

The Kentucky Standard

Get the story. Get The Standard.

AWARDED FIRST-PLACE
GENERAL EXCELLENCE IN ADVERTISING
BY THE KENTUCKY PRESS ASSN.
FOUR YEARS
IN A ROW
2007-2010

Serving Historic Bardstovwn and Nelson County Since 1900

Getting your message out!

Reaching more homes and people than any other form of media or direct mail in Nelson County.



My Old Kentucky Home State Park, Bardstovwn

2011 RATE CARD
Effective January 1, 2011

The Kentucky Standard is a division of Standard Communications
110 W. STEPHEN FOSTER AVENUE • P.O. BOX 639 • BARDSTOVWN, KY 40004
(502) 348-9003 www.kystandard.com FAX: (502) 348-1971

THE KENTUCKY STANDARD & MORE

The Kentucky Standard

Circulation: 9,040*

Publishes: **Sunday – Wednesday – Friday** (tri-weekly)

*Per USPS Statement of Ownership filed October 1, 2010

Nelson County **SHOPPER**

Circulation: 14,152

Publishes: **Wednesday**

NELSON COUNTY, KY INFORMATION

**Bardstown – Bloomfield – Boston
Chaplin – Fairfield – New Haven**

Population – 41,856 Median Age – 36

Median Household Income – \$43,609

Households – 16,900 Household Size – 2.8

Fast Facts:

- The tourism industry brought an estimated \$64 million into Nelson County in 2005. My Old Kentucky Home State Park is located within Bardstown's city limits.
- Nelson County is known as... "The Bourbon Capital of the World"
- Home of Stephen Foster–The Musical and the Summer Live at the Park Concert Series.



LOCAL ADVERTISING RATES (non-commissionable)

OPEN Retail Rates

Total Size Page:

6 Columns x 21.5" = 129 column inches

Inches Per

OPEN RATE

Net Newspaper

\$13.75 pci

*Net Newspaper + SHOPPER**

\$18.16 pci

BULK/Dollar agreements

NOTE: Discount Rates available with signed agreement.

Step 2 Discount on Ad Size available on spending-based-agreement only

Step	ANNUAL SPENDING	Kentucky Standard	Ky Standard & Shopper	ANNUAL SPENDING	Kentucky Standard	Ky Standard & Shopper	Step	Choose Your Ad Size Discount	
								Ad Size	Discount
1	\$500	12.79	16.89	\$10,000	9.61	13.63	2	16" - 32"	5%
	\$1,000	12.65	16.71	\$15,000	9.38	13.40		32.25" - 64.25"	10%
	\$2,000	12.38	16.35	\$20,000	9.15	13.17		64.5" - 128"	15%
	\$3,000	10.30	14.32	\$30,000	8.92	12.94		Full Page	25%
	\$5,000	10.07	14.09	\$40,000	8.69	12.71			
	\$7,000	9.84	13.86	\$50,000+	8.47	12.49			

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 more information. Minimum ad size is 3". Spending in other LCNI Newspapers counts toward contract fulfillment.

ANNUAL Frequency Agreements

NOTE: Discount Rates Available with signed agreement. Minimum ad size is 2-col. inches.

26 WEEKS

Sunday, Wednesday or Friday \$10.53 pci

Sunday, Wednesday or Friday w/Shopper \$14.65 pci

52 WEEKS

Sunday, Wednesday or Friday \$9.69 pci

Sunday, Wednesday or Friday w/Shopper \$13.76 pci



COLOR

SPOT: One Color + Black

PROCESS: 3 Colors + Black

OPEN

\$100 \$80

\$250 \$125

26-WK AGREEMENT

30% the cost of the ad

Good only on bulk agreements. Minimum charge \$40

FREQUENCY "Pick Up" Discount

RETAIL DISPLAY AD

SAVE 40% — 1ST PICK UP*

SAVE 60% — ADDITIONAL PICK UP*

*All pick up discounts will be allowed within 6 (six) days of original ad published date. Good on any retail rate.

NON-PROFIT & PERSONAL Retail Ad Rates

NON-PROFIT: A non-profit rate is extended to civic or religious clubs/ organizations wishing to promote an event or announcement...\$10.23 pci

PERSONAL ADS: Individuals wishing to run a wedding* or engagement* announcement or birthday greeting.\$10.23 pci

*Editorial will still provide free publication, however anything above our standard announcement must be purchased

CLASSIFIED ADVERTISING RATES (non-commissionable)

DISPLAY Classified Rates

(non employment/recruitment ad)

	Net Newspaper	Net Newspaper + SHOPPER*
One issue	\$14.01	\$16.31
Two consecutive issues per week	\$20.30	\$22.60
Three consecutive issues per week	\$23.67	\$25.98

*All classified display ads published in the Wednesday Standard and SHOPPER cost an additional \$2.30 per column inch per issue.

