



# THE Lebanon Reporter

117 E. Washington  
Lebanon, IN 46052

[www.reporter.net](http://www.reporter.net)

**Readership:** Monday - Saturday 11,040  
Wednesday - 25,990 (includes 46052 saturation)

Retail Advertising Phone: **765.482.4650**

Retail Advertising Fax: **765.482.4652**

Graphics Email: [gary.boyland@reporter.net](mailto:gary.boyland@reporter.net)

Classified Advertising Phone: **888.663.1063**

Classified Advertising Fax: **765.640.2314**

Format: **Broadsheet**



Boone County is a vibrant community located 30 minutes northwest of downtown Indianapolis. Boone County, and specifically Lebanon and the Interstate 65 corridor, is poised for sustained growth over the coming decades, following the lead of other counties surrounding Indianapolis, including Hamilton and Hendricks counties. The population is expected to reach 56,319 by 2010.

The county's assets include:

• **Central location**

Boone County is centrally located just northwest of Indianapolis, only 20 minutes from the airport and 30 minutes from downtown Indianapolis. Also 35 minutes to Lafayette and Purdue University.

• **Heart of the Midwest**

Boone County is centrally located to the top 100 U.S. markets and is within a day's drive of over 65% of the nation's population.

• **County Seat**

Lebanon is located in the middle of Boone County and serves as the largest community in it. Lebanon has its own school system, hospital and industrial business park.

Duke Realty's Anson project is leading the county's growth. Anson is a mixed-use development of retail, residential, office and industrial that will eventually employ 25,000 people with payroll of more than \$868 million with \$810 million in construction over 14 years. Projects already on board include Medco, a 318,000-square-foot automated pharmacy, and a 630,000-square-foot distribution center Amazon.com.

Lebanon is also home to the ever-expanding Lebanon Business Park, one of the largest of its kind in central Indiana. Other exciting projects include the expansion of Witham Memorial Hospital and construction of a new YMCA.

From anniversaries to the honor roll, and from the 4-H fair to fall festivals, The Lebanon Reporter has been reporting it since 1891. And we will be here for generations to come.

## DEADLINES

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

### Retail & Classified Display

DAY TO RUN	DEADLINE
Monday . . . . .	Thursday, 2:00 p.m.
Tuesday . . . . .	Friday, 2:00 p.m.
Wednesday . . . . .	Monday, 2:00 p.m.
Thursday . . . . .	Tuesday, 2:00 p.m.
Friday . . . . .	Wednesday, 2:00 p.m.
Saturday . . . . .	Thursday, 2:00 p.m.
TMC . . . . .	Thursday, 2:00 p.m.

### Classified Line

DAY TO RUN	DEADLINE
Monday . . . . .	Friday, 4:00 p.m.
Tuesday . . . . .	Monday, 4:00 p.m.
Wednesday . . . . .	Tuesday, 4:00 p.m.
Thursday . . . . .	Wednesday, 4:00 p.m.
Friday . . . . .	Thursday, 4:00 p.m.
Saturday . . . . .	Friday, 4:00 p.m.

## Annual Contract Rates

	Retail PER COLUMN INCH		Classified PER COLUMN INCH	
	MON-SAT	WEDNESDAY	MON-SAT	WEDNESDAY
Open Rate	\$10.50	\$14.50	\$10.75	\$14.75
\$1,500-\$2,999	\$8.25	\$12.25	\$7.95	\$11.95
\$3,000-\$5,999	\$7.80	\$11.80	\$7.80	\$11.80
\$6,000-\$8,999	\$7.40	\$11.40	\$7.50	\$11.50
\$9,000-\$12,999	\$7.00	\$11.00	\$7.10	\$11.10
\$13,000-\$19,999	\$6.45	\$10.45	\$6.80	\$10.80
\$20,000+	\$5.95	\$9.95	\$6.55	\$10.55
National Rate			\$11.45	\$15.45

Not-For-Profit Rate \$9.00 \$13.00 (One ad per year for a 501(c)3)

### Color Rates

A full color ad boosts in-depth reading 60% more than a black and white ad.

1 COLOR - \$120 2 COLOR - \$165  
PROCESS COLOR - \$235

INCREMENTAL COLOR: SPOT - \$8 per inch  
PROCESS - \$10 per inch  
\*(up to 15 inches)

Rates are in addition to black and white space rate, net & non-commissionable.

### Repeat Discount

Advertisers qualify for a discount on second and subsequent insertions. Ad must be the same size with no copy changes and appear within 6 days of the original advertising.

2nd Insertion- **25%**  
All subsequent insertions- **50%**

Did you know that we can print any of your printing needs.

## The Billboard of Advertising

2 4-inch ads per week. One ad on Wednesday other ad any other day of the week.

26 Week Plan . . . \$50.00 per week  
52 Week Plan . . . \$40.00 per week

### Preprint Rates (per 1,000)

Pages	1-4	8-12	16-24
1x	\$58	\$60	\$62
13x	\$56	\$58	\$60
26x	\$54	\$56	\$58
52x	\$52	\$54	\$56

### Internet

The Reporter's web site provides your business with the most viable local online advertising plans. Be sure to consult with your Advertising Representative on the various opportunities.

## Distribution & Circulation

■ PRIMARY MARKET

■ SECONDARY MARKET



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