

THE LARUE COUNTY HERALD NEWS

40 Shawnee Dr., Hodgenville, KY 42748
 Phone: (270) 358-3118 Fax: (270) 358-4852
 www.laruecountyherald.com



GROUP COMBINATION RATES

Group rates are available when an identical ad is placed in two or more of the following publications within a seven-day period. One call-one bill.

- | | |
|------------------------------|-------------------------|
| The Anderson News | Central KY News Journal |
| The Casey County News | The Turret, Fort Knox |
| The Henry County Local | The Oldham Era |
| The Kentucky Standard | The Pioneer News |
| The LaRue County Herald News | The Falmouth Outlook |
| The Lebanon Enterprise | Sentinel News |
| Meade County Messenger | The Spencer Magnet |
| The News Democrat | The Springfield Sun |
| The News-Herald | The Trimble Banner |
| Cynthiana Democrat | The Record, Leitchfield |
| Grant County News | The News-Enterprise |

THE LARUE COUNTY HERALD NEWS

www.laruecountyherald.com

Advertising Rate Card 2011

Information about print and online editions
 Effective January 1, 2011



About LaRue County

Population.....	13,807	Household Income	
Households.....	5,930	Less than \$25,000.....	30%
Average household size.....	2.29	\$25,000 to \$49,999.....	27%
Average household income.....	\$50,063	\$50,000 to \$74,999.....	21%
Average household expenditures....	\$43,652	\$75,000 to \$99,999.....	10%
Educational Attainment		\$100,000 and Above.....	12%
Less than high school.....	25%		
High School/GED.....	42%		
Some College.....	16%		
College Degree.....	17%		

Source: Demographics Now 2010

**Birthplace of Abraham Lincoln
 Home of two National Historic Sites and Lincoln Museum**

**Reaching over 10,474 readers with every print edition.
 Averaging 23,000 plus page views online each month.**



1. PERSONNEL

Allison Shepherd.....General Mgr./ Advertising Mgr.
 Linda Ireland.....Editor
 Ramona Coffey.....Office/ Circulation Mgr
 Candis Carpenter.....Staff Writer/ Graphics

2. REPRESENTATIVE

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

3. COMMISSION & TERMS OF PAYMENT

- A. Advertising is payable at time of purchase unless the advertiser or his 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.
- B. Billing periods are based on a calendar month. Publisher reserves the right to collect in addition to the amount due, reasonable cost of collection including attorney fees and cost of litigation.
- C. 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 on each ad.
- D. We will not accept brokered ads.
- E. Local retail rate is non commissionable.
- F. National rates listed on this rate card are subject to agency 15% commission.
- G. Discount rates for advertisers with signed contracts only.

4. GENERAL RATE POLICIES

- A. The newspaper 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, 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. 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 5 days of publication of the erroneous advertisement. The LaRue County Herald News will not be responsible for errors after the first publication of a repeat ad.
- C. 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 copy. The advertiser shall reimburse the publisher in settlement of claims or in satisfaction of judgments obtained by a 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 cost of litigation.
- D. Page position will be guaranteed when possible with payment of 25% surcharge per ad.

E. Photographs of individuals from advertising use must be accompanied by a release from the individual. Release forms available from the advertising department.

5. ADVERTISING RATES

RETAIL ADVERTISING RATES

(Non-commissionable)
 Open Rate.....\$9.27

LOCAL RETAIL RATES

Effective January 1, 2011
 Open Rate.....\$9.27

Determine Your Discount Based On Your Annual Spending Level

Annual Spending	LaRue Co. Herald News	
<\$500	\$9.27	
\$500	\$8.63	
\$1,000	\$8.53	*Additional spending levels available
\$2,000	\$8.35	
\$3,000	\$8.16	
\$5,000	\$7.98	
\$7,000	\$7.79	

*All Spending (Color, Online, Preprints, Etc.) Counts Towards Fulfillment.

Step 1

Choose Your Ad Size Discount

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.

Step 2

Add Color For 30% Of Net Cost Of Ad

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

Step 3

Place Your Ad In Our Online Marketplace For \$8 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 advertising representative for additional information. Minimum ad size is 3"

SPECIAL OCCASION ADVERTISING RATES

Happy Ads, Cards of Thanks, In Memory.....\$6.35

NATIONAL ADVERTISING RATES

Retail (6 column SAU).....\$10.90
 Classified (8 Column SAU).....\$8.00

6. SPECIAL SERVICES

PROOFS

Proofs will be delivered if requested, providing all copy has been submitted by proof deadline. All other ads will be available for proofing by appointment at The Herald News office. When proofs are shown, advertisers assume all responsibility for errors.

TEARSHEETS

Tearsheets will be provided, if requested, to all advertisers.

CLIP ART SERVICES

Clip art services, including contemporary cuts and illustrations are available for ads at no additional charge.

PREPRINTS

We offer total distribution of preprinted inserts, providing the customer with total saturation market coverage. 8,700 inserts are needed for total market coverage. This provides inserts in all subscriber newspapers plus non-subscribers in the county.

