Exciting, new marketing tools!

**Frequency Rates**
Advertiser agrees to purchase advertising on consecutive weeks in any weekly publication. Requires a signed contract. Special-section advertising qualifies for discount but does not apply toward frequency commitment.

- 4 to 25 consecutive weeks: 5% off
- 26 consecutive weeks: 10% off
- 52 consecutive weeks: 15% off

**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.

- 2,500 inches (average per week: 48 inches): 40% off
- 1,500 inches (average per week: 29 inches): 30% off
- 700 inches (average per week: 13.5 inches): 20% off
- 500 inches (average per week: 10 inches): 10% off

**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

**Full-color, front-page banners:** $150 for one paper, $100 for each additional paper

**Full-color, front-page “Flag-It Notes”:** $100-175, depending on newspaper press run

**Color Charges**
Contract discounts do not apply to color charges:
- Up to 9": $45/publication
- 10-15": $70/publication
- 16-31.5": $100/publication
- 32-60": $150/publication
- 61”+: $200/publication

**Color Charges**
Contract discounts do not apply to color charges.
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
.............. 25% off for each additional newspaper
Yard sales .................................... $15.00 for 4 papers
All others (For Sale; Card of Thanks) .......................... $20.50 for first 25 words
.............. 80 cents per each additional word;
Same ad for 2 weeks ....................... $30.00 for first 25 words
.............. $1.15 per each additional word
Same ad for 3 weeks ....................... $39.00 for first 25 words
.............. $1.50 per each additional word
Same ad for 4 weeks ....................... $46.00 for first 25 words
.............. $1.75 per each additional word
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
RETAIL ADVERTISING COLUMN DIMENSIONS:
1 column .......... 10 picas ............... 1.667”
2 columns ........ 20.5 picas .......... 3.45”
3 columns ........ 31.5 picas .......... 5.233”
4 columns ........ 42 picas ............ 7.017”
5 columns ........ 53 picas .......... 8.8”
6 columns ......... 63.5 picas .......... 10.582”
Full page height . ................. 21”

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”

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
1/16 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 placement.
— 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.