



# 2018 Media Kit

# REGISTER

# PUBLICATIONS™

YOUR TRUSTED SOURCE FOR HOMETOWN NEWS

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Register Publications is a group of weekly and monthly publications that are among the oldest and most respected in the states of Indiana and Ohio. They feature award-winning journalism, comprehensive distribution and high-quality marketing measures for advertisers of all sizes. Below are brief descriptions of our most prominent products:

#### THE DEARBORN COUNTY REGISTER —

The oldest and largest subscriber-based publication in our group of products, The Register dates back to 1836. Its average weekly circulation is 3,700, about two-thirds of that being through paid subscriptions, the remaining third obtained at stores and newsstands. Although the bulk of its circulation is in and around Lawrenceburg, it has strong support throughout the county and adjacent communities. The Register is a Thursday publication.

**THE JOURNAL-PRESS** — The Journal-Press, a Tuesday publication, dates back to 1860 and was a long-time rival of The Register. Today, they comfortably co-exist, and many in Dearborn County subscribe to them both, which gives readers a twice-a-week news package. The Journal-Press has an average weekly circulation of 3,300.

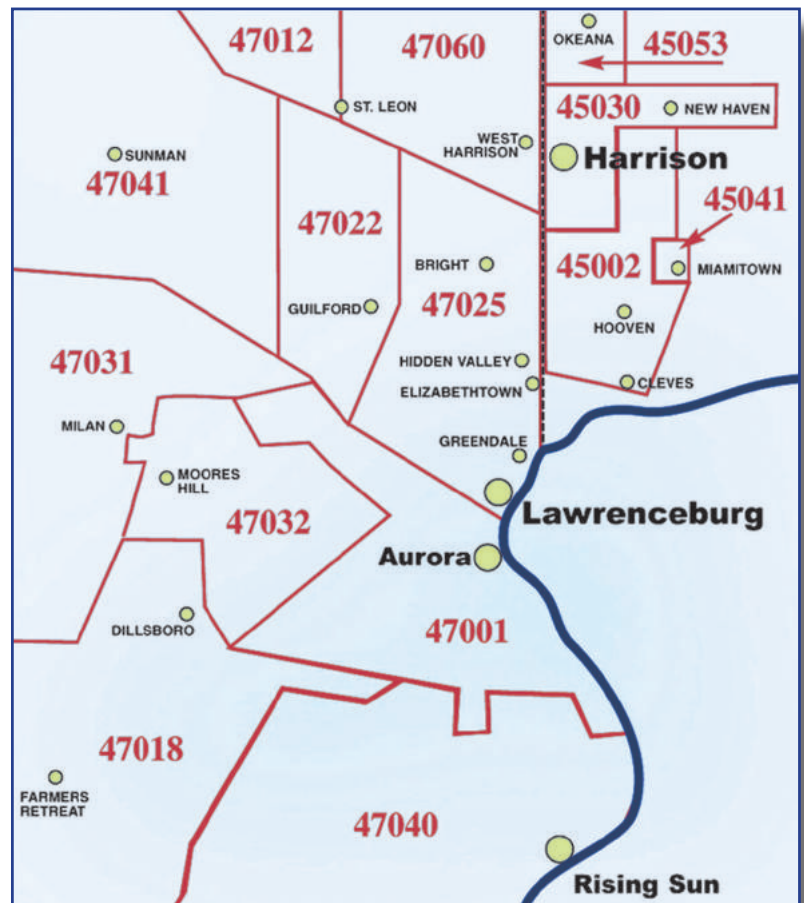
**THE HARRISON PRESS** — Hovering within the gravitational pull of the Cincinnati market is The Harrison Press, the paper of choice for more than 3,000 Hamilton County residents. Another award-winning, paid publication, The Harrison Press is published every Wednesday.

**THE RISING SUN RECORDER / OHIO COUNTY NEWS** — Although Ohio County, Indiana, is the state's least populous county, these papers are among the oldest in the Midwest, dating back to 1833. Some 1,000 households weekly enjoy these paid publications based out of the county seat, Rising Sun.

