

The Harrodsburg Herald

1884-2008

Phone (859) 734-2726

Fax No. (859) 734-0737

www.harrodsburgherald.com

advertising@harrodsburgherald.com

Published Wednesday Afternoon



City of Harrodsburg Population. 8,014*
City of Harrodsburg Households 3,709*
County of Mercer Population. 20,817*
Mercer County Households 9,289*

* 2000 U.S. Census Report

The Harrodsburg Herald

Serving Mercer County
Since 1884

COMMISSIONABLE RATE CARD



101 West Broadway Street
P.O. Box 68
Harrodsburg, Kentucky 40330

Commissionable Advertising Rates and
General Information
Effective October 1, 2008

PERSONNEL

General Manager - Chris Freeman
Assistant General Manager - April Ellis
Advertising Manager - Cathy Caton

REPRESENTATIVES

American Newspaper Representatives, Inc.

TERMS OF PAYMENT

10th of the month following insertion.

GENERAL RATE POLICY

\$10.00 Col. Inch. net. No Cash Discount.

Additional charges will be made for reverses and screening, 20% of total cost for affected area.

3 Through 6 column ads must have a minimum depth of 2-1/2". (Minimum size ad - 1 col. x 2").

Political Advertising - A. All political advertising must be paid in advance.

B. Political ads must have the name and address of the person, group or committee purchasing the advertisement at the bottom of the ad.

Errors: When proofs are submitted or checked, advertiser assumes all responsibility for errors provided corrections are made as specified on proofs. If the newspaper is responsible for error, a correction will be run only if notification is received within 48 hours of publication.

INSERT RATES

8 Page Tab \$57.00m
12 Page Tab \$60.00m
16 Page Tab \$65.00m
20 Page Tab \$70.00m
24 Page Tab \$74.00m

Split Runs Add \$5.00 per 1,000
No commission allowed
Inserts must be in our plant Friday
preceding insertion dates.

GROUP COMBINATION RATES

Does not apply.

COLOR RATES

\$90.00 each color. Spot color only.

SPECIAL SERVICES

Custom layout, professional artist on staff.

SPECIAL DAYS/PAGES/

FEATURES/SECTIONS

Sports section, society and church page, TV page, professional page, tourist section, graduation section, wedding section, fair section, Mercer's Magazine and Christmas section.

COPY REGULATIONS

The Harrodsburg Herald reserves the right to reject any and all advertising at any time and that the mere taking of an ad order by a clerk or other newspaper personnel does not constitute acceptance of the material for publication.

CLOSING TIMES

11:00 a.m. Monday preceding publication.

ROP DEPTH REQUIREMENTS & MECHANICAL MEASUREMENTS

6 Col. (11.5" width 21-1/2" depth), single column width 1-3/4" (10p10 picas). Full page 1806 lines (129"). Over 19" charged For 21-1/2".

Display Ads

Column	Pica	Inches
1.....	10p10.....	1.75
2.....	22p5.....	3.75
3.....	34p8.....	5.625
4.....	45p8.....	7.5625
5.....	57p2.....	9.5
6.....	69p.....	11.5

SPECIAL

CLASSIFICATION RATES

Preferred position. 25%
(When available).

CLASSIFIED RATES

8 col., 1 col. - 7p11 picas (1-1/4")

Reader Classifieds - 73¢ net per word - minimum \$7.00 net.

First line bold or all caps, 65¢ per word.

Display classified - \$9.50 net Col. Inch

Agency - 15% 10th of month following insertion

Blind Box Charge (Mailed) \$6.00

Classifieds Ads

Column	Pica	Inches
1.....	7p11.....	1.25
2.....	16p8.....	2.6875
3.....	25p5.....	4.75
4.....	34p4.....	5.625
5.....	42p10.....	7.1250
6.....	51p5.....	8.5625
7.....	60p3.....	10
8.....	69p.....	11.5

No Agency Discount

MERCER MAGAZINE

Side Column \$30.00
Bottom Column \$38.00
1/2 Page \$120.00
Full Page \$240.00

CIRCULATION

5,568 ABC.

All agencies must send pre-payment with the insertion order or place advertising through the offices of the Kentucky Press Service.