

Shelby County, Kentucky

2010 Featured Products

- Bridal Guide
- Christmas Greetings
- Fair Guide
- Fall Sports
- Father's Day Page
- Halloween Safety Guide
- Coupon Book
- Holiday Gift Guide
- Home & Garden
- Horse Industry I
- Horse Industry II
- Horse Industry III
- Hunting and Fishing
- Industry
- Last Minute Holiday Gifts
- Mother's Day Page
- New Development
- Real State Guide
- Shelby County Directory
- Shelby County Fair
- Shelby County Kids
- Valentine's Day Page
- Who's Who
- Your Health Guide
- Your Hometown
- 2011 Calendar

Featured Products subject to change

Shelby County is located in the beautiful Bluegrass region of Kentucky, just 25 miles down I-64 from the state's largest city of Louisville. Twenty miles to the east is the state capital of Frankfort. The county's 2008 population is 41,759.

Shelby County is known throughout the state for its friendly people and progressive, can-do environment and for its Saddlebred horse industry. The Simpsonville area of the county is known as the Saddlehorse Capital of the World.

Shelbyville is a historic community of beautiful old homes, antique shops and thriving specialty shops. The city features numerous clean industries and a strong agricultural community.

Shelby County offers all the advantages of a large city just 30 minutes down an interstate along with the truly friendly Southern hospitality of a small town.

2008 Demographics

Total Population

41,759

Total Households

15,212

Population by Gender

Male 20,462 - 49%

Female 21,297 - 51%

Median Age

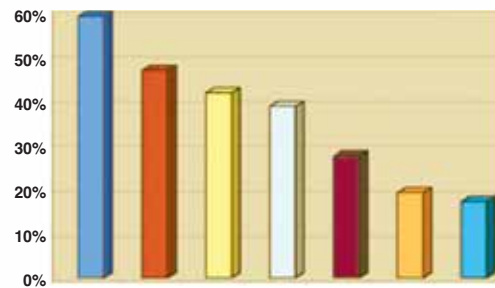
36.5

Household by Income

Average household income

\$56,254

Sentinel-News readers sometimes travel out of their home area to shop.



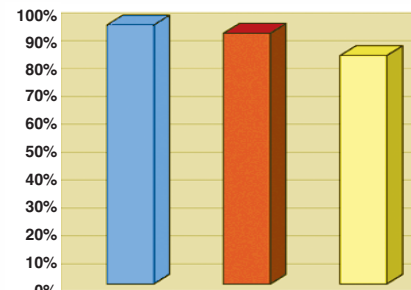
- Village Plaza • SHELBYVILLE 58%
- Hi-Point Shopping Center • SHELBYVILLE 46%
- Oxmoor Center • LOUISVILLE 41%
- The Mall • LOUISVILLE 38%
- Franklin Square • FRANKFORT 27%
- Springhurst • LOUISVILLE 19%
- The Summit • LOUISVILLE 17%

The Sentinel-News is the primary source for information on where to shop. What media is your primary source of local retail store advertising information about sales & where to



- Sentinel-News 51%
- Other Newspaper 15%
- Direct Mail 12%
- Word of Mouth 8%
- TV 5%
- Internet 4%
- Radio 3%
- Other 2%

Readers see advertisements in The Sentinel-News as valuable parts of the



- Classified Ads 93%
- Retail Ads 90%
- Ad Inserts 82%

Chart Data:
Read Always,
Frequently, or Occasionally
Source: Pulse Reader Research

THE SENTINEL-NEWS
703 Taylorsville Rd. (Hwy. 55 South), P.O. Box 399, Shelbyville, Ky. 40066-0399
OFFICE: (502) 633-4987 FAX: 502-633-2618
EMAIL: nkimbell@sentinelnews.com WEBSITE: www.sentinelnews.com

2010 Rate Card

Effective Jan. 1, 2010

Rate Card #127



Reaching Nearly 30,000 Homes and 75,000 Readers

The
Sentinel-News
Your Hometown Newspaper
502-633-4987
www.sentinelnews.com

Personnel

Kerry Johnson, Publisher, General Manager
kjohnson@sentinelnews.com

Dan Barry, Advertising Manager
dbarry@sentinelnews.com

Victoria Schreiner, Associate Advertising Manager
victoria@sentinelnews.com

Diana Dietrich-Barnes, Advertising Representative
diana@sentinelnews.com

Vanessa Riddell, Classified Advertising
adasst@sentinelnews.com

Representative

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

Commission and Terms of Payment

- Commission discounts are available at 15% off of the National Advertising Rate only. Local retail rate is non-commissionable. No camera ready discount. No charge for composition.
- 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 1/2% monthly service charge. Credit will not be extended to past due accounts.
- Billing periods are based on the calendar month. Publisher reserves the right to collect in addition to the amount due, reasonable cost of collection including attorney's fees and costs of litigation.
- 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.
- We will not accept brokered ads.

