

2012

ADVERTISING
RATES



News and Tribune

COMMUNITY FOCUSED. COMMUNITY MINDED.



News and Tribune
COMMUNITY FOCUSED. COMMUNITY MINDED.

RETAIL

Advertising Rates

effective
12/1/2011

All sizes based on 6 column format. pci = per column inch rate.



NEWSPAPER ADVERTISING WORKS

10 Reasons to Advertise in the Newspaper

- 1. Our Market.** Newspapers deliver an advertiser's message to the right people.
- 2. Tangible Message.** Readers read, clip, save and return to newspapers for solid information.
- 3. Trusted Source.** Newspapers offer a credible environment.
- 4. Cost Effective.** The price of promoting products in print is manageable even for the cost conscious retailer.
- 5. Lasts Longer.** Newspapers offer a perfect opportunity for recurring daily advertising.
- 6. Quality Audience.** Newspaper readers are more educated, earn more and are more likely to own homes.
- 7. Quick Turnaround.** Salespeople can receive orders, prepare ads and publish them in a matter of days.
- 8. Individually Tailored.** Newspaper advertising is flexible enough to accommodate from a few words to list a warehouse worth of products.
- 9. Stay Ahead.** Businesses angling to stay in front of the competition must stay on the minds of potential customers.
- 10. Newspaper Advertising Works.** No other medium delivers the right messages to the right readers as effectively.

SOURCE: Newspaper Association of America, Scarborough Research, Nielsen NetRatings

ADD COLOR to your advertisement

daily rates	
8 to 29"	\$2.75 pci
30 to 50"	\$2.25 pci
51 to 100"	\$1.75 pci
101 to 129"	\$1.25 pci

- Studies show color:
- increases sales by 88%
 - improves comprehension by 73%
 - increases participation by up to 80%
 - increases recognition by up to 78%

No annual investment

daily rate	\$11.55 pci
Weekend rate	\$12.35 pci

\$3,000 to \$4,999 annual investment

daily rate	\$10.25 pci
Weekend rate	\$11.00 pci

\$5,000 to \$7,499 annual investment

daily rate	\$9.45 pci
Weekend rate	\$10.15 pci

\$7,500 to \$12,499 annual investment

daily rate	\$8.75 pci
Weekend rate	\$9.35 pci

\$12,500 to \$16,499 annual investment

daily rate	\$8.05 pci
Weekend rate	\$8.60 pci

\$16,500 to \$22,499 annual investment

daily rate	\$7.65 pci
Weekend rate	\$8.20 pci

\$22,500 to \$49,999 annual investment

daily rate	\$7.25 pci
Weekend rate	\$7.75 pci

\$50,000+ annual investment

daily rate	\$6.50 pci
Weekend rate	\$7.00 pci

Community Rate

daily rate	\$10.25 pci
Weekend rate	\$11.00 pci

Repeat discounts

2nd insertion	25% off
3+ insertions	50% off

Space only, must run within a week of the original insertion

Business Builder

15 times 2"	\$8.25 pci	15 times 4" to 10"	\$7.30 pci
26 times 2"	\$6.70 pci	26 times 4" to 10"	\$6.15 pci

Business builder ads must be completed within a 30 day cycle, does not allow for copy changes and does not offer a repeat discount.

choose your investment level

All Retail, Classified, Internet, Preprint and Magazine advertising with the News and Tribune counts toward your annual investment.

Publication deadlines

The advertising space and copy deadlines are for normal, daily publications.

Monday's newspaper
due Thursday
by 4pm

Tuesday's newspaper
due Friday
by noon

Wednesday's newspaper
due Monday
by 4pm

Thursday's newspaper
due Tuesday
by 4pm

Friday's newspaper
due Wednesday
by 4pm

Weekend's newspaper
due Thursday
by 4pm

CLASSIFIED

Advertising Rates

effective
12/1/2011

All sizes based on 8 column format. pci = per column inch rate.

choose your investment level

All Retail, Classified, Internet, Preprint and Magazine advertising with the News and Tribune counts toward your annual investment.

