

# The Harrodsburg Herald

1884-2009

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**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

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**Commissionable Advertising Rates and  
General Information  
Effective October 1, 2009**

## 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")  
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

1/8 Page..... \$30.00  
1/4 Page..... \$60.00  
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.