

Annual Retail Agreement		
	DAILY	SUNDAY / HOLIDAY
OPEN	\$23.62	\$25.73
75"	\$18.18	\$19.45
100"	\$16.83	\$18.01
200"	\$16.12	\$17.24
300"	\$15.54	\$16.63
500"	\$14.93	\$15.97
750"	\$14.49	\$15.51
1000"	\$14.05	\$15.04
1500"	\$13.62	\$14.58
2000"	\$13.22	\$14.14
2500"	\$12.70	\$13.59
3000"	\$12.32	\$13.18
4000"	\$11.95	\$12.78
5000"	\$11.59	\$12.41
Non-profit	\$14.93	\$15.97

Frequency Discounts (Within 7 Days)	
Second insertion	35%
Third insertion	50%
Fourth insertion	50%
Fifth insertion	50%
Sixth insertion	50%

Discounts do not apply to Sunday insertions.

Preferred Placement	
Preferred Section	add \$1.50 per column inch
Preferred Page	add \$3.50 per column inch

Retail Color	
	DAILY
OPEN - 1 Color	\$145.00
Process	\$235.00
6X - 1 Color	\$130.00
Process	\$220.00
13X - 1 Color	\$125.00
Process	\$205.00
26X - 1 Color	\$100.00
Process	\$195.00
52X - 1 Color	\$90.00
Process	\$185.00

www.newsandtribune.com

Pre-prints					
	1-11	12-23	24-34	35-51	52 +
Single Sheet	\$55.34	\$50.76	\$48.96	\$47.22	\$44.91
4 Page Tab	\$58.11	\$53.30	\$51.41	\$49.58	\$47.16
8 Page Tab	\$59.56	\$54.63	\$52.69	\$50.82	\$48.33
12 Page Tab	\$61.05	\$56.00	\$54.01	\$52.09	\$49.54
24 Page Tab	\$62.58	\$57.40	\$55.36	\$53.34	\$50.78
36 Page Tab	\$64.14	\$58.83	\$56.74	\$54.72	\$52.05
48 Page Tab	\$65.74	\$60.30	\$58.16	\$56.10	\$53.35

Minimum zoning quantity: 3,500 Zoning: Add \$5.00 per 1000

Advertising Deadlines	
Publication Day	Deadline
Sunday	Thursday - 5 p.m.
Tuesday	Friday - 3 p.m.
Wednesday	Monday - 5 p.m.
Thursday	Tuesday - 5 p.m.
Friday	Wednesday - 5 p.m.
Saturday	Thursday - 5 p.m.

Columns	Inches
1	1.666"
2	3.457"
3	5.248"
4	7.039"
5	8.247"
6	10.625"
Gutter	0.125"

Broadsheet Newspaper Dimensions			
Size	Columns X Height	Dimensions	Total Inches
Full Page	6c X 21.5"	10.625" x 21.5"	129"
1/2 Page - H	6c X 10.5"	10.625" x 10.5"	63"
1/2 Page - V	3c X 21"	5.248" x 21.5"	63"
1/4 Page	3c x 10.5"	5.248" x 10.5"	31.5"
1/8 Page - H	3c X 5"	5.248" x 5"	15"
1/8 Page - V	2c X 8"	3.457" X 8"	16"
Business Card	2c X 2"	3.457" x 2"	4"



221 Spring Street, Jeffersonville, IN ~ 303 Scribner Drive, New Albany, IN

TEL (812) 944-6481

FAX (812) 949-6587