No annual investment

Classified display	Recruitment display
daily rate \$9.55 pci	daily rate \$10.10 pci
Weekend rate \$10.20 pci	Weekend rate \$10.70 pci

\$3,000 to \$4,999 annual investment

Classified display	Recruitment display
daily rate \$8.45 pci	daily rate \$8.85 pci
Weekend rate \$9.10 pci	Weekend rate \$9.55 pci

\$5,000 to \$7,499 annual investment

Classified display	Recruitment display
daily rate \$7.85 pci	daily rate \$8.25 pci
Weekend rate \$8.40 pci	Weekend rate \$8.85 pci

\$7,500 to \$12,499 annual investment

Classified display	Recruitment display
daily rate \$7.20 pci	daily rate \$7.55 pci
Weekend rate \$7.75 pci	Weekend rate \$8.15 pci

\$12,500 to \$17,499 annual investment

Classified display	Recruitment display
daily rate \$6.65 pci	daily rate \$7.05 pci
Weekend rate \$7.15 pci	Weekend rate \$7.50 pci

\$17,500 to \$22,499 annual investment

Classified display	Recruitment display
daily rate \$6.00 pci	daily rate \$6.30 pci
Weekend rate \$6.45 pci	Weekend rate \$7.05 pci

\$22,500 to \$49,999 annual investment

Classified display	Recruitment display
daily rate \$5.70 pci	daily rate \$6.00 pci
Weekend rate \$6.15 pci	Weekend rate \$6.70 pci

\$50,000+ annual investment

Classified display	Recruitment display
daily rate \$5.40 pci	daily rate \$5.75 pci
Weekend rate \$5.75 pci	Weekend rate \$6.10 pci

Community Rate

Classified display	Recruitment display
daily rate \$8.45 pci	daily rate \$8.85 pci
Weekend rate \$9.10 pci	Weekend rate \$9.55 pci

classified standard repeat discounts

Repeat ads publish within 6 days of original publication with no changes to the ad. Color rate is an additional charge per ad insertion and does not qualify for repeat discounts.

2nd insertion 25% discount

3rd+ insertion 50% discount

monster[®]

employment advertising packages

- **Monster's TargetReach Job Postings:** the ultimate tool for reaching the largest pool of qualified candidates fast.

- **Value:** Save Time. Save Money. Increase your reach. Handpick quality candidates. Streamline your hiring with one powerful resume search.

- All employment ads include an ad displayed on Monster.com for 7 days.



call for customized pricing

ADD COLOR to your advertisement

daily rates
8 to 29"
30 to 50"
51 to 100"
101 to 129"

\$2.75 pci
\$2.25 pci
\$1.75 pci
\$1.25 pci

Studies show color:

- increases sales by 88%
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Publication deadlines

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due Thursday
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by 4pm

Thursday's newspaper
due Tuesday
by 4pm

Friday's newspaper
due Wednesday
by 4pm

Weekend's newspaper
due Thursday
by 4pm

PREPRINT

Advertising Rates

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All Retail, Classified, Internet, Preprint and Magazine advertising with the News and Tribune counts toward your annual investment.

DAILY preprint rates (per 1,000 copies)

