/15/11
Taste of Harrison County	8/23/11	9/5 & 9/8/11
Emergency Responders Salute	8/22/11	9/8/11
4-H	9/27/11	10/6/11
Breast Cancer Awareness	9/27/10	10/6/11
Holiday Advertising Packages Begin	10/31/11	Oct./Nov./Dec.
Veterans' Page	10/24/11	11/10/11
Holiday Gift Guide	10/24/11	11/24 & 11/28/11
Winter Sports	11/21/11	12/8/11
Christmas Parade	11/21/11	12/8/11
Yearbook	11/22/11	12/29/11
Season's Greetings	12/12/11	12/22/11



Features and dates subject to change.