General Rate Policies

- 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.
- 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, commissions 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 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 Sentinel-News will not be responsible for errors after the first publication of a repeat ad.
- 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 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.
- Page position will be guaranteed for ads when possible with payment of 20% surcharge per ad.
- Photographs of individuals for advertising use must be accompanied by a release from the individual. Release forms are available from the advertising department.

Retail Ads and Preprint Advertising Rates

Local Retail Display Rates (6 Column Format)

Retail ads in The Sentinel-News and The Sentinel-News Plus are on a six column format, classifieds are on an eight column. The Sentinel-News has a paid circulation of 8,493 with a penetration of 59.9% of the homes in Shelby County. The Sentinel-News Plus has total market coverage of 20,380 homes within a 20 minute drive of Shelbyville, including routes in counties of Shelby, Henry and Spencer. Separate and combination rates for both publications are as follows:

National Advertising Rate (Agency 15% Commission)

The Sentinel-News...\$14.41 inch The Sentinel-News Plus...\$16.06 inch
Combination.....\$22.06 inch Triple Combination.....\$33.82 inch

Retail Display Contract Rates

Contract Level	Wed. or Fri.		Monday	
	Sentinel-News	Sentinel-News Plus	Combo	Triple Combo
OPEN RATE	\$12.50	\$13.92	\$19.13	\$29.33
\$500	\$11.88	\$13.22	\$18.17	\$27.86
\$1,000	\$11.75	\$13.08	\$17.98	\$27.57
\$2,000	\$11.50	\$12.81	\$17.60	\$26.98
\$3,000	\$11.25	\$12.53	\$17.22	\$26.40
\$5,000	\$11.00	\$12.25	\$16.83	\$25.81
\$7,000	\$10.75	\$11.97	\$16.45	\$25.22
\$10,000	\$10.50	\$11.69	\$16.07	\$24.64
\$15,000	\$10.25	\$11.41	\$15.69	\$24.05
\$20,000	\$10.00	\$11.14	\$15.30	\$23.46
\$30,000	\$ 9.75	\$10.86	\$14.92	\$22.88
\$40,000	\$ 9.50	\$10.58	\$14.54	\$22.29
\$50,000	\$ 9.25	\$10.30	\$14.16	\$21.70

Combo: Wednesday or Friday and Monday
Triple Combo: Mon./Wed. & Fri. or Fri./Mon. & Wed.

Additional Discounts

16" - 32"5% 32.25" - 62.25" ..10%
64.5" - 128" ..15% Full Page.....25%

Classified Display Rates (8 Column Format)

	Wed. or Fri.		Monday	
	Sentinel-News	Sentinel-News Plus	Combo	Triple Combo
OPEN RATE	\$10.00	\$10.70	\$14.60	\$22.20
13 TIMES	\$9.55	\$10.20	\$13.90	\$21.10
26 TIMES	\$9.25	\$9.90	\$13.40	\$20.40
52 TIMES	\$8.60	\$9.80	\$12.50	\$19.50

Combo Discount: Ads with copy changes, commissionable discounts or agency ads, are ineligible. Discounted insertions are ineligible for volume earned discount.

The Sentinel-News and The-Sentinel News Plus Preprint Rates (non-commissionable rate) Cost per 1000

	4-8		12-16		20-24		28-32	
	SingleSheet	Pg Tab	Pg Tab	Pg Tab	Pg Tab	Pg Tab	Pg Tab	
1 Time*	\$49	\$56	\$60	\$73	\$75			
6-12 Times*	\$47	\$53	\$57	\$69	\$71			
13-24 Times*	\$44	\$51	\$56	\$66	\$68			
25-47 Times*	\$43	\$50	\$55	\$64	\$66			
48+ Times*	\$42	\$49	\$54	\$62	\$65			

* For each additional 4 Page Increment for a Tab Size, add \$5.00 to each rate after 32 pages.

Annual contract required to receive above price on preprints running 13 times or more.

Preprints must be scheduled and delivered **one week** prior to insertion and delivered to:

Landmark Web Press,
701 Taylorsville Road, Hwy. 55 So.,
Shelbyville, Ky. 40065.

Full run **The Sentinel-News Plus** inserts — 18,526 circ.
The Sentinel-News Full Run inserts — 8,058 circ.

(Minimum charge for inserts \$200)
Preprinted inserts with page weights exceeding newsprint weight are subject to a surcharge equal to the applicable mail rate.

On-line Advertising www.sentinelnews.com

Advertising on The Sentinel-News website available.

Call **502-633-4987** for pricing or

www.sentinelnews.com for more information.

Your ROP ad will appear in rotation on our website in the Marketplace for 2 days. The Marketplace features print display ads on all pages of our website.

Rates: \$6

Banner prices available upon request

Service Connection

Published in the Monday PLUS, Wednesday, and Friday Sentinel-News Classified section with a minimum 4 week contract. Total price includes \$1 per ad for internet.