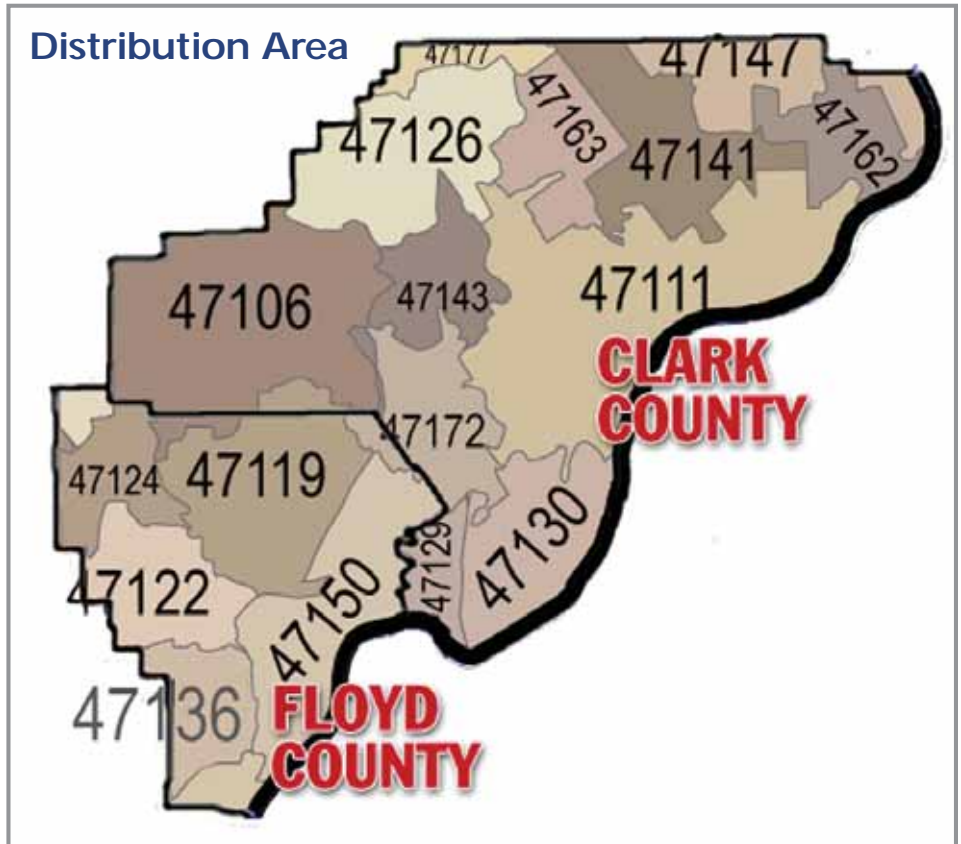
Single Sheet	\$35
4 Page Tabloid	\$40
8 Page Tabloid	\$44
12 Page Tabloid	\$46
16 Page Tabloid	\$48
20 Page Tabloid	\$50
24 Page Tabloid	\$52
28 Page Tabloid	\$54

WEEKEND preprint rates (per 1,000 copies)

Single Sheet	\$38
4 Page Tabloid	\$44
8 Page Tabloid	\$48
12 Page Tabloid	\$50
16 Page Tabloid	\$52
20 Page Tabloid	\$54
24 Page Tabloid	\$56
28 Page Tabloid	\$58

Zoning by county only.
Zoned Rate: \$5/M surcharge to above rates
Zoning not available on Weekends

Distribution Area



*Maximum tab page size is 11 1/2" by 13 1/2". One broadsheet page is billed as 2 tab pages. Minimum page size is 4 1/2" by 7". Prices for special inserts available upon request. Please allow 3% for spoilage. 100% accuracy cannot be guaranteed with zoned insertions. All inserts must be delivered to us on pallets, boxed or tied in bundles, not banded together loosely on skids. All bundles must be tagged on all 4 sides.

annual investment level PREPRINT DISCOUNTS

12 to 18 annual preprints	3%
19 to 45 annual preprints	5%
46 to 69 annual preprints	7%
70+ annual preprints	9%

DID YOU KNOW?

Consumers rank newspaper first as the source most used to check ads, most valuable in planning shopping, best for bringing sales to "my attention" and most believable.

SOURCE: Newspaper Association of America



Preprint Advertising Deadlines

The space reservation and delivery deadlines are for normal, daily publications.

Preprint order date deadline: **10 days** prior to insertion date
Preprint delivery deadline: **10 days** prior to insertion
Freight and handling prepaid.

RECEIVING HOURS: Monday through Friday, 8:30 a.m. to 4:00 p.m.

DISTRIBUTION CENTER FOR INSERTIONS: 221 Spring Street • Jeffersonville, IN, 47130 • Telephone: 812.283.6636



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INTERNET

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Internet rates are priced per month. All Retail, Classified, Internet, Preprint and Magazine advertising with the News and Tribune counts toward your annual investment.

newsandtribune.com



ONLINE ADVERTISING PLACEMENT OPTIONS

- >> Home Page
- >> Obituaries
- >> Local News
- >> Sports
- >> Features
- >> Classifieds

PREMIUM POSITIONS

All rates are monthly unless otherwise noted. Ad dimensions are in pixels.

