# IONEER NEWS

### 2021 **Special Sections**

January: Babies of 2020 Hotel/Tourism Guide

#### February:

**Business Profiles** Healthy Lifestyles

#### March:

KidsFest Sample Edition

Bridal Spring Home & Garden

#### May:

Mt. Washington Spring Festival Graduation Fair Book

#### June:

Bullitt Blast

#### July:

Hotel/Tourism Guide

# August: Back to School

#### September:

L.J. Days Sample Edition

#### October:

B.C. Directory

#### **November:**

Holiday Celebration Chamber in Action

#### **December:**

Best of Bullitt County Holiday Song Book Calendar

2021 Advertising Rates Effective January 1, 2021

Reaching Over 25,000 Readers Each Week!

Call Us Today!

502-543-2288 or 502-955-6348

www.pioneernews.net



## The Pioneer News - Award-Winning Twice-Weekly Newspaper Rates, Circulation & Deadlines

Our easy reference grids will provide you with available ad sizes and their respective costs. We offer a variety of ad sizes, from business card size to a full page with ad costs beginning as low as \$40. The ad cost are based on the following levels.

AGREEMENTS

Level 1: Run 1x

Level 2: Run 6-Week

Level 3: Run 13-Week

#### Premium Placement

Get noticed faster with premium placement on research proven, firstseen pages in the papers.

#### Guaranteed Page Placement add 25%

Weekly Readership

12.650

1/2 & Full Page Only (Full pages takes precedent over 1/2 page)

## All rates include our online Marketplace.

Non-Profits are billed out at level 2

**Publication Day** 

Wednesday

#### **Prices are for The Pioneer News** Wednesday



 vel 555	
 vel	_
 vel 45	

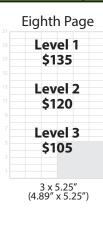
**Pioneer News** 



**Pioneer News** 



Circulation





Monthly Page Views

49,000

49,000

Monthly Page Views

49,000

49,000

Monthly Page Views

49,000



Full Page Level 1 \$790 Level 2 \$680 Level 3 \$600 6 x 21.5" (9.89" x 21.5")

Ad Deadline

Monday 12 P.M.

Add 30% for 4-Color Process • Other ad sizes are available at the open rate of \$12.10 per column inch + \$13 for online

Weekly Readership

12,650

25,000

Prices are for The Pioneer News **Monday** 

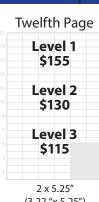


The Extra



THE LXIIA
Business Card
Level 1 \$80
Level 2 \$70
Level 3 \$60
2 x 2" (3.22" x 2") 1x4





Circulation

3,341

10,500

Circulation

3,341

10,500







e	Half Page
	Level 1 \$670
	15
	Level 2
	\$565
	9
	Level 3 \$500
	6 x 10.5" (9.89" x 10.5")

**Publication Day** 

Monday

**Publication Day** 

Monday

Wednesday

Full Page	
□ Level 1	
<sup>17</sup> \$1,200	
Level 2	
\$1,015	
9	
Level 3	
\$900	
3	
6 x 21.5"	

(9.89" x 21.5")

Ad Deadline

Thursday 12 P.M.

Ad Deadline

Thursday 12 P.M.

Thursday 12 P.M.

(1.56"x4")

Add 30% for 4-Color Process • Other ad sizes are available at the open rate of \$18.13 per column inch + \$13 for online

Weekly Readership

12,650

25,000

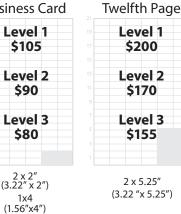
**Prices are for The Pioneer News** Monday/Wednesday





THE LAU	
Business Card	
Level 1 \$105	
Level 2 \$90	
Level 3 \$80	

**Pioneer News** 



 ght	НΓ	ay
Lev	<i>v</i> el	1
\$2	270	)
Lev	<i>v</i> el	2
\$2	230	)
Lev	/el	3
	205	
72	203	

3 x 5.25" (4.89" x 5.25")



Wednesday	Thursday 12 P.M.
Half Pag	e Full Page
Level 1 \$890	Level 1 \$1,595
Level 2 \$755	
Level 3 \$665	
6 x 10.5"	6 x 21.5"

(9.89" x 10.5")

(9.89" x 21.5")

