

1. PERSONNEL

John Whitlock, News Editor
Sherry Lyons, Office Manager/Bookkeeper/Circulation
Nicole Guest, Graphic Design/Editorial Assistant
Molly Haines, Staff Reporter

2. NATIONAL REPRESENTATIVE

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

3. COMMISSION & TERMS OF PAYMENT

- A. Commissionable discount is available of 15% off the national rate only. Local retail rates are non-commissionable. No camera ready discount. No charge for composition.
- B. Advertising is payable at time of purchase unless the advertiser or his agency has established credit with the publisher. 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 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 one.
- E. We will not accept Brokered Ads.
- F. Page positions will be guaranteed when available with a surcharge payment of 20% per advertisement.

4. GENERAL RATE POLICIES

- 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, 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 for 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 News-Herald 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 identify 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 judgement 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.

D. Photographs of individuals used in advertising must be accompanied by a release from the individual. Release forms are available from the advertising department.

E. Advertisers will be charged \$15 for copies of completed ads for reproduction purposes in other newspapers outside the Landmark group.

7. COLOR RATES

	(Non-commissionable)
One issue	\$80 per color, per page
Color Contract	
# of Runs	Cost/color/page/run
6 weeks	\$60
13 weeks	\$55
26 weeks	\$50
52 weeks	\$45

8. CLOSING TIMES

Ads cannot be cancelled after the deadline. All local-only advertising needs to be scheduled by Monday at 12 p.m. Deadline for all combo advertising is 4 p.m. Friday.

9. MECHANICAL REQUIREMENTS

	R.O.P	CLASSIFIEDS
1 column	1.64"	1.20"
2 column	3.39"	2.50"
3 column	5.14"	3.82"
4 column	6.88"	5.14"
5 column	8.63"	6.45"
6 column	10.38"	7.76"
7 column	n/a	9.07"
8 column	n/a	10.38"

10. CIRCULATION

The News-Herald was established in 1868 and is published weekly on Wednesday reaching 62% of the homes in Owen County with a paid circulation of 3,606. The newspaper is delivered by second class mail.

11. SUBSCRIPTION RATES

In County: 1 year, \$31.80; 6 months, \$17.49; 3 months, \$9.54.
Kentucky: 1 year, \$39.22; 6 months, \$23.32.
Out of State: 1 year, \$46.00; 6 months, \$26.50.
Newstand Price: 75¢ per copy.

2010 SPECIAL SECTIONS

JANUARY: Discover Owen County
MAY: Graduation Keepsake
JULY: Owen County 4-H Fair Book
SEPTEMBER: Fall Sports Guide
DECEMBER: Baby's First Christmas, Season's Greetings

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

Our Readers Are Your Customers



2010 RATE CARD

THE NEWS-HERALD

152 W. Bryan St., P.O. Box 219
Owenton, KY 40359
(502) 484-3431

www.owentonnewsherald.com

RATES EFFECTIVE APRIL 1, 2010

DISPLAY CLASSIFIED

Classified ads are on an eight column format.

Local Classified Rates – 8 column

Monthly Volume Discount Schedule Per Column Inch.

Earned Advertising Rates

Inches	DCA	Employment
1-89"	\$6.39	\$6.74
90-171"	\$5.54	\$5.68
172" and up	\$5.13	\$5.26

Frequency Classified Contract Rates

Available for display ads run with minor copy changes only and a signed contract

	DCA	Employment
6 weeks	\$5.61	\$6.04
13 weeks	\$5.38	\$5.82
26 weeks	\$5.13	\$5.43
52 weeks	\$4.89	\$5.23

Auto Classified Rates

Quarter page	\$180
Half page	\$335
Full page	\$630
Color	\$55/color

Classified Reader Rates

Four lines: \$6.85
 Additional lines: \$1 per line
 For employment category, add 10%.

Pre-Print Rates

Annual number of insertions/\$ per 1,000

Page Count	1-6 ins.	7-26 ins.	Over 26 ins.
Single sheet	\$51	\$42	\$39
4 page tab	\$55	\$52	\$49
8 page tab	\$57	\$55	\$51
12 page tab	\$62	\$58	\$55
16 page tab	\$67	\$62	\$60
20 page tab	\$70	\$67	\$65
24 page tab	\$72	\$68	\$66

Add \$5 per thousand for every 4 pages beyond 24 tab pages.
 Minimum charge – \$125

Preprints scheduled one week prior to insertion and delivered to Cynthia Democrat, 302 Webster Avenue, Cynthia, KY 41031.

Full run preprint contract customers can apply the following gratuitous inches per insertion to their monthly Earned Advertising Rate: 1-6 inserts, 10"; 7-26 inserts, 25"; over 26, 45".

Special Section Rates

- Front page, banner with color – \$400/week
- Sig pages – \$50 per space
- Mini-Tab – Full page, \$285; Half page, \$155; Quarter page, \$85
- Church directory – \$7.95 per space per week
- Church Listings – \$5 per week

Special Classifications

Political Rate – As earned per insertion, payment required prior to publication.

Legal Rate – As earned per monthly volume discount schedule.

Non-Profit Rate

\$5.35 per ROP inch.
 (Form 501c3 required.)

National Advertising Rate

(Agency 15% Commission)

ROP	\$9.40
Classified	\$7.52

LOCAL RETAIL RATES

Open Rate

Effective April 1, 2010\$7.99

Determine Your Discount Based on Your Annual Spending Level

Step 1

Annual Spending	Rate	Annual Spending	Rate
<\$500	7.99	\$10,000	6.72
\$500	7.60	\$15,000	6.56
\$1,000	7.52	\$20,000	6.40
\$2,000	7.36	\$30,000	6.24
\$3,000	7.20	\$40,000	6.08
\$5,000	7.04	\$50,000	5.92
\$7,000	6.88		

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

Step 2

Choose Your 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 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".