

# The Spencer Magnet

Serving the Spencer County Community Since 1867  
 100 W. Main Street, Taylorsville, Ky 40071  
 Office: 502-477-2239 fax: 502-477-2110

## SPECIAL SECTIONS PLANNED FOR 2010

### 1ST QUARTER

County Wide Sample

Lawn & Garden, Logos & Slogans

### 2nd QUARTER

Easter Tab, Business Profiles

Tourism & Recreation Guide

### 3rd QUARTER

County Wide Sample

Spencer County Resource Directory

### 4th QUARTER

Holiday Shopping Guide

Letters to Santa & Holiday Greetings



**BANNERS - TOP & BOTTOM LEADERBOARD ADS - SKYSCRAPER ADS - SQUARE ADS** provide a direct link to your website where you can showcase everything your business has to offer. Price based on frequency and placement. Call for details and availability.

**MARKETPLACE ADS** are print display ads (ROP and classified) that are also run on the website. Your ad will run on our website for 7 days. Ads rotate every 6 seconds, are searchable by name and key word search and can be saved, printed, and emailed. The fee for placement is \$6.00 per week which is included in the cost of publishing the ad in the newspaper.

**Contact our office for more information.**

# The Spencer Magnet

Serving the Spencer County Community Since 1867

## 2010

## Advertising Rate Card

Effective January 1, 2010



**OFFICE HOURS**  
**Monday - Friday 8 a.m. - 5 p.m.**  
**The Spencer Magnet**  
**100 West Main Street P.O. Box 219**  
**Taylorsville, Ky 40071**  
**502-477-2239 Office 502-477-2110 Fax**  
**www.spencermagnet.com**

### Population Figures

1980	5,929
1990	6,801
2000	11,766
2002	12,710
2003	14,304
2004	15,064
2005	15,561
2006	16,000
2007	16,000
2008	17,600
2009	

### Population Change by Decade

1970-1980	8.0%
1980-1990	14.7%
1990-2000	73.0%

### Percent of Population by Age from 2000

0-14	22.6%
15-34	27.3%
35-54	32.3%
55-64	8.7%
65-74	5.2%
75+	3.9%

### Population Change by Age from 1990-2000

Total	73.0
0-14	75.2%
15-34	54.2%
35-54	118.0%
55-64	61.5%
65-74	27.6%
75+	33.4%

### General Figures

Median Age	35.1
Avg. Household Size	2.89
Avg. Number of Households	6,180
Avg. Household Income	\$66,429
Total Avg. Household Expenditures	\$328,139,460
Proj. Growth Over Next 5 yrs	+18.2%

### 1 Personnel

Lynette Mason, General Manager/Advertising Manager	304
e-mail- adsales@spencermagnet.com	
Robin Bass, Editor	303
e-mail- editor@spencermagnet.com	
Susan Collins, Office Manager/Bookkeeping/Circulation Manager	301
e-mail- bookkeeping@spencermagnet.com	
Shari Heun, Classifieds, NIE, Office Assistant	300
e-mail- classifieds@spencermagnet.com	
Hope Selby, Graphic Designer/Advertising	306
e-mail- graphics@spencermagnet.com	

### 2 Representatives

The Kentucky Press Association	502-223-8821
Landmark Community Newspapers, Inc	502-633-4334

### READERSHIP, SUBSCRIBERS & RATES

The Spencer Magnet is published every Wednesday and has a readership of over 10,000 with 60.2% in-county penetration.

### SUBSCRIPTION RATES

- Single Copy 75¢
- One Year Subscriptions
  - Inside Spencer, Shelby, Bullitt, Nelson, Anderson and Jefferson Counties.....\$31.80
  - Elsewhere in Kentucky .....\$45.05
  - Outside of Kentucky and within the U.S. ....\$55.00

### ABOUT THE SPENCER MAGNET

The Spencer Magnet is owned by Landmark Community Newspapers, Inc, and is part of a network of 19 newspapers in Kentucky. First published in 1867, The Magnet is the oldest business in Spencer County and one of the oldest publications in Kentucky.

