

1. Personnel

Cindy Dauby.....Advertising Manager
Sara Sommer.....Sales Representative
Corliss Krueger.....Classified Advisor

2. Representatives

Indiana Newspaper Advertising Network, American Newspaper
(INAN) Ph. 1-888-909-4626 Representatives, Inc., Ph. 612-545-1116

3. Commission and terms of payment

- a. National rates listed in this rate card are subject to agency 15% commission. All open rates listed in this rate card are local rates and are non-commissionable.
- b. Advertising is payable at time of purchase unless the advertiser or his or her agency has established credit with the publisher. Credit is gladly extended to qualified customers. Accounts outstanding over 28 days are subject to a 1.5 percent monthly service charge. Credit will not be extended to past due accounts.
- c. Billing is done by calendar month.
- d. The Perry County News may collect, in addition to the amount due, reasonable cost of collection including attorney's fees and costs of litigation.
- e. Political advertising and "Going Out of Business" advertising is accepted only with payment in advance. Political rates same as R.O.P. or classified display, as earned per insertion.
- f. Invoices are sent by the parent company, Landmark Community Newspapers, Inc., P.O. Box 549, Shelbyville, KY 40066.

4. General Rate Policy

- a. Tobacco and Alcoholic Beverage advertising accepted.
- b. The Perry County News does not knowingly accept ads of a fraudulent, misleading, controversial or discriminatory nature and may accept, classify, cancel, edit or reject any advertising copy submitted, and place the word "Advertisement" on any ad. Publisher reserves right of final refusal.
- c. 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, failures of equipment or systems of Publisher or its suppliers or causes not within the control of the Publisher, 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 five days of publication of the erroneous advertisement. The Perry County News will not be responsible for errors after the first publication of a repeat ad.
- 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. The advertiser shall reimburse the publisher in settlement of claims or in satisfaction of judgment 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.
- e. Photographs of individuals for advertising use must be accompanied by a release from the individual. Release forms available from the advertising department.
- f. Brokered advertising will not be accepted.

POSITION REQUESTS:

- a. The Perry County News will make every effort to honor page requests. A 20% surcharge may be added if the advertiser wishes to guarantee page position—when available.

PROOF TEAR SHEETS

- a. Upon request, proofs will be delivered for all ads of at least 20 inches, provided all copy is submitted at least 4 hours in advance of the regular deadline. All other ads are available for proofing by appointment at the newspaper office.
- b. Proofs are meant for checking prices, grammar and correctness in layout, not for rewrite or design purposes. A composition charge may 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.

5. & 6. ROP Display & Preprint Rates

OPEN DISPLAY RATE
\$10.75 per column inch

DOLLAR VOLUME/FREQUENCY:

Annual dollar volume and frequency contracts available upon request. Discounts allowed only with **signed contract.**

MARKETPLACE:

Your ROP ad will appear on our website in the Marketplace for 3 days. The Marketplace features print display ads on all pages of our website. Ads rotate every 6 seconds, are searchable by name and key word search and can be saved, printed and emailed.

SHOPPER RATES:

LincolnLand Shopping Guide is published each Wednesday, 8,275 copies sent third-class mail to homes in Hancock County, KY, Eastern Spencer County, IN, and non subscribers in Perry County, IN.

Per Column Inch

LincolnLand only.....\$9.85
Combination with The Perry County News.....\$4.85
Front page rates - LincolnLand Only.....\$10.40
Front page rates in
combination with newspaper.....\$5.90

NATIONAL RATES:

Perry County News or Lincolnland Shopping Guide \$12.70.

ONLINE ADVERTISING:

Banner and button advertising packages available. Consult with your ad representative for details.

NON-PROFIT GROUP RATE:

(For local churches and civic groups.)
\$8.60 per column inch

PERRY & SPENCER COUNTY COMBO BUYS:

The Perry County News and the Spencer County Journal Democrat combination rate is \$17.60 per column inch. \$9.35 for The Perry County News plus \$8.25 for the Spencer County Journal Democrat.

