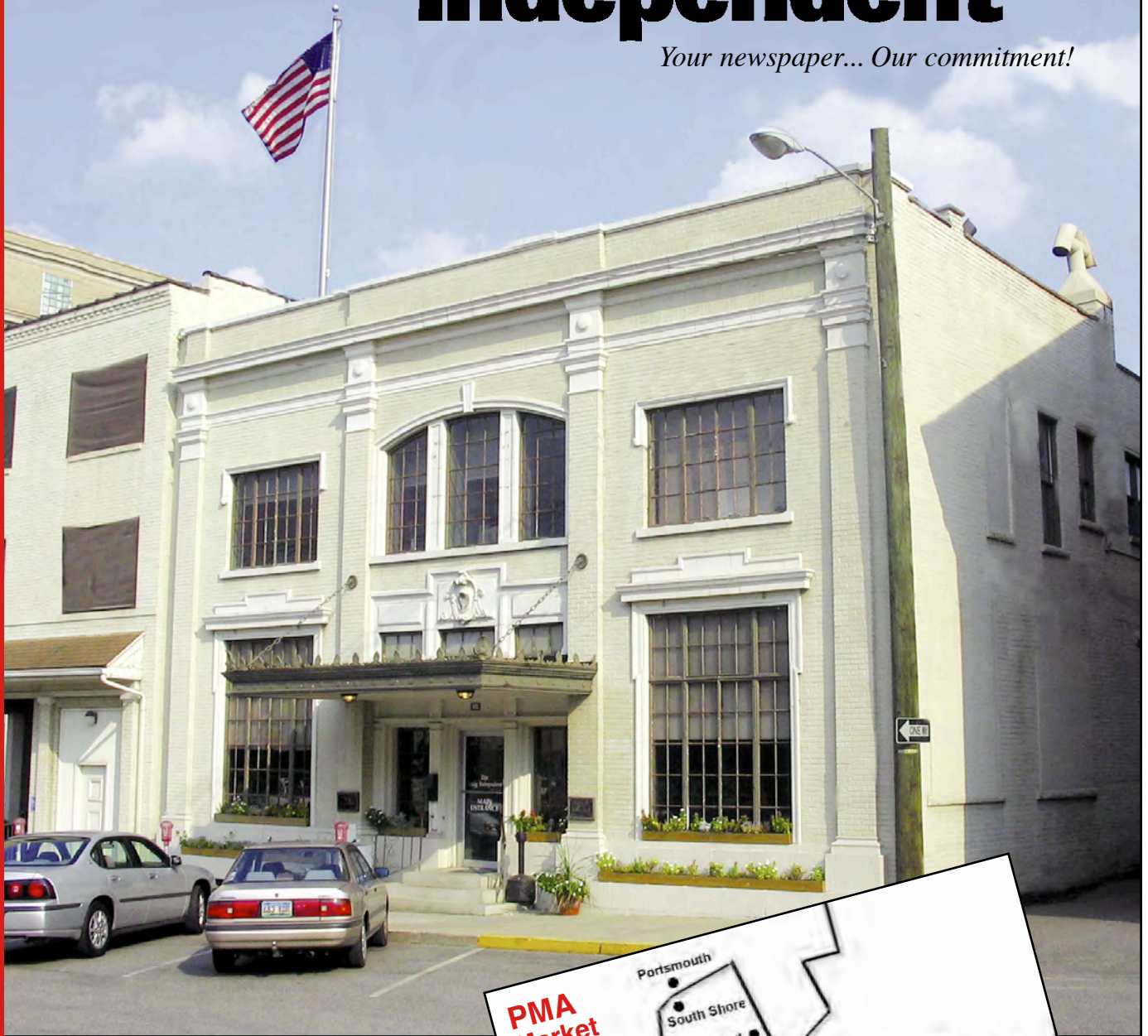


2010-2011 RATE CARD

The Independent

Your newspaper... Our commitment!



