


AD *Twin County*
vantage

Marion & Washington County Shopper

E *THE LEBANON*
Enterprise

Covering Lebanon & Marion County

www.lebanonenterprise.com



**Lebanon &
Marion County
Heart of Kentucky**

MAILING ADDRESS:
THE LEBANON ENTERPRISE, P.O. BOX 679, LEBANON, KY 40033
(270) 692-6026 FAX (270) 692-2118

RETAIL ADVERTISING RATE CARD

Effective January 1, 2010

The Lebanon Enterprise Publication Day - Wednesday
Twin Co. ADvantage Publication Day - Monday

1. PERSONNEL

Stevie Lowery Daugherty, Editor/General Manager
Mary Anne Blair, Advertising Manager

2. REPRESENTATIVES

Kentucky Press Service, Inc.
101 Consumer Lane
Frankfort, Ky. 40601
(502) 223-8821

3. COMMISSION AND TERMS OF PAYMENT

A. Commissionable discount is available of 15% off the national rate only. Local retail rate is noncommissionable. No camera-ready discount.

B. 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 1/2% monthly service charge. Credit will not be extended to past due accounts.

C. Billing periods are on a calendar month format. Publisher reserves the right to collect in addition to the amount due, reasonable cost of collection including attorney's fees and cost of litigation.

D. Political advertising and "Going Out of Business" advertising is accepted only with payment in advance. Both types advertising require appropriate disclaimers. Going Out of Business advertising must have license number.

E. We do not accept brokered advertising.

4. GENERAL RATE POLICIES Advertising Policy

The publisher reserves the right to accept, classify, cancel, edit or reject any advertising copy submitted and 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. The publisher shall 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 advertisement.

The advertiser assumes full and complete responsibility for advertising content that is published. The advertiser shall indemnify and hold the publisher harmless against any demands, claims of 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 cost of litigation.

The Lebanon Enterprise 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, failures of equipment or systems of The Lebanon Enterprise or its suppliers, or causes not within the control of the Seller.

The newspaper makes every effort to honor page request but preferred positions are guaranteed when possible for an additional 20% surcharge.

We are not responsible for errors made on multiple run ads if we are not notified of the error after the first run.

When using photographs of people, we request a copy of your model release.

5. R.O.P. & PREPRINT ADVERTISING RATES

LOCAL RETAIL RATES

Effective January 1, 2010

Open Rate.....\$9.80
(15% Commissionable)

Determine Your Discount Based on Your Annual Spending Level and Number of Newspapers

| Step | Annual Spending | 1 Newspaper | 2+ Newspapers | Annual Spending | 1 Newspaper | 2+ Newspapers |
|------|-----------------|-------------|---------------|-----------------|-------------|---------------|
| 1 | <\$500 | N/A | 5% | \$10,000 | 16% | 21% |
| | \$500 | 5% | 10% | \$15,000 | 18% | 23% |
| | \$1,000 | 6% | 11% | \$20,000 | 20% | 25% |
| | \$2,000 | 8% | 13% | \$30,000 | 22% | 27% |
| | \$3,000 | 10% | 15% | \$40,000 | 24% | 29% |
| | \$5,000 | 12% | 17% | \$50,000 | 26% | 31% |
| | \$7,000 | 14% | 19% | | | |

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

Choose Your Ad Size Discount

| Step | Ad Size | Discount |
|------|-----------------|----------|
| 2 | 16" - 32" | 5% |
| | 32.25" - 64.25" | 10% |
| | 64.5" - 128" | 15% |
| | Full Page | 25% |

Must be on a spending based contract. Minimum ad size 1x3.

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 newspapers within a 7 day period. Please ask your advertising representative for additional information. Minimum ad size is 3". Spending in other LCNI Newspapers counts towards contract fulfillment.

FREQUENCY AGREEMENT (3" per week minimum)

13 Weeks.....5% Discount Off Open Rate

FRONT PAGE OF "A" SECTION

6 col. x 1.5 inches.....\$250.00

FRONT PAGE OF "B" SECTION

6 col. x 1.5 inches.....\$200.00

Price includes process color. Must sign a one-year contract.

National Rate.....\$11.53

Twin County ADvantage R.O.P. Rates

ADvantage only rate \$9.75

Pickup rate with 1 newspaper \$6.50

Pickup rate with 2 or more newspapers \$2.00

You may purchase 1-4 column inch generic remnant ads at 1/2 price to be run at the discretion of the newspaper.