7. Color Rates

- 1 Color, Plus Black 15% of black/white rate
Maximum Charge \$150 per ad
2 Color, Plus Black 20% of black/white rate
Maximum Charge \$200 per ad
Process Color 30% off black/white rate
Maximum Charge \$250 per ad
Minimum Charge for All Color Ads \$20 per ad

14. Advertising Deadline Times

- Monday Perry County News.....5 p.m. Thursday
Thursday News B-Section/
Living, Food.....5 p.m. Monday
Thursday News A - Section.....5 p.m. Tuesday
LincolnLand Shopping Guide.....5 p.m. Friday

Ad cancellation must be received before deadline.

15. Mechanical Measurements - Classified & Retail

- 1 column = 1.64 inches 5 column = 8.63 inches
2 column = 3.39 inches 6 column = 10.38 inches
3 column = 5.14 inches
4 column = 6.88 inches Depth = 21.25 inches

17. Classified Rates

OPEN CLASSIFIED DISPLAY \$11.10 per column inch

Monthly volume discounts apply for The Perry County News only.
Discounted ads are not accumulated for monthly volume.

10% FEE ADDED PER RUN FOR IN COLUMN.

ALL EMPLOYMENT ADVERTISING \$11.45 PER COLUMN INCH

The Perry County News and the Spencer County
Journal Democrat Classified Display Rate is \$19.80 per
column inch. PCN \$10.95 plus JD \$8.85

Reader ad rates: Paid-in-advance: (Minimum 15 word ad)

1 time - \$8.65; 2 times - \$12.50; 3 times - \$16.35.

All Reader Classifieds Online at perrycountynews.com

Charge Rate: (Minimum 15 word ad),

1 time - \$9.95; 2 times - \$14.10; 3 times - \$18.25.

The Perry County News is part of the Indiana Classified
Advertising Network. Your message will reach over 2.8 million
homes. Rates available upon request.

Business Index (News & LincolnLand Combo), \$4.50 per
column inch per issue. Must run in 18 consecutive issues to
qualify for this special rate. (Below 1/2 Price Regular Rate!)

20. Circulation

Established in 1891, The Perry County News paid
circulation is 6,572*. Approximately 70% delivered by
second-class mail, 30% single copy. Published in Tell City,
Indiana by News Publishing Co., The Perry County News
reaches approximately 75.5% of Perry County households
each Monday and Thursday. Local subscription rate is
\$45.00 per year for 104 copies; 6 months is \$25.50 and 3
months is \$13.50. Combined circulation of The Perry
County News and LincolnLand Shopping Guide (8,300) is
15,255, assuring Total Market Coverage in the area.

*Source USPS Statement of Circulation.

LEGAL RATES:

9.10 pica columns width, 7 point type

Number of insertions:	1	2	3	4
Line Rate:	.487	.728	.973	1.216

ESTATE NOTICES: Cash with Copy

Notice of Administration: \$28.94 (runs two editions)

Notice of Final Account: \$28.94 (runs one edition)

DEADLINE: Monday Paper - Thursday 5 p.m.; Thursday Paper - Tuesday 5 p.m.

Preprint Rates:

	The Perry County News	LincolnLand
Single Sheet.....	\$52.....	\$52
4 pg tab/2 std.....	\$61.....	\$61
8 pg tab/4 std.....	\$66.....	\$66
12 pg tab/6 std.....	\$71.....	\$71
16 pg tab/8 std.....	\$76.....	\$78
20 pg tab/10 std.....	\$82.....	\$92
24 pg tab/12 std.....	\$84.....	\$104
28 pg tab/14 std.....	\$86.....	\$116
32 pg tab/16 std.....	\$91.....	\$126

36 INSERTS ANNUALLY ON CONTRACT, FULL RUN.

	The Perry County News	LincolnLand
Single Sheet.....	\$44.....	\$44
4 pg tab/2 std.....	\$45.....	\$45
8 pg tab/4 std.....	\$51.....	\$51
12 pg tab/6 std.....	\$54.....	\$54
16 pg tab/8 std.....	\$60.....	\$69
20 pg tab/10 std.....	\$66.....	\$80
24 pg tab/12 std.....	\$72.....	\$91
28 pg tab/14 std.....	\$78.....	\$101
32 pg tab/16 std.....	\$84.....	\$111

ZIP ZONES AVAILABLE See Back Page.

*Above 32 pages \$5.00 charge per 4-page tab increment.

*Prices effective January 1, 2009.

*Minimum charge of \$100.00 per publication.

*Annual preprint contracts must be signed to earn frequency
discount rate.

Reservations: 5 days prior to insertion .

