Register Publications is a group of weekly and monthly publications that are among the oldest and most respected in the states of Indiana and Ohio. They feature award-winning journalism, comprehensive distribution and high-quality marketing measures for advertisers of all sizes. Below are brief descriptions of our most prominent products:

THE DEARBORN COUNTY REGISTER — The oldest and largest subscriber-based publication in our group of products, The Register dates back to 1836. Its average weekly press run is 3,500, about two-thirds of that being through paid subscriptions, the remaining third obtained at stores and newsstands. Although the bulk of its circulation is in and around Lawrenceburg, it has strong support throughout the county and adjacent communities. The Register is a Thursday publication.

THE JOURNAL-PRESS — The Journal-Press, a Tuesday publication, dates back to 1860 and was a long-time rival of The Register. Today, they comfortably co-exist, and many in Dearborn County subscribe to them both, which gives readers a twice-a-week news package. The Journal-Press has an average weekly press run of 3,000.

THE HARRISON PRESS — Hovering within the gravitational pull of the Cincinnati market is The Harrison Press, the paper of choice for more than 2,500 Hamilton County residents. Another award-winning, paid publication, The Harrison Press is published every Wednesday.

THE RISING SUN RECORDER / OHIO COUNTY NEWS — Although Ohio County, Indiana, is the state’s least populous county, this paper is amongst the oldest in the Midwest, dating back to 1833. Some 1,000 households weekly enjoy this paid publication based out of the county seat, Rising Sun.

THE MARKET PLACE — This is a free paper that goes to non-subscribers of Register Publications, some 6,500 households every weekend of the year. Unlike many other shoppers, The Market Place has guaranteed delivery via U.S. mail. It covers Dearborn County, offering total, blanket coverage of a strong and growing market.

ECHOES — A monthly publication published in cooperation with the Hidden Lake property owners. Echoes targets an area unsurpassed in high-quality demographics, going to more than 2,000 households in Hidden Valley Lake the first week of each month.

OVER 50 — People with a great degree of discretionary income and time to put it to use eagerly pick up 4,600 copies of this targeted publication every month. It features unique ways to invest time and resources in endeavors that are fun, satisfying and life-enriching.
The Tri-state area where our products circulate is marked by a healthy mixture of industrial, commercial and residential properties which support a diverse economy. The following demographics for individual Zip codes provide more detailed insights. The information is based on the 2010 census updates.

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>45002 (Cleves)</td>
<td>13,388</td>
<td>4,842</td>
<td>$123,400</td>
<td>$71,549</td>
<td>37.1</td>
<td>234</td>
<td>2,655</td>
<td>$90.7 million</td>
</tr>
<tr>
<td>45030 (Harrison)</td>
<td>17,921</td>
<td>6,914</td>
<td>$117,300</td>
<td>$62,848</td>
<td>39.8</td>
<td>434</td>
<td>7,271</td>
<td>$253.3 million</td>
</tr>
<tr>
<td>45041 (Miamitown)</td>
<td>199</td>
<td>71</td>
<td>$69,500</td>
<td>$28,840</td>
<td>33.5</td>
<td>63</td>
<td>1,043</td>
<td>$30.8 million</td>
</tr>
<tr>
<td>45053 (Okeana)</td>
<td>3,420</td>
<td>1,219</td>
<td>$175,600</td>
<td>$82,417</td>
<td>43.3</td>
<td>55</td>
<td>224</td>
<td>$7.1 million</td>
</tr>
<tr>
<td>47001 (Aurora)</td>
<td>10,422</td>
<td>4,010</td>
<td>$100,200</td>
<td>$54,789</td>
<td>41.0</td>
<td>232</td>
<td>3,118</td>
<td>$104.9 million</td>
</tr>
<tr>
<td>47012 (Brookville)</td>
<td>10,188</td>
<td>3,877</td>
<td>$95,200</td>
<td>$48,851</td>
<td>39.8</td>
<td>205</td>
<td>2,042</td>
<td>$51.9 million</td>
</tr>
<tr>
<td>47018 (Dillsboro)</td>
<td>4,275</td>
<td>1,633</td>
<td>$99,000</td>
<td>$62,559</td>
<td>42.6</td>
<td>87</td>
<td>676</td>
<td>$15.9 million</td>
</tr>
<tr>
<td>47022 (Guilford)</td>
<td>3,358</td>
<td>1,169</td>
<td>$140,800</td>
<td>$70,978</td>
<td>40.3</td>
<td>33</td>
<td>117</td>
<td>$2.9 million</td>
</tr>
<tr>
<td>47025 (Lawrenceburg)</td>
<td>22,932</td>
<td>8,628</td>
<td>$131,600</td>
<td>$61,282</td>
<td>39.3</td>
<td>516</td>
<td>10,218</td>
<td>$361.2 million</td>
</tr>
<tr>
<td>47031 (Milan)</td>
<td>5,368</td>
<td>1,960</td>
<td>$87,200</td>
<td>$51,544</td>
<td>39.2</td>
<td>76</td>
<td>854</td>
<td>$21.1 million</td>
</tr>
<tr>
<td>47032 (Moore's Hill)</td>
<td>3,289</td>
<td>1,173</td>
<td>$89,700</td>
<td>$56,017</td>
<td>39.1</td>
<td>41</td>
<td>144</td>
<td>$3.5 million</td>
</tr>
<tr>
<td>47040 (Rising Sun)</td>
<td>5,480</td>
<td>2,206</td>
<td>$97,300</td>
<td>$49,073</td>
<td>42.3</td>
<td>81</td>
<td>1,486</td>
<td>$38.8 million</td>
</tr>
<tr>
<td>47041 (Sunman)</td>
<td>6,125</td>
<td>2,152</td>
<td>$111,400</td>
<td>$58,290</td>
<td>38.5</td>
<td>113</td>
<td>967</td>
<td>$28.1 million</td>
</tr>
<tr>
<td>47060 (West Harrison)</td>
<td>6,448</td>
<td>2,448</td>
<td>$133,600</td>
<td>$64,063</td>
<td>41.3</td>
<td>112</td>
<td>584</td>
<td>$16.8 million</td>
</tr>
</tbody>
</table>
## Contract Rates

