The Morehead News Group

The Morehead News · GRAYSON JOURNAL-ENQUIRER · Olive Hill Times · The Shopping News

2007-2008 RATE CARD

Rates Effective October 1, 2007

The Shopping News

722 West First Street,
Morehead, Kentucky 40351
(606) 784-4116
Fax: (606) 784-7337

Published on Thursday each week.
Distributed to homes in Carter, Lewis, Morgan, Elliott, Bath and Fleming Counties

Advertising Rates

NATIONAL DISPLAY: (15% Commissionable)
Column Inch Rate $9.10

LOCAL DISPLAY:
Column Inch $8.65

CLASSIFIED DISPLAY: (6 column format)
Column Inch $8.91

POLITICAL: **(Political Must Be Prepaid)**
Column Inch Rate $8.65

Advertising Deadlines

Thursday Prior . . . . . 5:00 p.m.

Color Rates

ROP . . . . . $2.50 per column inch
Contract . . . . . $2.00 per column inch

Mechanics

COLUMNS	INCHES	PICAS
1	1.646	9 picas, 10 points
2	3.392	20 picas, 4 points
3	5.137	30 picas, 9 points
4	6.883	41 picas, 3 points
5	8.629	51 picas, 9 points
6	10.375	62 picas, 3 points

Department Contacts

ROB MCCULLOUGH . . . . . Publisher
CHIMILA HARGETT. . . . . Business Manager
DAN DUNCAN. . . . . Advertising Director
DELENA ALLEY. . . . . Advertising Coordinator

Marketing Consultants

MATT BLAIR, SHERRY ADKINS, DIANNA FULTZ, SHELIA HALL, BONNIE PENCE, AND PEGGY SUTTLES

Preprint Rates

Single to Four Page Tab. . . . . $62 per M
Eight Page Tab . . . . . $68 per M
12 Page Tab . . . . . $74 per M
16 Page Tab . . . . . $80 per M
20 Page Tab . . . . . $86 per M
24 Page Tab . . . . . $93 per M

Call for quote for preprints above 24 Page Tab

Combination Rates

Achieve Maximum Reach with our Combo Rates
By buying more than one publication!

By also placing your ad in at least one of our other publications you receive a 10% Discount!

Place the ad in two or more publications and get a 20% Discount!