**THE MARKET PLACE** — This is a free paper that goes to all non-subscribers of Register Publications, some 6,500 households every weekend of the year. Unlike many other shoppers, The Market Place has guaranteed delivery via U.S. mail. It covers Dearborn and Ohio Counties, offering total, blanket coverage of a strong and growing market.

**ECHOES** — A monthly publication published in cooperation with the Hidden Lake property owners. Echoes targets an area unsurpassed in high-quality demographics, going to more than 2,300 households in Hidden Valley Lake the first week of each month.

**OVER 50** — People with a great degree of discretionary income and time to put it to use eagerly pick up 6,000-7,000 copies of this targeted publication every month. It features unique ways to invest time and resources in endeavors that are fun, satisfying and life-enriching.





*Effective January 2018*

## 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 take care of your website presence!*

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

## 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

## 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 • 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 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

### 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 .....

## 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:** ..... \$65 first seven inches;  
 ..... \$8.00 per each additional inch; \$10 for photo  
 ..... 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 • 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.  
 Journal Press, Harrison Press, D.C. Register, O.C. News/R.S. Recorder

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 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.

**REGISTER  
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 YOUR TRUSTED SOURCE FOR HOMETOWN NEWS

# Online. All the time.



## Large Box Ad

Full Color • \$100 / Month

300 x 250 Pixels



## Banner Ad

Full Color • \$100 / Month • 728 x 90 Pixels



## Video Sponsor Ad

Full Color • \$50 / Month • 300 x 100 Pixels



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**812.537.0063**  
[www.theDCRegister.com](http://www.theDCRegister.com)

**JANUARY:**

Harrison Guide  
Brides  
Harrison Snapshots  
Tax Tips  
Dearborn Snapshots  
Harrison Guide  
Dearborn & Ohio County Progress  
Harrison Progress

**FEBRUARY:**

Medical Directory  
Salute to Volunteers  
Fish Fry Fridays  
Tax Tips  
The Deal Coupon Guide

**MARCH:**

Straight to Healthy  
Tax Tips  
Spring Home and Garden  
Events & Adventure Guide

**APRIL:**

Baby & Maternity Guide  
House Hunters  
Salute to Survivors

**MAY:**

Memorial Day  
Summer Dining Guide  
HVL Phonebook  
Flag Page  
Graduation South Dearborn  
Graduation Rising Sun  
Graduation Lawrenceburg/East Central  
Graduation Harrison  
The Deal Coupon Guide

**JUNE:**

Straight to Healthy  
Sizzling Summer  
PetScene Magazine

**JULY:**

Weddings  
Back to School (Indiana)  
Historical Guide  
Family First

**AUGUST:**

Back to School (Harrison)  
High School Football  
High School Football - Harrison  
Education Guide  
Dearborn County Guide  
The Deal Coupon Guide

**SEPTEMBER:**

Straight to Healthy  
Fall Fest  
King & Queen  
Breast Cancer Ribbon  
Salute to Emergency Personnel  
Fire Prevention  
Autumn Outdoors

**OCTOBER:**

Fall Home Improvement  
House Hunters  
Veteran's Day  
It's a Wrap

**NOVEMBER:**

Holiday Gift Guide #1  
Shop Small  
Basketball Sports  
The Deal Coupon Guide

**DECEMBER:**

Last Minute Gift Guide #2  
Straight to Healthy  
Holiday Greetings



## THE DEARBORN COUNTY REGISTER / THE JOURNAL-PRESS

126 W. High St., Lawrenceburg, IN

Phone: 1-812-537-0063

Fax: 1-812-537-5576

## THE HARRISON PRESS

A drop box is located at the Coffee Peddler, 112 Harrison Ave., Harrison, Ohio. Do not send mail to drop box address. If you need to mail an item, please send to:

Harrison Press, c/o Register Publications, 126 W. High St.

Lawrenceburg, IN

Phone: 1-513-367-4582

## THE RISING SUN RECORDER / OHIO COUNTY NEWS

235 Main St., Rising Sun, IN

Phone: 1-812-438-2011

Fax: 1-812-438-3228

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