Ad Size	4 Weeks	12 Weeks	52 Weeks
1x1	\$86	\$222	\$767
1x2	\$164	\$420	\$1430
2x2	\$320	\$816	\$2756

Kentuckiana Classified Display: Reaching 9 counties

GROUP COMBINATION RATES

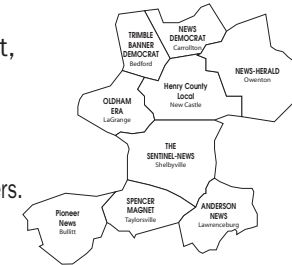
Reaching nine counties through the local newspaper, Shelby, Anderson, Henry, Carroll, Oldham, Spencer, Bullitt, Trimble and Owen.

MINIMUM SIZE AD 1X1"

STATEWIDE CLASSIFIEDS

Reach over 1,000,000 homes thru 70 Ky. newspapers.
* Inquire for rates to your local Sales Rep.

502-633-4987



Color Rates and Data

Process Four-Color/Spot Color

Additional 25% upcharge

Special Services

- * Proofs at customer's request will be e-mailed, faxed, or delivered. When proofs are submitted, advertisers assume all responsibility for errors.
- * Newspaper Copies (tear sheets) – Advertisers will be given up to 3 copies of ads 1/2 page or larger and one copy on smaller ads; all extras will be charged at full copy cost.
- * Ad Design-Advertising running in The Sentinel-News will be designed free of charge when ad copy information is provided to sales staff no later than advertising deadlines.

Special Classifications

1. Political and Legal Rates: Same as Retail rate, or classified, as earned per insertion. Political ads must be paid in advance.
2. Non-Profit Rates: Local Organizations showing proof of a 501c3 Form are eligible for our non-profit column inch rate of \$9.65 for the paper non profit; \$11.15 for the Sentinel-News Plus Non Profit; \$16.15 Combo Non Profit; \$23.35 Triple Non Profit.
3. Realtors' CONTRACT rate package available upon request.

Contract and Copy Regulations

All Advertisers receiving contract rates must have signed contracts. Contract advertisers subject to extra assessment at termination of contract according to rate earned. Alcohol and tobacco advertising accepted. X-rated movie and abortion ads not accepted. Terms applicable to rate card No. 128, effective Jan. 1, 2010.

Closing Times - Ads can't be canceled after deadline

Date of Publication	Type of Ad & Service	Copy Due at The Sentinel-News
Monday Sentinel-News Plus	Retail Ad & Classified	10 a.m. Fri.
Wednesday The Sentinel-News Kentuckiana	Retail Ad & Classifieds	Noon Mon. 4 p.m. Fri..
Friday The Sentinel-News	Retail Ad & Classified Real Estate	Noon Wed. 5 p.m. Tues.
Holidays	Retail Ad & Classified	24 to 48 hours earlier

Mechanical Requirements

Six column format Retail; 8 column format classifieds.
SAU units are preferred. Effective February 1, 2009.

Six Columns

Col.....Inches Wide

1.....1.64"
2.....3.39"
3.....5.14"
4.....6.88"
5.....8.63"
6.....10.38"

Double Truck

13.....21.75"

Eight Columns

Col.....Inches Wide

1.....1.2"
2.....2.50"
3.....3.82"
4.....5.14"
5.....6.45"
6.....7.76"
7.....9.07"
8.....10.38"

Retail Depth Requirements

Standard Page: Minimum display advertisement acceptable: 1 column x 1". Advertisements over 19.25" deep may be billed full column depth of 21 1/2". Advertisements must measure a minimum of as many inches deep as columns wide.

Classified Reader Rates

1. Sentinel-News Classified Advertising— 4 lines or less - \$23.50 for One Week. \$1.80 Extra Per Line Per Week
All classified advertising must be paid in advance unless Advertising Contract is on file at The Sentinel-News.
2. Private individuals selling personal possessions under \$500 in value, may run a classified 3 line ad for 3 days at no charge.
3. Yard Sale ads \$16.00 for a 1x2 ad and \$24 for a 2x2 ad. One insertion plus a yard sale kit.
4. Classified Commercial Volume Rate—3 lines, 3 insertions \$5.00 per ad, minimum 10 items/ads per week. (each additional line is \$1.50)
5. Kentucky Classified Network— Advertise your classified in the Kentucky Classified Network and Reach 19 Different Newspapers and Online Websites with one Phone Call - **502-633-4987**.

Circulation

The Sentinel-News was established February 1972 from a local combination of two of the oldest newspapers in Kentucky. It is published twice weekly and penetrates 45 percent of the homes in Shelby County with a total distribution of 7,900. The Sentinel-News is a member of Landmark Community Newspapers, Inc., P.O. Box 549, Shelbyville, Ky. 40066-0399, (502) 633-4334.

The Sentinel-News Plus is a free-circulation newspaper. It reaches 18,526 homes in Shelby and parts of adjoining Henry and Spencer counties. Maps available. Papers are delivered by second class mailing permit; PLUS 3rd class. Subscription price (plus tax): \$47.00 annual rate for Shelby, Henry and Spencer counties; \$65.00 elsewhere in Ky., \$78 out-of-state.

Newsstand price: 50¢ per copy.