Much has changed since The Magnet's early days, and today Spencer County is the fastest growing county in Kentucky with new families moving in every day. Since 1990, the population has more than doubled and experts expect this trend to continue and the county is in the top five of Kentucky's 120 counties in median household income.

The Magnet will continue to work with new and existing businesses and retailers who want to reach our county's growing population with information about the goods and services they offer. As has been the case for the past 142 years, The Spencer Magnet is the best way for businesses to reach Spencer County customers.

### ABOUT LANDMARK

From a small printing cooperative formed by rural Kentucky publishers has grown a nationwide media company with publications from Florida to Iowa and from New Mexico to Maryland. Landmark Community Newspapers, Inc, traces its history to 1966, when eight small-town publishers pooled resources to build a printing plant in Shelbyville, Kentucky to take advantage of the growing trend toward offset technology. Two years later, they incorporated to become Newspapers, Inc. and began buying other newspapers in Central Kentucky. Within five years, Newspapers, Inc. owned 18 newspapers and four printing plants. That drew the interest of Landmark Communications, Inc. Landmark bought Newspapers, Inc. in September 1973. The company kept its headquarters in Shelbyville next door to the first printing plant. Today, under the leadership of Landmark President Michael Abernathy, the company has 54 paid newspapers in 13 states, 40 free newspapers and shoppers, 16 offset commercial printing plants, seven collegiate sports publications, and 30 special publications such as real estate guides and homes magazines.

### THREE TYPES OF ADVERTISING

#### Classified Readers

Ads typically made up of words only that flow in columns, are divided into specific areas of interest and usually consist of 20 words or less according to pricing.

#### Classified Displays

These ads appear in the classified section of the paper and the column widths are slightly smaller than the ROP section of the paper, based on 8 columns.

#### ROP (run of the paper)

These are also display ads. They typically run in the non-classified portion of the paper. Real estate and legal ads are on designated pages weekly. They are all based on 6 columns.

# APRIL 1, 2010

## Determine your Advertising Cost in Four Easy Steps

Open Rate:  
**\$8.15 per column inch**

**Step**

**1**

Determine Your Discount Based on Your Annual Spending Level.

Annual Spending	Wednesday
<\$500	\$8.15
\$500	\$7.74
\$1,000	\$7.66
\$2,000	\$7.50
\$3,000	\$7.34
\$5,000	\$7.17
\$7,000	\$7.01
\$10,000	\$6.85
\$15,000	\$6.68
\$20,000	\$6.52
\$30,000	\$6.36
\$40,000	\$6.19
\$50,000	\$6.03

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

**Step**

**2**

Choose Your Ad Size Discount!

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. Minimum ad size 1x3.

**Step**

**3**

**Add Color for 25% of net cost of ad**  
Minimum Charge of \$40.00  
Color capacity may be limited.  
(Maximum cost of \$225 with no setup fee)

**Step**

**4**

**Place your ad in our online Marketplace for \$6 per website per ad.**



**www.spencermagnet.com**

Retail and Classified Display ads will be placed online for \$6 a week.

Your ROP ad will appear on our website in the Marketplace for 7 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

**Premium Advertising Space**

**on www.spencermagnet.com also available**

**Addendum A**

### 3. Commission and Terms of Payment

- A. National rates on this card are subject to an 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 30 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.

### 4. Advertising Rate Policies

- A. Photo releases are necessary.
- B. The publisher reserves the right to accept, classify, cancel, edit or reject any advertising copy. All ads must meet the acceptability standards of The Spencer Magnet.
- C. Tobacco and Alcoholic Beverage advertising is accepted.
- D. Advertising simulating news will carry the words "Paid Advertisement."
- E. The Spencer Magnet does not knowingly accept ads of a fraudulent, misleading, or discriminatory nature.
- F. 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 judgements obtained by reason of the publication of such advertising copy together with all expenses incurred in connection therewith, including, but not limited to, attorneys fees and cost of litigation.
- G. Brokered advertising will not be accepted.
- H. All rates are subject to change with written notice.
- I. The Spencer Magnet shall not be liable for interruptions, delays, postponements or 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 Spencer Magnet or its suppliers, or causes not within the control of The Spencer Magnet.

