



**Dearborn County Register (R)**

Thursday, circulation of 3,700

Total column inches . . .	Per-inch price
1" to 31" . . . . .	\$14.90
31.5" to 62.5" . . . . .	\$14.50
63" to 125.5" . . . . .	\$12.50
Full page (126") . . . . .	\$11.00

**The Journal-Press (J)**

Tuesday, circulation of 3,300

Total column inches . . .	Per-inch price
1" to 31" . . . . .	\$12.90
31.5" to 62.5" . . . . .	\$11.25
63" to 125.5" . . . . .	\$9.25
Full page (126") . . . . .	\$7.25

**The Harrison Press (H)**

Wednesday, circulation of 3,000

Total column inches . . .	Per-inch price
1" to 31" . . . . .	\$12.90
31.5" to 62.5" . . . . .	\$11.25
63" to 125.5" . . . . .	\$9.25
Full page (126") . . . . .	\$7.25

## 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 four popular websites!

**Ohio County/Rising Sun (O)**

Thursday, circulation of 1,000

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

**The Market Place (T)**

Monday, mailed/free 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 • No Shopper**

Total paid circulation of 11,000

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

**All Papers • Plus Shopper**

Total paid circulation of 17,500

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 circulation  
 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) . . . . .	\$45 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.

— Inserts cannot be delivered to areas less than an entire zip code.

\*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 . . . . . 235 Main Street, 47040  
 Phone: 812-438-2011 . . . . . Fax: 812-438-3228

## 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

<b>Obituaries:</b> .....	\$65 first seven inches;
.....	\$8.00 per each additional inch; \$10 for photo
.....	25% off for each additional newspaper
<b>Yard sales</b> .....	\$15.00 for 4 papers
<b>All others (For Sale; Card of Thanks)</b>	
.....	\$20.50 for first 25 words
.....	80 cents per each additional word;
<b>Same ad for 2 weeks</b> .....	\$30.00 for first 25 words
.....	\$1.15 per each additional word
<b>Same ad for 3 weeks</b> .....	\$39.00 for first 25 words
.....	\$1.50 per each additional word
<b>Same ad for 4 weeks</b> .....	\$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 • 6,000-7,000 distribution  
Deadline: 2<sup>nd</sup> 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  
2,300 distribution • Deadline: 1st 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.
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#### 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.