DISPLAY Employment/Recruitment

CLASSIFIED DISPLAY ADVERTISING

	Net Newspaper	Net Newspaper + SHOPPER*
One issue	\$14.66	\$16.96
Two consecutive issues per week	\$21.48	\$23.78
Three consecutive issues per week	\$25.02	\$27.33

READER Classified Rates

(paid in advance)

FOUR LINES – One week*	\$23.65	per week
Each additional line	\$1.90	per week

*Three consecutive issues + SHOPPER

**Prices include publication on the Internet: www.kystandard.com

CLASSIFIED READER DEADLINES:

- Sunday edition: 4:30 pm Thursday
- Wednesday edition: 4:30 pm Monday
- Friday edition: 4:30 pm Wednesday

***Does not include employment rates.

BLIND BOX SERVICE READER/DISPLAY ADS: Blind Box \$13.25 Blind Box (MAILED) \$21.95
Total Size Classified Page: 8 Columns x 21.5" = 172 column inches

SERVICE Directory

1-col. x 2-inch block	\$138.24
2-col. x 2-inch block	\$244.80
2-col. x 4-inch block	\$375.84

ADS RUN 16 CONSECUTIVE ISSUES INCLUDING SHOPPER
Service Directory ads must run a 1-month minimum. Limited to one copy change per 4-week run.
*Includes Marketplace on www.kystandard.com

CHURCH Directory

1-col. x 2-inch block \$42.88 per mo.
. \$4.86 pci
4-wk minimum, Publishes Friday on Religion Page
*Includes Marketplace, www.kystandard.com

CLASSIFIED Personal Ads

Sunday/Friday \$10.23 pci
Wednesday . . . \$12.53 pci

National Advertising Rates (commissionable)

	KY STD	KY STD/SHOPPER
RETAIL DISPLAY RATE	\$16.18 pci	\$21.37 pci
CLASSIFIED DISPLAY RATE	\$16.49 pci	\$19.19 pci

Legal & Political Rates

Legal and Political rates are the same as retail or classified open rates.

INTERNET

www.kystandard.com
Nelson County's most visited website for local news!



Call for advertising information and rates.

kystandard.com Marketplace

marketplace RATE: \$8.00
Your ROP ad will appear on our website in the Marketplace for 6 days. The Marketplace features print display ads on all pages of our website. Ads rotate every 6 seconds, are searchable by name and keyword search, and can be saved, printed and emailed.



REAL ESTATE

KENTUCKY HOMES MONTHLY REAL ESTATE MAGAZINE
Covering (6) six Kentucky Counties with more than 7,000 circulated!
CALL FOR ADVERTISING RATES!



TV GUIDE Local TV Listings

TV WEEK
Publishes every Friday in The Kentucky Standard and online
CALL FOR ADVERTISING RATES!



Ad Deadlines & Acceptance Criteria

RETAIL DISPLAY
Sunday edition 10 am Thursday
Wednesday edition 10 am Monday
Friday edition 10 am Wednesday
Ads that require a proof must be submitted by deadline. No proofs will be provided after deadline unless previously agreed upon.

CLASSIFIED/LEGAL DISPLAY
Sunday edition 4 pm Thursday
Wednesday edition noon Monday
Friday edition noon Wednesday
Ads that require a proof must be submitted two days prior to the deadline.

AD FILES MAY BE SENT VIA EMAIL TO:
graphics@kystandard.com

CLASSIFIED READER ADS
Sunday edition 4:30 pm Thursday
Wednesday edition 4:30 pm Monday
Friday edition 4:30 pm Wednesday

PDF files preferred. Also accept by mail. Quark Xpress, Photoshop documents, please include Adobe fonts and artwork.

NEWSPAPER BROADSHEET COLUMN SIZE SPECIFICATIONS

RETAIL MECHANICAL REQUIREMENTS — 6-column format	CLASSIFIED SIZE REQUIREMENTS — 8-column format
1-column 1.64"	1-column 1.2"
2-column 3.39"	2-column 2.50"
3-column 5.14"	3-column 3.82"
4-column 6.88"	4-column 5.14"
5-column 8.63"	5-column 6.45"
6-column 10.38"	6-column 7.76"
	7-column 9.07"
	8-column 10.38"

MODULAR-TAB SIZES FULL PG. 10.25" x 10.23"

1/4 5.062" x 5"	1/8 5.06 x 2.44"
1/2 10.25" x 5"	

2011 PRE-PRINT INSERTION RATES (non-commissionable)

FULL CIRCULATION: The Kentucky Standard (9,400); Kentucky Standard Shopper (14,200)

Minimum insertion charge: \$200.00

*\$3.00 Discount for full runs (Ky Std. 9,400; Shopper 14,200; or combination circulation of 14,200)

*RATES ARE DOLLARS PER THOUSAND.