PREPRINT INSERT RATES:

Rates are dollars per thousand... 1-12.....13-26.....27-39.....40+
 Single sheet.....\$53.....\$47.85.....\$46.80.....\$44.75
 4 page tab.....\$59.....\$53.35.....\$52.20.....\$50.75
 8 page tab/4 std.....\$64.....\$58.00.....\$56.70.....\$55.15
 12 page tab/6 std.....\$69.....\$63.50.....\$62.10.....\$60.40
 16 page tab/8 std.....\$72.....\$65.50.....\$64.00.....\$62.15
 20 page tab/10 std.....\$75.....\$68.10.....\$66.80.....\$64.75
 24 page tab/12 std.....\$79.....\$72.70.....\$71.10.....\$63.20
 28 page tab/14 std.....\$82.....\$74.50.....\$72.90.....\$71.00
 32 page tab/16 std.....\$85.....\$77.30.....\$75.80.....\$73.50

*For pre-printed inserts more than 32 tab pages or 16 standard, the cost is \$5.00 per additional 4 tab pages or 2 standard pages.
 *Zoning available. Minimum charge \$100 or \$3 more per 1,000.
 *Reservations are needed 7 days prior to inserting. Deliver: 5 days prior to insertion. Receiving hours 8 a.m. to 4:30 p.m. Monday-Friday

Ship to: The LaRue County Herald News
 at The News-Enterprise
 408 W. Dixie Ave., Elizabethtown, KY 42701
 Phone (270) 769-2312

*Advertisers have the option of reaching paid subscribers or total market coverage for these rates.

7. SPECIAL ANNUAL SECTIONS

Special Annual Sections are scheduled throughout the year.

8. ONLINE ADVERTISING

Our online edition, www.laruecountyherald.com, is updated daily with local news, sports, up-to-the-minute weather and daily obituaries. It also offers another effective advertising outlet. Your newspaper ad will appear on our website in the Marketplace for one week. The Marketplace features print display ads on all pages of our website. Ads rotate every six seconds, are searchable by name and key word search and can be saved, printed and emailed.

Web banners also are available which can enhance awareness of your business and provide active links to your online sites. Billed monthly, the prices are based on the number of page views you request.

Leaderboard.....728x90 pixels\$15 per thousand
 Square Ad.....300x250 pixels.....\$6 per thousand
 Skyscraper.....160x600 pixels\$10 per thousand
 Top prime.....120x90 pixels.....\$10 per thousand

Above ads include free ad gallery ad .

Discounts are available for bulk page views.

Weather sponsor468x60 pixels..... \$150 per month
 Pet of the Week sponsor468x60 pixels.....\$150 per month
 Obituary page sponser.....468X60 pixels.....\$150 per month
 \$125 per month with three month commitment

9. ROP DEPTH REQUIREMENTS

Standard page: Minimum display advertisement acceptable: 1 column by 1 inch. Advertisements over 19.25 inches deep may be billed full column depth of 21.5 inches.

10. CLOSING TIMES

Deadlines for all ads is 2 p.m. every Monday. Deadlines subject to change for holidays. Ads requiring proofs must be submitted by 10 a.m.

11. MECHANICAL MEASUREMENTS

Offset printing. Six column format ROP; 8 column format classifieds. Slick proofs, SAU units are preferred.

MECHANICAL MEASUREMENTS

Standard Page.....6 col. x 21.5"
 Classified Page.....8 col. x 21.5"

RETAIL DISPLAY

Ad width.....Inches
 1 column.....1.64"
 2 column.....3.39"
 3 column.....5.14"
 4 column.....6.89"
 5 column.....8.64"
 6 column.....10.38"
 Double Truck (13 column).....21.75" x 21.5"

CLASSIFIED DISPLAY

Ad width.....Inches
 1 column.....1.2"
 2 column.....2.5"
 3 column.....3.82"
 4 column.....5.14"
 5 column.....6.45"
 6 column.....7.76"
 7 column.....9.07"
 8 column.....10.38"

12. SPECIAL CLASSIFICATIONS

- **NON-PROFIT RATE:** Organizations maintaining non-profit status earn a special non-profit rate of \$7.42 per column inch.
- **CHURCH DIRECTORY:** \$9.25 weekly.

13. CLASSIFIED RATES

READER RATES

10 lines.....\$10.75 each time
 TFN.....\$9.70 each time
 Each additional line.....\$1.00
 •Kentucky Classified Network... Run your ad in up to 25 publications and online, reaching over 400,000 readers. Discounts received for multiple publications.
 •Statewide Classifieds.... \$250 for 25 words, \$7 per additional word (over 1,000,000 readers in 70 Kentucky publications)
 •Yard Sale Ads.....\$17.50
 10 lines of text. Includes free yard sale kit
 •Yard Sale Insurance.....\$2.00

CLASSIFIED DISPLAY

Open.....\$6.80 per column inch
 Employment Display.....\$6.99 per column inch
 Service Directory.....\$5.57 per column inch

14. CIRCULATION

The LaRue County Herald News was established in 1885 and has been published weekly since. The paid circulation is 4,574* every Wednesday. It is a member of Landmark Community Newspapers, Inc., P.O. Box 549, Shelbyville, KY 40066-0549. (502) 633-4334.

Single Copy Cost: 75¢.

Subscription Price:

\$31.80 per year/ \$18.02 for 6 months for LaRue and adjoining towns. Elsewhere in Kentucky, \$43.46 per year/\$25.97 for 6 months. Out-of-state, \$52.00 per year/\$29.00 for 6 months.

Online Only Access:

\$31.80 per year/ \$18.02 for 6 months.

*Source: USPS statement of circulation