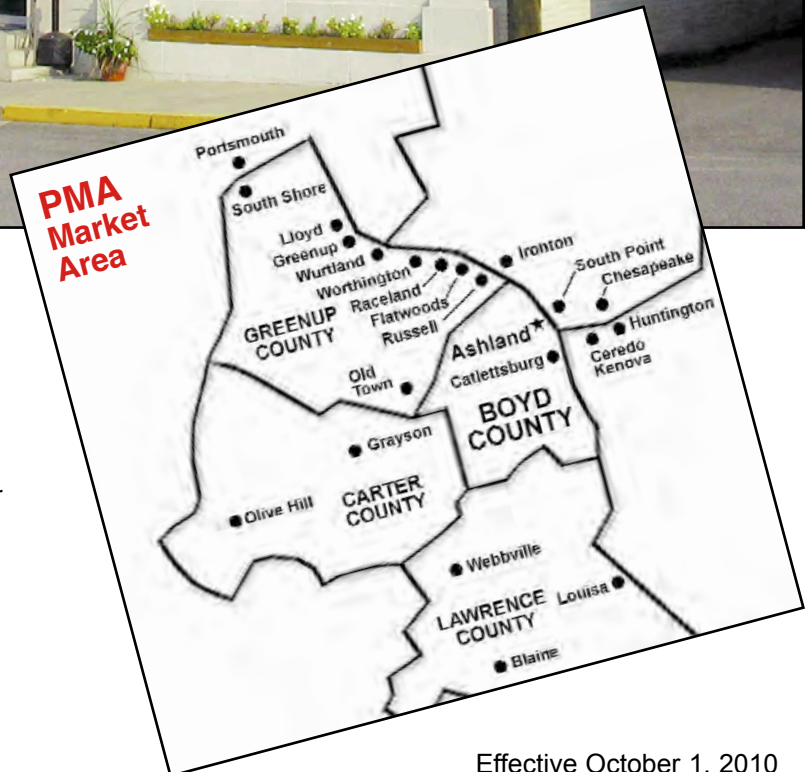
Circulation & Readership

Since 1896, *The Independent* has served Boyd, Greenup, Carter and Lawrence Counties in Kentucky as the leading source of local news and advertising.

The following information has been created to educate potential advertisers with our readership, circulation coverage, special features and pricing. If you have any questions or comments, our advertising and editorial staff is standing by ready to help.

READERS OF *The Independent* NEWSPAPER

Total Household Population34,546
Average Household Income42,918
Homeownership76.3%
Daily Circulation17,000
Readship (2.3 per paper)39,100



Effective October 1, 2010

PUBLICATION DAY

DEADLINES

Monday	Friday 4 p.m.
Tuesday	Friday 4 p.m.
Wednesday	Monday 4 p.m.
Thursday	Tuesday 4 p.m.
Friday	Wednesday 4 p.m.
Saturday	Thursday Noon
Sunday	Thursday 2 p.m.

(To provide proof please allow 24 hours in advance)

Published every morning and major holidays, except Christmas Day, unless Christmas falls on Sunday.

CLOSING TIMES

- Holiday deadlines will be advanced one business day.
- Special section deadlines generally eight (8) days before publication.
- Color and double truck closing times are one day in advance of normal deadlines.



POLITICAL ADVERTISING

ROP OPEN RATES

Daily \$30.25 Sunday \$34.15

INTERNET MARKETPLACE

Place your ad in the Marketplace of our online newspaper for 7 days for only \$10.00! Ask your marketing for more details.

FREQUENCY CONTRACT RATES

Costs shown are per column inch.
Ad must run 50 weeks per year

<u>MINIMUMS</u>	<u>DAILY</u>	<u>SUNDAY</u>
378" wk.	17.36	18.22
252" wk.	18.00	18.89
126" wk.	18.69	19.61
63" wk.	19.41	20.32
31.5"wk.	20.02	21.12
16" wk.	20.75	21.77
8" wk.	21.42	22.48
4" wk.	22.12	23.25
2" wk.	22.81	23.96

ANNUAL CONTRACT RATES

Commit to an **annual** amount of space to qualify for rates below.

Costs shown are per column inch.

<u>MINIMUMS</u>	<u>DAILY</u>	<u>SUNDAY</u>
16,000"	20.55	21.60
8,000"	21.27	22.41
4,000"	22.05	23.14
2,000"	22.82	24.08
1,000"	23.60	24.74
500"	24.32	25.54
250"	25.08	26.31
125"	25.96	28.30

INTERNET MARKETPLACE

Place your ad in the Marketplace of our online newspaper for 7 days for only \$10.00! Ask your marketing for more details.

Effective October 1, 2010

NON-PROFIT RATE

Non-profit organizations who are approved by the IRS as 501C3, qualify for the non-profit rate of **\$22.80** daily and **\$25.00** Sunday.