### Volume Rates

Advertiser agrees to purchase a specific amount of advertising within 12 consecutive months to be used at his/her discretion. Requires a signed contract. Special-section advertising qualifies for discount but does not apply toward volume commitment.

<table>
<thead>
<tr>
<th>Total column inches</th>
<th>Per-inch price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,500 inches (average per week: 48 inches)</td>
<td>40% off</td>
</tr>
<tr>
<td>1,500 inches (average per week: 29 inches)</td>
<td>30% off</td>
</tr>
<tr>
<td>700 inches (average per week: 13.5 inches)</td>
<td>20% off</td>
</tr>
<tr>
<td>500 inches (average per week: 10 inches)</td>
<td>10% off</td>
</tr>
</tbody>
</table>

### Frequency Rates

Advertiser agrees to purchase advertising on consecutive weeks in any weekly publication. Requires a signed contract. May not be combined with volume discount. Special-section advertising qualifies for discount but does not apply toward frequency commitment.

<table>
<thead>
<tr>
<th>Consecutive weeks</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 to 25</td>
<td>5% off</td>
</tr>
<tr>
<td>26</td>
<td>10% off</td>
</tr>
<tr>
<td>52</td>
<td>15% off</td>
</tr>
</tbody>
</table>

## Color Charges

Contract discounts do not apply to color charges.

<table>
<thead>
<tr>
<th>Color charge</th>
<th>Per-inch price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 9&quot;</td>
<td>$45/presentation</td>
</tr>
<tr>
<td>10-15&quot;</td>
<td>$70/presentation</td>
</tr>
<tr>
<td>16-31.5&quot;</td>
<td>$100/presentation</td>
</tr>
<tr>
<td>32-60&quot;</td>
<td>$150/presentation</td>
</tr>
<tr>
<td>61&quot;+</td>
<td>$200/presentation</td>
</tr>
</tbody>
</table>

## Insert Rates

- Single sheet (8.5" x 11" or smaller) .............. $46 per 1,000
- Tabloid product, 4-8 pages ...................... $49 per 1,000
- For each additional 4 pages, add .............. $3 per 1,000

- Inserts must be reserved one week prior to distribution and delivered to our Lawrenceburg facility five days prior to insertion date.
- Full run of papers required for inserts.
- Page counts for broadsheet products are calculated as twice those of a tabloid product.