Leaderboard Run of Site (728x90)	\$509
Weather Sponsorship Run of Site (120x60)	\$309
Homepage Big Ad (300x250)	\$209
Homepage Skyscraper (160x600)	\$209
Business Marquee Link (90 characters of text)	\$10/day

VALUES

Big Ads & Skyscrapers inside	\$125
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Inside Sections available include:
Local News - Local Sports - Lifestyle - Obituaries
* Includes static web ad at no additional charge
* Flash animation available for additional \$50 charge.
* 10% discount with a 12 month agreement

AUTO CONX:

>> locally-focused automotive online database with expandable search range

>> customers can search according to their needs anytime, day or night

Internet Advertising Guidelines

Online ad guidelines: limit of **40k**; sizes include **Skyscraper 160x600**, **Leaderboard 728x90** and **Big Ads 300x250**

Acceptable formats include **.jpg**, **.gif**, and **.swf**

Flash ads should have a click tag & appear exactly as follows with no URL included: on (release) { getURL("http://" + clickTAG, "_blank"); }

Video ads must be submitted in **.swf** format with an initial load size of no larger than 40k.



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TV WEEKLY

Advertising Rates

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52x commitment

rate **\$11.00** pci

Premium Positions:

Top right strip	\$120	Premium
Side strip	\$170	Position ads
Bottom strip	\$210	include FREE full color!

26x commitment

rate **\$11.50** pci

Premium Positions:

Top right strip	\$130	Premium
Side strip	\$180	Position ads
Bottom strip	\$230	include FREE full color!

Local TV listings

7-day shelf life

Loyal readership

Impactful brand-building and positioning

Page dominance and exclusivity



MAGAZINES

Reach specific demographics utilizing our specialty high-quality glossy magazines printed throughout the year.

Ask your account executive for more details.



Space Reservation Deadline:

Jan. 20
March 23
May 18
July 20
Sept. 21
Nov. 23

Distribution:

Feb. 24
April 27
June 22
Aug. 24
Oct. 26
Dec. 28



Space Reservation Deadline:

Dec. 12
Jan. 16
Feb. 13
March 14
April 16
May 14
June 11
July 16
Aug. 13
Sept. 10
Oct. 15
Nov. 12

Distribution:

Jan. 9
Feb. 13
March 12
April 16
May 14
June 11
July 9
Aug. 13
Sept. 10
Oct. 8
Nov. 12
Dec. 10



Space Reservation Deadline:

Dec. 23
March 23
June 22
Sept. 21

Distribution:

Jan. 16
April 16
July 16
Oct. 15



Space Reservation Deadline:

July 10

Distribution:

July 31

Magazine advertising measurements

Full pages

NO BLEED:
4 col (8") wide x 10.5 tall
WITH BLEED:
8.625" wide x 11.125" tall

Half page horizontal

4 col (8") wide x 5.25" tall

Half page vertical

2 col (4") wide x 10.5" tall

Third page vertical

1.5 col (2.5") wide x 10.5" tall

Sixth page

2 col (4") wide x 4" tall

Quarter page

2 col (4") wide x 5.25" tall

Eighth page

2 col (4") wide x 2.5" tall



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SPECIAL Sections

effective
12/1/2011

2012 calendar

Highly targeted, special sections are seen by more than 36,000 readers.

JANUARY, FEBRUARY AND MARCH

- Bridal Guide
- Medical Directory
- Worship Guide
- Life Planning
- Floyd County Progress
- Visitors/Relocation Guide

APRIL, MAY AND JUNE

- Spring Home & Garden
- Clark County Progress
- Locally Owned & Operated
- Graduation

JULY, AUGUST AND SEPTEMBER

- Art Walk Guide
- Back To School
- High School Football Preview
- Clark County Reader's Choice
- Remembering 9-11
- Harvest Homecoming Guide

OCTOBER, NOVEMBER AND DECEMBER

- Fall Home and Garden
- Floyd County Reader's Choice
- Boys and Girls Basketball Preview
- Holiday Gift Guide

... and many more!