Lebanon Enterprise Preprint Insert Rates

| | 1-11 | 12-22 | 23-51 | 52 |
|--------------|------|-------|-------|------|
| Single sheet | \$40 | \$35 | \$30 | \$30 |
| 4 pages | 58 | 54 | 49 | 44 |
| 8 pages | 61 | 57 | 52 | 47 |
| 12 pages | 64 | 60 | 55 | 50 |
| 16 pages | 67 | 63 | 58 | 53 |
| 20 pages | 71 | 67 | 62 | 57 |
| 24 pages | 75 | 71 | 66 | 61 |
| 28 pages | 79 | 75 | 70 | 65 |
| 32 pages | 83 | 79 | 74 | 69 |

| | 1-11 | 12-22 | 23-51 | 52 |
|--------------|------|-------|-------|------|
| Single sheet | \$40 | \$35 | \$30 | \$30 |
| 4 pages | 50 | 44 | 40 | 35 |
| 8 pages | 54 | 48 | 44 | 39 |
| 12 pages | 60 | 54 | 52 | 47 |
| 16 pages | 82 | 75 | 70 | 65 |
| 20 pages | 90 | 85 | 82 | 77 |
| 24 pages | 102 | 97 | 94 | 89 |
| 28 pages | 114 | 109 | 106 | 101 |
| 32 pages | 126 | 119 | 118 | 113 |

Preprinted inserts with page weights exceeding newsprint weights are subject to a surcharge equal to the periodical mail rate. Page count exceeding 32 pgs will be charged an additional \$5 per thousand, per 4 page increments.

Broadsheet inserts will be computed back to tab size and charged the tab rate.

6,000 preprints needed for full coverage paid distribution.
3,000 minimum required

13,405 preprints needed for full coverage in Marion and Washington counties.

We will zone preprints at an additional charge of \$5 per thousand. (Minimum \$100 total charge)

Website banner and box Advertising

Top Banner - \$180/month, Right side box - \$120/month, Left side skyscraper - \$150/month, Bottom banner - \$60/month.

6. GROUP COMBINATION RATES - B & W

Combination rates are available with LCNI publications in this market area.

7. SPECIAL R.O.P. UNITS

SAU's accepted.
Ask your salesperson for details.

8. SPECIAL SERVICES

*Advertisers are welcome to proof their ads before publication.

*Tearsheets are furnished upon request.

9. SPECIAL SECTIONS

Bridal, Discover Marion Co., Farm, Home & Garden, Athletes of the Year, Graduation, MC Fair, Healthcare, Back to School, Church Directory, Ham Days, Best of Marion County, and Christmas Section.

10. R.O.P. DEPTH REQUIREMENTS

Retail - 6 cols. x 21 1/2 inches
Classified - 8 cols. x 21 1/2 inches.

11. CLOSING TIMES

| | |
|-------------------------------|------------------|
| Retail & Retail Combo | Monday 10 a.m. |
| Classifieds Readers & Display | Monday 1 p.m. |
| ADvantage | Wednesday 4 p.m. |

12. MECHANICAL MEASUREMENTS

*Offset publication

*Standard page 6 col. x 21 1/2" (10.38" x 21 1/2") *Tabloid page 5 col. x 10" (10" x 10")

13. SPECIAL CLASSIFICATION RATES

LEGAL - billed at ROP or classified display rate as earned per insertion.

POLITICAL - must be paid for in advance per insertion per earned local net or classified rate.

NON-PROFIT - \$9.20 per col. inch

14. CLASSIFIED RATES

**Lebanon Enterprise
Twin Co. ADvantage**

Automatically runs in both products

*READER CLASSIFIEDS

Call 1-866-692-4237 to place a reader classified ad in The Lebanon Enterprise and The Twin Co. ADvantage.

First three words of ad are bold.

Payment is expected when ad is placed. We accept VISA, Mastercard and Discover. Ads may be charged to established accounts in good standing.

Blind box ads - \$5 more; blind box ads that must be mailed - \$7 more.

*LEBANON ENTERPRISE DISPLAY CLASSIFIED

Per column inch: \$7.85

Consecutive displays - 2 or more times: \$6.95

4 or more times - \$6.55

*LEBANON ENTERPRISE EMPLOYMENT CLASSIFIED

Per column inch: \$9.00

*CARD OF THANKS

Will be charged at the display classified rate.

*TWIN CO. ADVANTAGE DISPLAY CLASSIFIEDS

Per column inch: \$7.40

Pickup rate with one newspaper: \$5.85 per col. in.

Pickup rate w/2 or more newspapers: \$2.00 per col. in.