#### DEADLINES

- A. Advertisement submission deadlines are the Monday prior to publish date at 10 a.m. Customers who require a proof should turn in their advertisements by Friday at 5 p.m.
- B. Advertisements or changes submitted after deadline will NOT be guaranteed for placement, publish date or proof arrangement.

#### POSITION REQUEST

We make every effort to honor page request 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.

#### PROOF/TEAR SHEETS

- A. Proofs will be shown when requested on advertisements submitted on or before Friday at 5 p.m.
- B. Proofs are meant for checking prices, grammar and correctness in layout, not for re-write or design purposes. An additional composition charge will be made for extensive changes in content or design.
- C. When an advertiser proofs his/her ad he/she accepts all responsibility for any error that may have been overlooked.
- D. The Spencer Magnet will not be held responsible for mistakes in advertisements that were called in after deadline, and/or those for which no proof was requested by the advertiser. Proofs for any ad less than 1/4 page must be requested.

### 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 responsibility for its failure for any reason to insert an advertisement.
- C. Advertiser must contact the retail advertising department when an error appears. The Spencer Magnet will not be responsible for more than one incorrect insertion.

### 5. Advertising Rates

#### Retail Rates

Effective January 1, 2010

Prices are based on a per column inch

**OPEN RATE** [Non-Commissionable (column inch net)] ..... \$8.15

\*See addendum A for Spending Based Discount

**NON-PROFIT RATE**..... \$5.95

**NATIONAL ADVERTISING RATE** (ROP) ..... \$9.12

(Classified] ..... \$7.35

#### WEB SITE ADVERTISING

Any advertisement can be placed on our website in the Marketplace section for an additional fee of \$6.00 per week. Top and bottom leaderboard ads, skyscraper ads, and square ads are also available on our website. Call our advertising department for information, pricing and availability.

#### LEGAL AND POLITICAL RATES

Legal and Political Rates are the same as retail rates.

Legals are billed at retail and/or classified rates as earned per insertion.

#### BLOCK ADVERTISEMENTS

The Spencer Magnet has incorporated "block" advertisements into its newspaper and encourages group placement. Generally speaking, each advertisement has its own price based on space, frequency and participation. Some of those products include:

#### THE CHURCH DIRECTORY

Prices are per 1 column x 1.5" block

Minimum 26-week consecutive insertion ..... \$8.50 per week

#### ASK A PROFESSIONAL

Prices are per 2 column x 3" block ..... \$30.00

26 time bi-weekly insertion (\$27.90 per week, \$4.65 per column inch plus \$2.10 for the ad to be posted on the internet). This is an exclusive spot to an industry professional. Larger space is available based on the column inch rate.

### 7. Color Rates

#### PRICES INCLUDE BLACK INK

One Color plus Black ..... \$75

Two Colors plus Black ..... \$150

Full Color ..... \$225

### 12. ROP Depth Requirements

Standard Page: Minimum display advertisement acceptable: 1 column x 3". Advertisements over 19.25" deep will be billed full column depth of 21.5". Generally, advertisements must measure a minimum of as many inches deep as columns wide.

### Annual Agreements (ROP)

**FREQUENCY DISCOUNT PROGRAM** - Price per Column Inch  
The Spencer Magnet is pleased to offer the following discount prices based on signing a contract with a minimum number of appearances. The minimum ad size is 3 inches. Minimal changes in copy are permitted.

6 Weeks .....	\$6.79
13 Weeks .....	\$6.51
26 Weeks .....	\$5.16
52 Weeks .....	\$4.83

#### SIZE DISCOUNT PROGRAM

The Spencer Magnet is pleased to offer the following discount prices based on signing a contract with a specific number of appearances and a 1/4 page minimum size requirement.

The price quoted is per insertion.

This applies only to ROP advertisers.

	1/4 Page	1/2 Page	Full Page
12 Appearances	\$179	\$327	\$590
26 Appearances	\$158	\$290	\$545
52 Appearances	\$142	\$274	\$505

#### COMBO ADVERTISING

Group rates are available when an identical ad is placed in two or more LCNI newspapers within a seven day period. Please ask your advertising representative for additional information. The minimum ad size is 3 inches.