POLITICAL ADVERTISING

All political advertising charged at **open rate** and must be paid in advance at the time of the ad order.

LOCAL PICK-UP OPTIONS

Consistency is the most effective way to send an advertising message to achieve desired results. Therefore, we reward advertisers for placing at least 3 ads within a 7-day period. First identical ad must repeat within 48 hours.

- 1st Pick-up.....25% discount
- 2nd Pick-up.....50% discount

GUARANTEED POSITION RATE

A 35% premium based on advertiser's current rate will be charged for each guaranteed page position requested based on availability and production requirements and needs.

COLOR RATES

**Make a Splash!
With Color**

- One color and black.....\$295.00
- Two colors and black.....\$350.00
- Three colors and black.....\$385.00

Double truck color charged as 2 pages.

NOTE: Acceptance of color is based on availability and production requirement needs.

PREPRINT RATES

<u>Pages</u>	<u>Cost per M</u>
1-4 pgs	\$50
8-16 pgs	\$66
20-24 pgs	\$69
28-32 pgs	\$75

PREPRINT RESERVATIONS

Reservations must be made one week prior to publication. Reservations are accepted on a priority basis. All preprints must be delivered seven days prior to publication to *The Independent*, between the hours of 8 a.m. and 5 p.m. Monday thru Friday. The loading dock is located on 18th Street.

Distribution rates by zone are available. A \$250 charge will be applied for all preprints scheduled for less than 10,000 pieces.

SINGLE SHEET PROGRAM

"WE-PRINT"

Let us custom-design, print and deliver your 2-sided/full color preprint with one easy buy. You'll be pleased with our affordable prices and short turn-around time. Several sizes available. 10,000 minimum. Ask your marketing representative for pricing.

SPECIAL SERVICES

Photographs for ads to appear in *The Independent* are taken free of charge. *The Independent* will also provide creative assistance with your ad layout and ad copy at no additional charge.

GREENUP PICK-UP RATE

Greenup County
News - Times

Reach an audience of over 8,700 potential customers by running your same ad in *The Greenup County News-Times* for an additional **\$5.85** per column inch.

CLASSIFIED ADVERTISING

CLASSIFIED COMMERCIAL RATES

NET MONTHLY EARNED RATES

(8 column format)

Under 25".....	\$38.30
25" to 50".....	18.69
51" to 100".....	17.40
101" to 200".....	16.61
201" to 300".....	16.32
301" to 500".....	16.12
501" to 700".....	15.41
701" and over.....	15.11

CLASSIFIED NON-PROFIT RATE

Non-profit organizations who are approved by the IRS as 501C3 qualify for the non-profit rate of **\$18.70** per column inch.

INTERNET MARKETPLACE

Place your ad in the Marketplace of our online newspaper for 7 days for only \$10.00! Ask your marketing for more details.

CLASSIFIED IN COLUMN AND DISPLAY HELP WANTED RATES

\$39.95 per column inch display
\$4.00 per line (4 line minimum).

Line ads appear in the "help wanted" category.

Display ads are placed near the "help wanted" category. For an additional \$6.00 per column inch, this same display ad appears on our internet site under the employment category for an additional 14 days.

Display ads also qualify for a 50% discount on additional runs of the same ad with no copy changes within a 7-day period.

BLIND BOX NUMBERS:

Pick up replies additional \$10.00
Mailed replies additional.....\$18.00

IN-COLUMN AD DEADLINES

<u>Publication Day</u>	<u>Deadline</u>
Sunday.....	Noon Friday
Monday.....	2 p.m. Friday
Tues/Wed/Thur/Fri.....	Noon day prior
Saturday.....	10 a.m. Friday

GENERAL POLICY

The following standards and policies govern the acceptance of advertising in *The Independent*.