## Contact Us

### Offices

- **Lawrenceburg, Indiana**  
  126 W. High Street, 47025  
  Phone: 812.537.0063  
  Fax: 812.537.5576

- **Harrison, Ohio**  
  Phone: 513.367.4582

- **Rising Sun, Indiana**  
  Phone: 812.537.0063  
  Fax: 812.537.5576
CLASSIFIED DISPLAY RATES
Market Place shopper only .......................... $14.00/inch
All newspapers, no shopper .......................... $21.50/inch
All papers, plus shopper ................................ $28.30/inch

CLASSIFIED LINE AD RATES
Obituaries: ........................................... $40 first seven inches;
$8.00 per each additional inch; no charge for photos
Yard sales .............................................. $15.00 for 4 papers
All others (For Sale; Card of Thanks) .............. $8.00 per each additional inch; no charge for photos

NOTE: Ads under the “All others” category run in ALL four community newspapers AND the Market Place shopper for the greatest impact possible.

PHYSICAL DIMENSIONS

CLASSIFIED DISPLAY/LINER COLUMN DIMENSIONS:
1 column ............................................. 7.5 picas ............................ 1.25"
2 columns .......................................... 15.5 picas ............................ 2.58"
3 columns .......................................... 23.5 picas ............................ 3.917"
4 columns .......................................... 31.5 picas ............................ 5.25"
5 columns .......................................... 39.5 picas ............................ 6.583"
6 columns .......................................... 47.5 picas ............................ 7.917"
7 columns .......................................... 55.5 picas ............................ 9.25"
8 columns .......................................... 63.5 picas ............................ 10.582"
Full page height ........................................ 21"

REGISTER PUBLICATIONS
YOUR TRUSTED SOURCE FOR HOMETOWN NEWS

SPECIALTY PUBLICATIONS

OVER 50
A monthly publication • 4,600 distribution
Deadline: 1st Friday, every month

DISPLAY ADS  COLUMN SIZE  B&W PRICING  COLOR PRICING
Business Card  2 Col x 2” ................................ $45.00  $65.00
1/4 3 Col x 2” ...................................... $80.00  $115.00
1/8 3 Col x 4” ...................................... $150.00  $200.00
1/4 3 Col x 8” ...................................... $250.00  $350.00
1/2 Vertical  3 Col x 16” ................................ $400.00  $525.00
1/2 Horizontal  6 Col x 8” ........................... $400.00  $525.00
Full Page  6 Col x 16” ................................ $600.00  $750.00

Actual Column Sizes for Over 50: 2 Column=3.38” wide,
3 Column=5.125” wide, 6 Column=10.375” wide.

ECHOES
A monthly paper for Hidden Valley Lake
2,000 distribution • Deadline: 2nd Friday, every month
All ads .............................................. $8.00/inch
Insert rate (single-sheet only) ...................... $70 / 1,000

IMPORTANT INFORMATION

DEADLINES
Consolidated Classifieds  ......................... Fridays • 10:00 a.m.
Market Place Classifieds  ........................ Tuesdays • 10:00 a.m.
Retail & Legal Advertising
The Journal Press  ................................. Fridays • 10:00 a.m.
The Harrison Press  ................................. Fridays • 10:00 a.m.
Oh. Co. News/ Rising Sun Recorder  .......... Mondays • 10:00 a.m.
The Dearborn County Register  ............... Tuesdays • 10:00 a.m.
The Market Place  ................................. Tuesdays • 10:00 a.m.

PAYMENT POLICY
— All new accounts, political advertising and going-out-of-business ads must be paid for in advance.
— Credit may be extended if a credit application is submitted to us and approved in advance of ad publication.
— Visa, Mastercard, Discover and American Express cards are acceptable with a minimum purchase of $15.
— Contract rates are voided by seriously past-due accounts.
Unfulfilled contract terms will result in advertising being billed at non-contract rates retroactive to the first contract ad.

AD PLACEMENT POLICY
— Although all efforts will be made to accommodate an advertiser’s request for a specific position in the newspaper, no position is guaranteed unless a 30% premium is paid.
— Publisher reserves the right to refuse any advertisement in whole or part. Representatives of the newspaper have no authority to bind the publisher to publish an ad.