### 17. Classified Rates

#### READER CLASSIFIED RATES

Reader Classified Ad Rates ..... \$8.75 per insertion

Employment Classified Ad Rates ..... \$9.50 per insertion

Based on four lines (approximately 20 words) with each additional line being \$.60. Internet placement banners, logos, photos, and borders may be added at for an additional charge. Your reader ad may be placed in surrounding county papers for an additional charge. Found, free, or lost items may be placed at no charge for one insertion. To place your reader classified, please call toll free 1-866-477-9735

#### STATEWIDE CLASSIFIEDS

Reaching more than 1.1 million readers in 68 Kentucky newspapers including dailies, weeklies, and multi-weeklies. All ads must be paid in advance.

First 25 words..... \$250

Each Additional word..... \$7.00

#### CLASSIFIED DISPLAY RATE - Price per column inch

Classified Display Rate ..... \$6.55

Classified Display (Employment) Rate ..... \$7.10

#### BUSINESS DIRECTORY RATES - standard ad size is 2 column x 2"

\$507 for 52 consecutive insertions (9.75 per week)

\$279.50 for 26 consecutive insertions (10.75 per week)

#### YARD SALE ADS

Yard Sale Ads (1 x 2" standard size)..... \$25.00

Includes Yard Sale Kit

Rain Insurance is available for an additional ..... \$5.00

#### KENTUCKIANA CLASSIFIED DISPLAY - Price per column inch

Kentuckiana Classified Display Advertisements (3 inch minimum).

Reaching over 103,350 readers through newspapers in Anderson, Bullitt, Carroll, Henry, Oldham, Owen, Shelby, Spencer and Trimble Counties.

Call for current rates which are published weekly.

### PrePrint Insert Rates

#### DISTRIBUTION REQUIREMENTS

Preprints must be scheduled at least 10 days prior to their publication in the newspaper.

They must be delivered to the printing plant at least 7 days prior to the insertion date. Add a 3% overflow for spoilage for inserts not printed at the plant. Inserts are accepted on skids or in boxes or bundles.

Requested Size: Preprints must be folded to 11"x12" or quarter folded.

#### PREPRINT TRANSPORTATION

Preprints should be delivered to the following address:

##### Landmark Web Press

701 Taylorsville Rd  
Shelbyville, KY 40065  
502-633-4396

If it is necessary for The Spencer Magnet to deliver the inserts, a transportation fee will apply..... \$50

This is to cover labor and transportation expense.

#### ZONING:

Inserts may be zoned for a minimum fee..... \$125

#### PREPRINT RATES - Cost is per 1,000

Tab	Number of Insertions			
	1-16	17-31	32-49	50 & up
5x8 Card	\$32	\$29	\$28	\$27
Single Sheet	\$42	\$38	\$37	\$36
4 Page Tab	\$53	\$51	\$44	\$42
8 Page Tab	\$58	\$55	\$48	\$46
12 Page Tab	\$60	\$58	\$50	\$48
16 Page Tab	\$64	\$61	\$58	\$56
20 Page Tab	\$65	\$64	\$62	\$59
24 Page Tab	\$69	\$67	\$65	\$62
28 Page Tab	\$82	\$79	\$77	\$73
32 Page Tab	\$93	\$90	\$86	\$82

A \$5.00 CPM charge for each additional 4 tab pages beyond 32 pages.

### 15. Mechanical Requirements

#### RETAIL DISPLAY SIZES - ..... Column width in inches

##### 6 Column Format - ROP

1 column.....1.64"

2 column.....3.39"

3 column.....5.14"

4 column.....6.88"

5 column.....8.63"

6 column.....10.38"

#### CLASSIFIED DISPLAY SIZES - ..... Column width in inches

##### 8 Column Format - Classified

1 column.....1.2"

2 column.....2.50"

3 colimm.....3.82"

4 column.....5.14"

5 column.....6.45"

6 column.....7.76"

7 column.....9.07"

8 column.....10.38"

Digital files only, disk or e-mail to graphics@spencermagnet.com

Black and white slicks are not recommended.

Spot & 4/color available. Bleeds available on full page ads.