Delivery: 3 days prior to insertion.

A \$50 per thousand charge for folding may be added.

Preprinted inserts with page weights exceeding newsprint weight
are subject to a surcharge equal to the applicable mail rate.

SHIPPING INSTRUCTIONS:

Please ship all preprints on pallets, skids or in boxes, bundled in
standard quantities and uniform turns. Allow 3% packing spoil for
inserts not printed in-house:

SHIP TO: News Publishing Co.

537 Main Street, Tell City, Indiana 47586

(812) 547-3424 Fax: 812-547-2847

Receiving Hours: 8 a.m. to 4:30 p.m. Monday-Thursday

8 a.m. - Noon Friday



News Publishing

C O M P A N Y

www.perrycountynews.com

e-mail: newspub@psci.net

Visit Us Online at: www.perrycountynews.com

MARKET COVERAGE



Insert Deadline Thursday 5:00 p.m.

PERRY COUNTY NEWS

Insert Deadline Monday 3:00 p.m.

ZIP ZONE #1

Full Run Mail 8248
 Office + 80
 Total 8328

INDIANA		KENTUCKY	
Branchville.....47514	62	Hawesville.....42348	2031
Bristow.....47515	225	Lewisport R.1...42351	433
Cannelton.....47520	1106		
Derby.....47525	71		
Evanston.....47531	397		
Fulda.....47536	40		
Lamar.....47550	291		
Leopold.....47551	122		
Rome.....47574	49		
St. Croix.....47576	58		
Tell City.....47586	3074		
Troy.....47588	289		

ZIP ZONE #2

Perry County, IN Mail 7520
Hancock County, KY Office + 80
 Total 7600

INDIANA		KENTUCKY	
Branchville.....47514	62	Hawesville.....42348	2031
Bristow.....47515	225	Lewisport.....42351	433
Cannelton.....47520	1106		
Derby.....47525	71		
Leopold.....47551	122		
Rome.....47574	49		
St. Croix.....47576	58		
Tell City.....47586	3074		
Troy.....47588	289		

ZIP ZONE #3

Perry County Only Mail 5056
 Office + 80
 Total 5136

INDIANA			
Branchville.....47514	62	Rome.....47574	49
Bristow.....47515	225	St. Croix.....47576	58
Cannelton.....47520	1106	Tell City.....47586	3074
Derby.....47525	71	Troy.....47588	289
Leopold.....47551	122		

ZIP ZONE #1

Full Run Subscribers 3343
 Stores + 2600
 Total 5943

INDIANA			
Birdseye.....47513	33	Rockport.....47635	15
Branchville.....47514	60	Rome.....47574	43
Bristow.....47515	153	Santa Claus.....47579	30
Cannelton.....47520	402	St. Croix.....47576	70
Chrisney.....47611	11	St. Meinrad....47577	88
Dale.....47523	15	Tell City.....47586	1909
Derby.....47525	74	Troy.....47588	67
Evanston.....47531	86		
Ferdinand.....47532	46		
Fulda.....47536	9		
Grandview.....47615	27	KENTUCKY	
Lamar.....47550	29	Cloverport.....40111	2
Leopold.....47551	109	Hawesville.....42348	40
Richland.....47634	1	Lewisport.....42351	24

ZIP ZONE #2

Perry/Spencer Co., IN Subscribers 3122
Hancock Co., KY Stores + 2605
 Total 5727

INDIANA			
Branchville.....47514	60	Santa Claus.....47579	30
Bristow.....47515	153	St. Croix.....47576	70
Cannelton.....47520	402	Tell City.....47586	1909
Dale.....47523	15	Troy.....47588	67
Derby.....47525	74		
Evanston.....47531	86	KENTUCKY	
Fulda.....47536	9	Hawesville.....42348	40
Lamar.....47550	29	Lewisport.....42351	24
Leopold.....47551	109	Cloverport.....40111	2
Rome.....47574	43		

ZIP ZONE #3

Perry County Only Subscribers 2887
 Stores + 2605
 Total 5492

INDIANA			
Branchville.....47514	60	Rome.....47574	43
Bristow.....47515	153	St. Croix.....47576	70
Cannelton.....47520	402	Tell City.....47586	1909
Derby.....47525	74	Troy.....47588	67
Leopold.....47551	109		

\$50.00 Fee For Not Placing Minimum Quantity.