



Dearborn County Register (R)
Thursday, press run of 3,200

Total column inches . . .	Per-inch price
1" to 31"	\$14.90
31.5" to 62.5"	\$14.50
63" to 125.5"	\$12.75
Full page (126")	\$11.25

The Journal-Press (J)

Tuesday, press run of 2,500

Total column inches . . .	Per-inch price
1" to 31"	\$12.90
31.5" to 62.5"	\$11.25
63" to 125.5"	\$9.50
Full page (126")	\$7.50

The Harrison Press (H)

Wednesday, press run of 2,000

Total column inches . . .	Per-inch price
1" to 31"	\$12.90
31.5" to 62.5"	\$11.25
63" to 125.5"	\$9.50
Full page (126")	\$7.50

Combine papers for maximum reach!

Use the highest individual rate and add only \$5.75 per additional paper. A fantastic bargain!

We can extend your value. Ask your sales rep about our web advertisements.
There's a \$6 per ad/per week fee added for one week's worth of posting on our three popular websites!

Ohio County/Rising Sun (O)

Thursday, press run of 700

Total column inches . . .	Per-inch price
1" to 31"	\$8.50
31.5" to 62.5"	\$8.00
63" to 125.5"	\$7.00
Full page (126")	\$6.25

All Papers • No Shopper

Total press run of 8,400

Total column inches . . .	Per-inch price
1" to 31"	\$29.55
31.5" to 62.5"	\$28.25
63" to 125.5"	\$27.00
Full page (126")	\$25.25

The Market Place (T)

Monday, mailed/circulation of 6,500

Total column inches . . .	Per-inch price
1" to 31"	\$15.00
31.5" to 62.5"	\$13.75
63" to 125.5"	\$12.50
Full page (126")	\$10.75

All Papers • Plus Shopper

Total press run of 14,900

Total column inches . . .	Per-inch price
1" to 31"	\$35.60
31.5" to 62.5"	\$34.00
63" to 125.5"	\$32.50
Full page (126")	\$31.00

Exciting, new marketing tools!

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
Contract discounts do not apply to Flag-It or Banner ads.

CONTRACT RATES

Volume Rates

Advertiser agrees to purchase advertising on consecutive weeks 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

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.

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

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

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 Fax: 812.537.5576
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
.....	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

Classified Advertising

Consolidated Classifieds	Fridays • 10:00 a.m.
<i>Journal Press, Harrison Press, D.C. Register, O.C. News/R.S. Recorder</i>	
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	Monday • 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.