TAB PAGE SIZE	NUMBER OF INSERTIONS ANNUALLY							
	1x-11x/open PAPER/SHOPPER		12x-23x/\$10,000 P/S		24x-49x/\$20,000 P/S		50x-up/\$40,000+ P/S	
Single Sheet	\$50	\$50	\$42	\$42	\$37	\$37	\$36	\$36
4-page	61	61	52	52	49	49	42	42
6-page	65	65	55	55	51	51	44	44
8-page	67	67	57	57	53	53	46	46
10-page	68	68	59	59	56	56	47	47
12-page	70	72	60	61	57	61	49	56
16-page	72	77	63	73	62	71	59	68
20-page	77	97	68	90	67	86	64	83
24-page	81	108	73	102	71	100	68	97
28-page	94	116	85	113	83	111	79	108
32-page	104	135	96	132	92	130	88	124
36-page	116	146	107	141	102	140	99	137
40-page	165	168	117	156	113	155	110	150

REQUESTED SIZE:

Preprints must be folded to 10"x11" or quarter-folded. Preprints with page weights exceeding newsprint may be subject to surcharge equal to the applicable mail rate.

• Preprints larger than 40 pages add \$10* per 4 pages for The Kentucky Standard; add \$15* per 4 pages for The Shopper.

DISTRIBUTION REQUIREMENTS

SHIP INSERTS ONLY TO:

STANDARD PUBLISHING CO.
455 N. BUCKMAN ST.
SHEPHERDSVILLE, KY 40165
502-955-9701

RECEIVING: 8:30 am-4 pm, Mon-Thurs;
8:30 am-1pm, Friday only.

Reservations 10 days prior to insertion; pieces must be received at Standard Publishing Plant in Shepherdsville at least 7 (seven) days prior to insertion.

2011 SPECIAL SECTIONS & PUBLICATIONS

JANUARY: Health & Fitness

FEBRUARY: Bridal Show & Section; Snapshot

MARCH: Premier Kentucky Issue 1; Home & Garden

APRIL: Nelson County Guide; Sampler Edition

MAY: Graduation; Snapshot

JUNE: Business Profiles; Nelson County Fair Book

JULY: Health & Fitness; Sampler Edition

AUGUST: Premier Kentucky 2; Best of Nelson County

SEPTEMBER: Bourbon in the Bluegrass; Snapshot

OCTOBER: Fall Home & Garden; Sampler Edition

NOVEMBER: Holiday Package

DECEMBER: Christmas Greetings; Calendar; Snapshot



TOURISM

PREMIER KENTUCKY MAGAZINE

Bardstown-Nelson County's only
OFFICIAL VISITORS' GUIDE

Published March and August
Call for advertising rates!



1 PERSONNEL:

Jamie Sizemore, Publisher
Robin Phelan, Advertising Director
Holly Hamilton, Classified Manager
Madeline Downs, Account Representative
Rachael Downs, Account Representative
Joan Hardin, Account Representative
Alice Burgen, Classified Representative

2 REPRESENTATIVES:

KENTUCKY PRESS SERVICE, INC.
502-223-8821
LANDMARK
COMMUNITY NEWSPAPERS, INC.
SHELBYVILLE, KY

3 TERMS and CONDITIONS

A. National rates listed on this rate card are subject to agency 15% commission. All local rates listed on this rate card are local retail rates and are NON-COMMISSIONABLE.

B. Billing will be on a calendar month cycle. All discounts are disallowed on accounts not paid by the 28th of the month, plus a service charge of 1.5% will be added on the unpaid previous balance.

C. No credit extended to new accounts for a period of at least 90 days until credit has been approved and established.

D. All 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 published in each ad.

E. Photo releases are necessary.

4 GENERAL RATE POLICES:

A. The publisher reserves the right to accept, classify, cancel, edit or reject any advertising copy. All ads must meet the ad acceptability standards of The Kentucky Standard.

B. Tobacco and Alcoholic Beverage advertising accepted.

C. Advertising simulating news will carry the words "Paid Advertisement."

D. The Kentucky Standard does not knowingly accept ads of a fraudulent, misleading, controversial or discriminatory nature.

E. 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 cost of litigation.

F. Brokered advertising will not be accepted.

G. All rates are subject to change with written notice.

H. The Kentucky Standard shall not be liable for interruptions, delays, postponements or other failures to perform by reasons 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 Kentucky Standard or its suppliers, or causes not within the control of The Kentucky Standard.