IF A MISTAKE IS MADE
— We will make all reasonable attempts to remedy any mistakes on our part, such as omissions, incorrect publication dates and/or errors in advertisements. The newspaper does not assume liability for any consequential damages due to errors in advertisement. Cancellation of charges, in part or whole, or rerunning the ad in correct form shall constitute the complete remedy for any mistakes.
JANUARY:
Harrison Guide
Brides
Harrison Snapshots
Tax Tips
Dearborn Snapshots
Harrison Guide
Dearborn & Ohio County Progress
Harrison Progress

FEBRUARY:
Medical Directory
Salute to Volunteers
Fish Fry Fridays
Tax Tips
Financial Freedom
The Deal Coupon Guide

MARCH:
Straight to Healthy
Tax Tips
Spring Home and Garden
Events & Adventure Guide

APRIL:
Baby & Maternity Guide
House Hunters
Salute to Survivors

MAY:
Memorial Day
Summer Dining Guide
HVL Phonebook
Flag Page
Graduation South Dearborn
Graduation Rising Sun
Graduation Lawrenceburg/East Central
Graduation Harrison
The Deal Coupon Guide

JUNE:
Straight to Healthy
Sizzling Summer

PetScene Magazine

JULY:
Weddings
Back to School (Indiana)
Historical Guide
Family First

AUGUST:
Back to School (Harrison)
High School Football
High School Football - Harrison
Education Guide
Dearborn County Guide
The Deal Coupon Guide

SEPTEMBER:
Straight to Healthy
Fall Fest
King & Queen
Breast Cancer Ribbon
Salute to Emergency Personnel
Fire Prevention

OCTOBER:
Spooktacular
Fall Home Improvement
House Hunters
Veteran’s Day
It’s a Wrap

NOVEMBER:
Holiday Gift Guide #1
Shop Small
Basketball Sports
The Deal Coupon Guide

DECEMBER:
Last Minute Gift Guide #2
Straight to Healthy
Holiday Greetings
THE DEARBORN COUNTY REGISTER / THE JOURNAL-PRESS

126 W. High St., Lawrenceburg, IN
Phone: 1-812-537-0063
Fax: 1-812-537-5576

THE HARRISON PRESS

A drop box is located at the Coffee Peddlar, 112 Harrison Ave., Harrison, Ohio. Do not send mail to drop box address. If you need to mail an item, please send to:
Harrison Press, c/o Register Publications, 126 W. High St. Lawrenceburg, IN
Phone: 1-513-367-4582

THE RISING SUN RECORDER / OHIO COUNTY NEWS

126 W. High St., Lawrenceburg, IN
Phone: 1-812-537-0063
Fax: 1-812-537-5576

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>April Fritch</td>
<td>General Manager</td>
<td>812-537-0063</td>
<td><a href="mailto:afritch@registerpublications.com">afritch@registerpublications.com</a></td>
</tr>
<tr>
<td>Robin Duke</td>
<td>Business Manager</td>
<td>812-537-0063</td>
<td><a href="mailto:rduke@registerpublications.com">rduke@registerpublications.com</a></td>
</tr>
<tr>
<td>Joe Awad</td>
<td>Managing Editor</td>
<td>812-537-0063</td>
<td><a href="mailto:jawad@registerpublications.com">jawad@registerpublications.com</a></td>
</tr>
<tr>
<td>Jim Buchberger</td>
<td>Sports Editor</td>
<td>812-537-0063</td>
<td><a href="mailto:sports@registerpublications.com">sports@registerpublications.com</a></td>
</tr>
<tr>
<td>Denise Freitag Burdette</td>
<td>Assistant News Editor</td>
<td>812-537-0063</td>
<td><a href="mailto:newsroom@registerpublications.com">newsroom@registerpublications.com</a></td>
</tr>
<tr>
<td>Chandra L. Mattingly</td>
<td>Rising Sun Reporter</td>
<td>812-537-0063</td>
<td><a href="mailto:cmattingly@registerpublications.com">cmattingly@registerpublications.com</a></td>
</tr>
<tr>
<td>Sydney Murray</td>
<td>Harrison Reporter</td>
<td>812-537-0063</td>
<td><a href="mailto:smurray@registerpublications.com">smurray@registerpublications.com</a></td>
</tr>
<tr>
<td>Alex Bolten</td>
<td>Production Manager</td>
<td>812-537-0063</td>
<td><a href="mailto:adproofs@registerpublications.com">adproofs@registerpublications.com</a></td>
</tr>
<tr>
<td>Front Office</td>
<td>Customer Service</td>
<td>812-537-0063</td>
<td><a href="mailto:customerservice@registerpublications.com">customerservice@registerpublications.com</a></td>
</tr>
</tbody>
</table>