- Thirty-day notice of rate revisions will be provided
- Every effort will be made to comply with requests for specific advertising position, but acceptance of space orders neither implies nor guarantees position. Should position request not be honored, it will not constitute cause for adjustment, refund or rerun. Position can be guaranteed, however, by paying an additional 35% of total ad cost.
- Adjustment of Errors: It is the responsibility of the advertiser to check each insertion of an advertisement. On consecutive run advertisements, no adjustments will be made by the Publisher for errors not corrected after the first day. The Publisher accepts no liability for any error in an advertisement, regardless of course, except for the cost of the space actually occupied by the error. The Publisher reserves the right to revise or reject, at its opinion, any advertisement deemed objectionable by the Publisher in subject matter, phraseology or composition, or to classify any advertisements. All ads subject to credit approval.
- Advertiser assigns all right, title and interest in layouts, illustrations, paste-ups and printed ads which represent the creative effort and composition of the newspaper to *The Independent*.
- Indemnification. *The Independent* will not knowingly accept or publish material that is in violation of the law. Advertiser and Agency state that either has the authority to place the advertisement and agree to assume joint and individual liability for contents of all advertisements printed, as well as claim arising therefrom made against *The Independent*. Advertiser and Agency agree to jointly and severally identify and hold harmless *The Independent*, its officers, servants and employees from all costs, including reasonable attorney fees of *The Independent*, caused by publication of any advertisement placed by Advertiser or Agency. Such claims include, but are not limited to, those arising from material which is alleged to be defamatory, in violation of copyright or trademarks or invasive of the privacy of another, regardless of whether such claims are ultimately found to be without merit. It is agreed that *The Independent* advertisement accepted by Publisher is to appear if such failure is caused by circumstances beyond the control of *The Independent*, including, without limitation, acts of God, fires, strikes by newspaper's employees or the employees of other, lockouts, accidents, postal delays, inability to obtain newsprint, and acts of Government.
- Cancellations made less than 24 hours before scheduled publication date will be charged.
- Double truck ads will be charged as 13 columns

CREDIT AND RATE POLICY

- All classified categories may require prepayment. If in doubt, call our classified department. All classified display ads require prepayment in the absence of established credit terms. Commercial rates apply to commercial business and applicable classifications, i.e. Rentals, Real Estate for Sale, etc.
- These advertisers are required to be licensed by the State of Kentucky: Plumbing, electrical and HVAC services and persons providing child care services for four or more children.

COMMISSION AND PAYMENT TERMS

- Retail advertising rates on this rate card are non-commissionable and available only to retail sales or service establishments dealing directly with the public.
- CASH WITH COPY UNTIL CREDIT APPLICATION IS APPROVED NO CASH DISCOUNTS ALLOWED.
- All charges due by the 15th of the month following billing.
- Billing period runs from the first through the final day of a calendar month.
- Payments in U.S. funds only.

BROKERAGE

- *The Independent* does not knowingly accept preprinted tabloids that include brokered space. Should an insert arrive at *The Independent* with brokered space included, the coordinating agency will be charged a brokerage fee of \$500 per advertiser, as well as the cost of insertion.

CIRCULATION

- Verified by Audit Bureau of Circulation

POLITICAL AD POLICY/GUIDELINES

- Advance payment in full is required. Advertising must carry the words "Paid Political Advertisement" and the name and address of the individual or organization responsible for placement of the ad. Any political advertising which directly or indirectly mentions opposition must be published in time to give opposition an opportunity to reply.

MECHANICS

RETAIL DISPLAY

6 columns per page - page depth 21"

Column measures as follows:

1 Column.....	1.556"
2 Columns.....	3.222"
3 Columns.....	4.889"
4 Columns.....	6.555"
5 Columns.....	8.222"
6 Columns.....	9.889"
Double Truck.....	21.25"

(Billed as 13 columns)

Ads 19 inches in depth will be charged as full depth (21") - 85 line screen

CLASSIFIED DISPLAY

8 columns per page - page depth 21"

Column measures as follows:

1 Column.....	1.139"
2 Columns.....	2.389"
3 Columns.....	3.639"
4 Columns.....	4.889"
5 Columns.....	6.139"
6 Columns.....	7.389"
7 Columns.....	8.639"
8 Columns.....	9.889"
Double Truck.....	21.25"

(Billed as 17 columns)

Ads 19 inches in depth will be charged as full depth (21") - 85 line screen

TABLOID/SPECIAL SECTIONS

5 columns per page - page depth 9.889"

Column measures as follows:

1 Column.....	1.853"
2 Columns.....	3.807"
3 Columns.....	5.760"
4 Columns.....	7.714"
5 Columns.....	9.667"
Double Truck.....	21.00"

(Billed as 11 columns)

Eddie Blakeley
President and Publisher

Nikki Hartwig-Clay
Advertising Director
nclay@daillyindependent.com

Advertising: ads@daillyindependent.com

The Independent

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