

2009 ADVERTISING RATES

Both Papers

Effective
January 1, 2009

We can help you find the right solution! The News and Tribune wants to help you get results. As a rule, the more advertising you buy, the less your cost per column inch. You can lower your column inch cost by running larger ads and/or running them more often. Sunday and Holiday rates reflect increased circulation. Your account executive can assist you in choosing the advertising agreement that best suits your needs.

DISPLAY ADVERTISING

Inches	Both Papers Daily	Sunday/Holiday
OPEN	24.80	27.02
75 inches	19.09	20.42
100 inches	17.67	18.91
200 inches	16.93	18.10
300 inches	16.32	17.46
500 inches	15.68	16.77
750 inches	15.21	16.29
1,000 inches	14.75	15.79
1,500 inches	14.30	15.31
2,000 inches	13.88	14.85
2,500 inches	13.34	14.27
3,000 inches	12.94	13.84
4,000 inches	12.55	13.42
5,000 inches	12.17	13.03

All rates are per column inch. Rates include online posting for ads larger than 30 inches. For more online advertising opportunities, please contact your advertising representative.

FREQUENCY DISCOUNTS

First insertion at full rate. Discounts apply to future insertions within 6 days of a full price insertion. Discounts do not apply to Sunday or holiday insertions.

Second Insertion: 35%
Third - Sixth Insertion: 50%

PREFERRED PLACEMENT

Advertisers may request positioning in a section or on a particular page for an additional charge.

Preferred section additional \$1.50 per column inch
Preferred page additional \$3.50 per column inch

Requests are honored on a space available basis. If we cannot honor your request, the ad will be placed in your alternate position and the charge will be removed.

COLOR

Frequency	Color	Both Papers-Daily	Sunday/Holiday
OPEN	single	152.00	168.00
	process	247.00	263.00
6 x	single	137.00	152.00
	process	231.00	247.00
13 x	single	131.00	137.00
	process	215.00	231.00
26 x	single	105.00	131.00
	process	205.00	215.00
52 x	single	95.00	105.00
	process	194.00	205.00

POLITICAL/ISSUE ADVERTISING

All political advertising must be prepaid

Daily \$18.35
Sunday/Holiday \$19.67

NON-PROFIT

Your non-profit or community group may qualify for a discounted rate. Contact your advertising representative for details.

Daily \$15.68
Sunday/Holiday \$16.77

THE EVENING NEWS

221 Spring Street | Jeffersonville | 812.283.6636

THE TRIBUNE

303 Scribner Drive | New Albany | 812.944.6481

Fax: 812.949.6587

NEWSANDTRIBUNE.COM