

Henry County Local - Weekly Newspaper Rates, Deadlines & Policies

Level 1: Run 1 week

Level 2: Run 6 weeks
OVER 26-WEEK PERIOD

Level 3: Run 13 weeks

Publication Day: Wednesday

Ad Deadline: Monday at 10 a.m.

18 S. Penn Avenue

Eminence, KY 40019

502.845.2858



Business Card

21	
19	
17	Level 1
15	\$45
13	
11	Level 2
9	\$40
7	
5	Level 3
3	\$35
1	

2 x 2" or 1 x 4"

Add Process Color
\$40

Twelfth Page

21	
19	
17	Level 1
15	\$90
13	
11	Level 2
9	\$75
7	
5	Level 3
3	\$65
1	

2 x 5.25"

Add Process Color
\$50

Eighth Page

21	
19	
17	Level 1
15	\$115
13	
11	Level 2
9	\$100
7	
5	Level 3
3	\$90
1	

3 x 5.25"

Add Process Color
\$50

Quarter Page

21	
19	
17	Level 1
15	\$205
13	
11	Level 2
9	\$175
7	
5	Level 3
3	\$155
1	

3 x 10.5" or 4 x 8"

Add Process Color
\$75

Half Page

21	
19	
17	Level 1
15	\$370
13	
11	Level 2
9	\$330
7	
5	Level 3
3	\$300
1	

6 x 10.5"

Add Process Color
\$125

Full Page

21	
19	
17	Level 1
15	\$650
13	
11	Level 2
9	\$580
7	
5	Level 3
3	\$530
1	

6 x 21.5"

Add Process Color
\$200

Other ad sizes are available at the open rate of \$11.25 per column inch + \$13 for online

Non-modular add 30% premium on space charge for process color (minimum \$40) • www.hclocal.com

Preprint Insert Rates

4-Page tab and under

1x-11x	\$200
12x-23x	\$190
24x-47x	\$180
48x & up	\$170

Preprints should be delivered to Henry County Local in care of
Cynthiana Publishing Co., 302 Webster Ave., Cynthiana, KY 41031

All inserts over 4 pages

\$280
\$270
\$260
\$250

- Primary market pressrun quantity is 2,000.
- Any preprints with larger page counts or unusually heavy stock will be quoted separately.
- \$200 minimum cost for all preprints per issue.
- Preprint rates are net, non-commissionable.
- Contract rates available with signed contract only.
- Max size 12" x 12" flat sheet, non-folded for inserts. Fold if larger than 12" x 12" or thinner than .005.
- Please add 5% for spoilage.
- Inserts must be delivered to printing plant one week prior to distribution.

OTHER RETAIL RATES

Milestone or Personal	\$8/in.
Business Directory (2x2)	\$15
Employment	\$10.25/in.
Classified Display & Legal	\$10/in.
Yard Sales	\$15 - \$25 includes Facebook posting & yard sale kit
Front Page Banner	\$250
Sports Page Banner	\$150
Church Directory	\$20/week
Church Sponsor	\$10/week

PLEASE NOTE

- All political ads will be charged Level 1 modular pricing or open ROP rate and must be paid in advance.
- All youth sports ads must be paid in advance.
- All liquor license legal ads must be paid in advance
- All rates include our online Marketplace.
- Non-profits are billed at Level 2; 501c required.

ONLINE

Top Prime	\$75 per month
Leaderboard	\$175 per month
Skyscraper	\$125 per month
Square	\$75 per month
Social Media Feeds	\$60 per month with six-month agreement
Social Media Contests/Promotions	Starting at \$450

To place a classified reader ad,
call the **Kentucky Classified Network** at 1-877-845-5237.

ADVERTISING POLICIES

1. Personnel

ANNA ST CHARLES, PUBLISHER
502-633-4987
anna.stcharles@sentinelnews.com

AARON NELSON, EDITOR
502-845-2858
anelson@hclocal.com

KELLI BORDERS
ADVERTISING SALES REPRESENTATIVE
502-633-4987
kelli@sentinelnews.com

2. Terms and Conditions

A. Billing will be on a calendar month cycle. All discounts are disallowed on accounts not paid by the 28th of the month, plus a service charge fo 1.5% will be added on the unpaid previous balance.

B. No credit extended to new accounts for a period of at least 30 days until credit has been approved and established.

C. All political advertising and "Going Out of Business" advertising is accepted only with payment in advance. Going out of Business ads must have G.O.B. license number published in each ad.

D. Photo releases are necessary.

3. General Rate Policies

A. The publisher reserves the right to accept, classify, cancel, edit or reject any advertising copy. All ads must meet the ad acceptability standards of the Henry County Local.

B. Tobacco and Alcoholic Beverage advertising is accepted.

C. Advertising simulating news will carry the words "Paid Advertisement."

D. The Henry County Local does not knowingly accept ads of a fraudulent, misleading, controversial or discriminatory nature.

E. The advertiser assumes full and complete responsibility for advertising content that is published. The advertiser shall indemnify and save the publisher harmless against any demands, claims or liability arising from the publication of said advertising copy. The advertiser shall reimburse the publisher in settlement of claims or in satisfaction of judgments obtained by reason of the publication of such advertising copy together with all expenses incurred in connection therewith, including but not limited to, attorney's fees and cost of litigation.

F. Brokered advertising will not be accepted.

G. All rates are subject to change with written notice.

H. The Henry County Local shall not be liable for interruptions, delays, postponements or other failures to perform by reasons of acts of God, strikes, lockouts or other industrial disturbances or blockades, riots, arrests, explosions, fires, accidents to machinery, failures of equipment or systems of the Henry County Local or its suppliers, or causes not within the control of the Henry County Local.

I. Ads cancelled after deadline are subject to a charge of 50% of the cost of the ad.

J. To comply with LCNI privacy guidelines, the newspaper will not accept Debit/Credit Card information through fax, email, or voice mail. Please contact the

newspaper by phone

4. Position Request

A. We make every effort to honor page requests when available. If preferred positioning is mandatory and space is available, a 25% surcharge will be applied. All ads scheduled to run on a certain date will run regardless of position request.

5. Proof/Tearsheets

A. Proofs will be shown when requested on advertisements submitted before deadline via e-mail or fax.

B. Proofs are meant for checking prices, grammar and correctness in layout, not for rewrite or design purposes. An additional composition charge will be made for extensive changes in the content or design.

C. When an advertiser proofs his/her ad, he/she accepts all responsibility for any error that may have been overlooked.

6. Errors

A. The newspaper will not be responsible for claims resulting from a typographical error beyond the cost of the space involved and affected by the error.

B. The newspaper shall accept no liability for its failure for any reason to insert an advertisement.

C. Advertiser must contact the retail advertising department when an error appears. The Henry County Local will not be responsible for more than one incorrect insertion.

www.hclocal.com

Henry County Local

18 South Penn Ave., Eminence, KY, 40019 • 502 845 2858 • fax 502 845 2921