*SERVICE GUIDE

\$8.20 per col. in.

Lebanon Enterprise/ADvantage

New ads - minimum size: 1x2; ads must run 8 consecutive weeks.

*STATEWIDE CLASSIFIEDS

\$250 for 25-word classified ad; \$7 each additional word.

Reaches 1.1 million Kentucky newspaper readers. Must be paid in advance.

15. CIRCULATION

*The Lebanon Enterprise weekly publication - Wednesdays

*Single Copy Price - 75 cents

*2nd class paid distribution publication delivered to subscribers in Marion County area.

Amount of paid circulation 5,874**

*ADvantage Weekly publication - Mondays

*Free 3rd class distribution publication delivered to homes in Marion and Washington counties.

Amount of circulation 13,405

The Lebanon Enterprise is owned by Landmark Media Enterprises, P. O. Box 549, Shelbyville, Ky. 40066.

**Source: USPS statement of circulation



•One Call
•One Bill
•Discount pricing

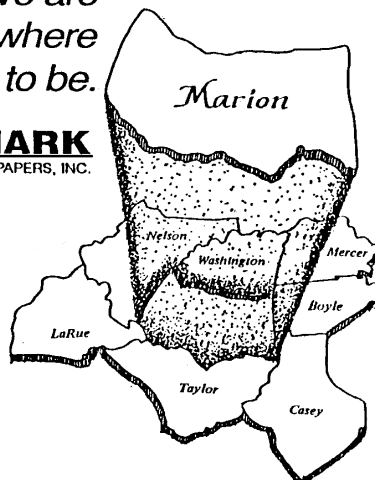
REACH ALL AREA LCNI NEWSPAPERS
PLUS MANY OTHERS WITH JUST ONE CALL

270-692-6026



We are everywhere you need to be.

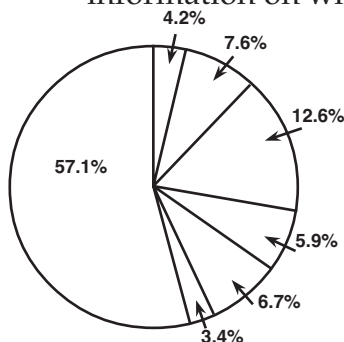
LANDMARK
COMMUNITY NEWSPAPERS, INC.



“Combo Advertising”

PULSE RESEARCH, SPRING 2006

The Lebanon Enterprise is the primary source for information on where to shop.



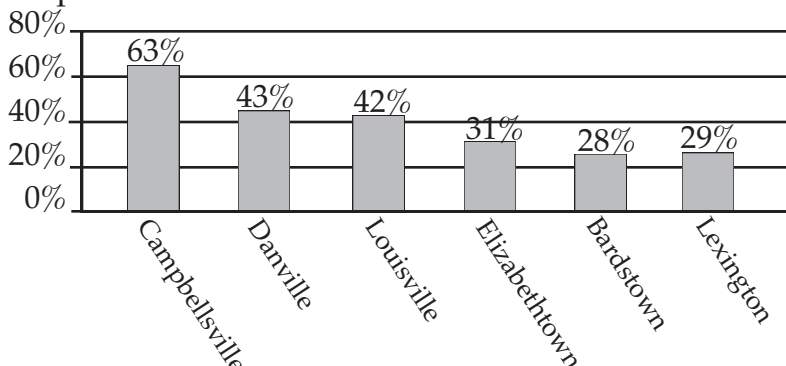
- 57.1% Lebanon Enterprise
- 4.2% Radio
- 7.6% Direct mail/flyers
- 12.6% Friends/word of mouth
- 5.9% Other newspaper
- 6.7% TV
- 3.4% Other

Readers see advertisements in The Lebanon Enterprise as valuable parts of the newspaper...

- 95% Classified
- 96% Retail Ads
- 87% Ad Inserts

The Lebanon Enterprise reaches 17,461 readers per issue. (An average of 2.8 people reads each copy of The Lebanon Enterprise....circulation of 6,100 x 2.8 readers = 17,080)

The Lebanon Enterprise readers sometimes travel out of their home area to shop



Twin County Advantage...

Serving Marion and Washington County areas with total market coverage. Call the advertising department for all the details.

Lebanon - 40033
Finley - 42718
St. Francis - 40062
St. Mary - 40063

Raywick - 40060
Bradfordsville - 40009
Gravel Switch - 40328
Loretto - 40037

Springfield - 40069
Willisburg - 40078
Mackville - 40040