I. Cancelled ads after deadline are subject to a charge of 50% of the ad cost.

5 POSITION REQUEST:

A. We make every effort to honor page requests when available. If preferred positioning is mandatory and space is available a 25% surcharge will be applied. All ads scheduled to run on a certain date will run regardless of position request.

6 PROOF / TEARSHEETS:

A. Proofs will be shown when requested on advertisements submitted before deadline.

B. Proofs are meant for checking prices, grammar and correctness in layout, not for rewrite or design purposes. An additional composition charge will be made for extensive changes in the content or design.

C. When an advertiser proofs his/her ad he/she accepts all responsibility for any error that may have been overlooked.

7 ERRORS:

A. The newspaper will not be responsible for claims resulting from a typographical error beyond the cost of the space involved and affected by the error.

B. The newspaper shall accept no liability for its failure for any reason to insert an advertisement.

C. Advertiser must contact the retail advertising department when an error appears. The Kentucky Standard will not be responsible for more than one incorrect insertion.

The Kentucky Standard

STANDARD COMMUNICATIONS

110 W. STEPHEN FOSTER AVENUE • P.O. BOX 639 • BARDSTOWN, KY 40004
(502) 348-9003 www.kystandard.com FAX: (502) 348-1971

Kentucky Standard Addendum

TV GUIDE RATE CARD

2011

With 26 wk ROP Cont

Strip ad	25
page 2	50
1/2 page	100
Full page	175

Homes Magazine

2011

Open rate	Realtor		Non Realtor
Full Pg	160		175
Half Pg	100		115
1 pg plus 1/2 pg cost	80		80
Page cost for 2+ pgs	140		140
Contract rates 12x			
	Realtor rate		Non Realtor
Full pg	140		160
1/2 pg	90		105
1 pg plus 1/2 pg cost	75		75
2+ pages	125		125
Front cover	285		
Back Cover	245		
Inside F or B	165		

Nelson County Guide

2011
Paper

Internet

1/6 page	220	5
1/3 page	307	8
1/2 page	387	12
Full Page	600	25

Full Page color glossy	1525	25
Fullpg/colorglossy back	1650	25
Church	45	

Tab	2011 Paper	Color	Internet
1/8 page	105	25	5
1/4 page	177	45	8
1/2 page	323	85	12
Full Page	610	105	25
FullPg inside front/back	750		25
Full page back color	870		25

Minitab	2011 Paper	internet
1/6 page	125	5
1/3 page	232	8
1/2 page	338	12
Full Page	650	25
1/2 page 4-color glossy	827	25
Full page 4-color glossy	1435	25
Back page	1075	25
Back page glossy	1550	25

Premier 1 issue	2011 Paper	Internet
1/6 page	330	5
1/3 page	597	8
1/2 page	693	12
Full Page	1215	25
Full page 4-color glossy	2099	25

Ad have
Color included

Premier Both Issues	2011 Paper	Internet
1/6 page	290	5
1/3 page	510	8
1/2 page	609	12
Full Page	1100	25

Ads have
color included

Full page 4-color glossy	1699	25
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Medical one issue	2011 Paper	Color	internet
1/6 page	140	55	5
1/3 page	254	71	8
1/2 page	368	77	12
Full Page	700	100	25
Full page 4-color glossy	800		25
1/2 page color glossy	483		12
Back page glossy	1175		25

Medical Both issues	2011 Paper	Color	internet
1/6 page	114	35	5
1/3 page	222	48	8
1/2 page	322	77	12
Full Page	620	50	25
Full page 4-color glossy	725		25
1/2 page color glossy	426		12
Back page glossy	1090		25

Magazine - Snap Shot open rate		internet
1/6 page	270	5
1/4 page	357	8
1/2 page	448	12
Full page	780	25
Inside Front and Back	850	25
Back	1475	25

Color included

Magazine - Snap Shot (4x contract)		internet
1/6 page	215	5
1/4 page	302	8
1/2 page	383	12
Full page	570	25
Inside Front and Back	725	25
Back	1075	25

Color included

Bridal		Booth and Ad
Platinum		995
Gold		710
Silver		510
Bronze		385
Copper		330
	Ad only	
Full		665
1/2 pg		359
1/4 pg		240
1/8 pg		125

Best of Section	Ad	Color	internet
1/8 page	110	30	5
1/4 page	188	40	8
1/2 page	328	45	12
Full page	620	54	25
Back page	675	100	25

Business Profiles	Ad	Color	Internet
1/4 page	202	35	8
1/2 page	307	50	12
Full	499	75	25

Master Comm. rate	\$10.74
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