general rate policy

Publisher reserves the right to revise rates at any time. Contract advertisers will receive 30 days written notification of rate changes and may, without penalty, cancel their contract prior to the new rates becoming effective by providing written cancellation notification to the publisher. Publisher reserves the right to refuse any ad. Publisher will insert the words "paid advertisement" in any ad that simulates news. Ads cancelled after 12noon, two days prior to publication will be charged at 50% rate. Make-goods, credits or refunds will not be made to advertisers when position requests are not fulfilled. Advertising space contracted cannot be subletted to others. Proofs are submitted to advertisers for correction of typographical errors only. A composition charge of \$20 per hour (minimum 1 hour) will be imposed for any changes made on the proof other than corrections and will be made only when it can be done without delaying the production of the newspaper. Errors must be brought to the attention of the Publisher with 24 hours of the first publication for allowances to be made. No allowance is made for errors that do not materially affect the value of the

advertisement. Publisher shall for no reason be liable for more than the value of the actual space occupied by the item in which an error occurred. Likewise, the Publisher assumes no liabilities for any omission or failure to publish an ad. Billing will be considered correct unless the Business Manager is notified in writing of any errors within 10 days of billing. **TERMS OF PAYMENT:** Cash or check must accompany order unless credit has been approved by the Business Manager. To open an account, a completed credit application must be submitted to and approved by the Business Manager. Advertiser shall make payment on accounts within the credit terms indicated on advertiser's statements. Payment is considered past due after the 20th of the month. A 1.5% per month 18% APR service charge will be assessed on all past due balances. Advertisers who fail to pay within a 60-day period will be considered delinquent and will be on a cash-with-copy basis until the delinquent balance has been paid in full. All rates in this rate card are net.

contract and copy regulations

- A. **CONTRACT.** Advertiser's rights may not be transferred to or used for the benefit of another.
- B. **FLOOD, FIRE.** In the event of flood, fire, strike or other emergencies beyond the control of either party, contract shall be suspended by agreement and neither the newspaper nor the advertiser are held liable for damages.
- C. **REPRODUCTION RIGHTS.** All property rights, including any copyright interest in any advertisements produced for advertisers by the newspaper, using artwork and/or typography furnished or arranged by us, shall be the property of the newspaper. No such ad or any part thereof may be reproduced without the prior written consent of the newspaper.
- D. **ACCEPTABILITY.** The newspaper reserves the right to edit or reject any and all advertising copy.

- E. **ADVERTISING CONTENT.** The advertiser and/or advertising agency or agent assumes liability for the content of all advertisements that he authorizes for publication, and all claims that arise therefrom against the newspaper.
- F. **ERRORS.** In the event of a typographical error on the part of the newspaper, the newspaper's liability is limited to furnishing a letter to the advertiser acknowledging the error, and either re-running only that portion of the ad which was incorrect or giving credit for such portion. The newspaper is responsible for the first insertion error only.
- G. **DOUBLE TRUCKS.** Twenty-one and a half inches will be charged for the space between facing pages when an advertisement extends across the "gutter".

color position and guaranteed positioning

Color positions may be limited. When extensive requests for a color position exist, full color ads take precedence over spot color and black & white ads by size.

Display advertising is accepted on a guaranteed position basis at a 30% premium, where possible. When the 30% premium is not paid, position cannot be guaranteed.

advertising measurements

retail and classified

RETAIL: BROADSHEET

1 column	1.56"
2 column	3.22"
3 column	4.89"
4 column	6.56"
5 column	8.22"
6 column	9.89"
Doubletruck 13 cols.	20.89"

- 6 columns wide by 21.5" deep
- If you are preparing a full page, camera-ready ad, the ad depth should be 21" to allow for the dateline.
- Advertisements ordered more than 19" in depth are billed at full page depth of 21.5".
- Printed offset

RETAIL: TABLOID

Full page	5 col (10.25") x 9.89"
1/2 page Horizontal.	5 col (10.25") x 4.86"
1/2 page Vertical.	2.5 col (5") x 9.89"
1/4 page	2.5 col (5") x 4.86"
1/8 page	2.5 col (5") x 2.35"

- 6 columns wide by 9.89" deep
- If you are preparing a full page, camera-ready ad, the ad depth should be 10" to allow for the dateline.
- Advertisements ordered more than 9" in depth are billed at full page depth of 10.0".
- Printed offset

CLASSIFIED

1 column	1.14	5 column	6.14
2 column	2.39	6 column	7.39
3 column	3.64	7 column	8.64
4 column	4.89	8 column	9.89



CLARK COUNTY OFFICE
221 Spring Street
Jeffersonville, IN, 47130
812.283.6636

FLOYD COUNTY OFFICE
303 Scribner Drive
New Albany, IN, 47150
812.944.6481