(6.56"x8") Add 30% for 4-Color Process • Other ad sizes are available at the open rate of \$25.20 per column inch + \$13 for online

## INTED INSERTS



#### The Pioneer News

**Primary Market Area:** 40165, 40047, 40150, 40110, 40229, 40109

- Subscriber and paid news rack distribution
- Not a zone-able product
- 3.341 Circulation

#### The Extra

**Primary Market Area:** 40165, 40047

10,500 Circulation



#### PREPRINT RATES - FLAT RATE

	Card Insert	4-Tab	8-Tab	12-Tab	16-Tab	20-Tab	24-Tab	28-Tab	32-Tab	36-Tab	40-Tab
The Pioneer News	\$200	\$300	\$375	\$475	\$475	\$525	\$575	\$625	\$675	\$725	\$775
The Extra < 25% Distribution	\$ 300	\$400	\$500	\$600	\$700	\$800	\$900	\$1,000	\$1,100	\$1,200	\$1,300
The Extra 25% - 65% Distribution	\$ 500	\$650	\$800	\$900	\$1,000	\$1,100	\$1,200	\$1,300	\$1,400	\$1,500	\$1,600
The Extra > 65% Distribution	\$ 900	\$1,100	\$1,500	\$1,700	\$1,800	\$1,900	\$2,000	\$2,100	\$2,200	\$2,300	\$2,400

All rates apply regardless of the quantity sent. For each additional 4-pages above 40-pages add \$50 for Pioneer News and \$100 for Extra.

Prices are non-commissionable.

The publisher requests that preprints be quarter-folded or not exceed 10 inches by 11 inches. Preprint inserts with weights exceeding newsprint weight are subject to a surcharge equal to the applicable mail rate.

Inserts must be delivered to:

**Standard Publishing** 

455 N. Buckman St. Shepherdsville, KY 40165 M-F • 8 am - 4 pm

Pioneer Primary Market Press Run Quantity

(inserts not delivered outside primary area)

**Extra Press Run Quantity** 

10,291

	rs			
-			I A 1	- 1

Thomas Barr	Publisher
Laura Felts	Sales Consultant
Jamie Hampton	Graphic Artist

#### Representatives

#### **Kentucky Press Association**

101 Consumer Lane • Frankfort, KY 40601 (502) 223-8821

#### Commissions/Term of Payment

- (a.) Advertising is payable at time of purchase unless the advertiser or his agency has established credit with the publisher. Credit is gladly available for qualified customers. Accounts outstanding over 28 days are subject to a 1 1/2% monthly service charge. Credit will not be extended to past due accounts.
- (b.) Billing will be on a monthly calendar cycle. Publisher reserves the right to collect in addition to the amount due, reasonable cost of collection including attorney's fees and costs of litigation.
- (c.) 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 on each one. (d.) 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.

#### Errors

- (a.) The newspaper WILL NOT be responsible for typographical or other errors beyond cancellation of the charge for an ad. Nor will they be responsible for more than one incorrect insertion. An advertiser must give notice of error in time for correction of next insertion.
- (b.) 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. (c.) The newspaper shall accept no liability for its failure for any reason to insert an advertisement.
- (d.) When proofs are submitted, the advertiser assumes all responsibility for any errors in the ad that may have been overlooked. Corrections will be made when specified on proofs.

#### **Advertising Rate Policies**

- (a.) **CANCELLATION** Any advertisement set and then canceled will be charged to the advertiser at \$2.00 per column inch.
- (b.) POLITICAL ADVERTISING All political advertising must be paid in advance. Political ads must have the name of the person, group or committee purchasing the advertisement at the bottom of the ad.
- (c.) PREMIUM POSITIONING RATES The newspaper makes every effort to honor page requests, but preferred positions are only guaranteed when possible, for additional 25% surcharge. (d.) BROKERED ADVERTISING From groups or individuals will not be accepted. (e.) CONTRACTS Discounts available with signed contracts only.

#### dvertisina Rates

Local display advertising rates are based on volume of spending per year. The following rates are offered on local retail businesses, regional advertisers, political advertising, etc. not going through an advertising agency charging commission.

(a.) R.O.P. ads in The Pioneer News and The Extra are on a 6 column format - classifieds on an 8 column. The Pioneer News has a distribution of 3,341. With The Extra, advertisers are assured total market coverage of over 10,500 homes within Bullitt County.

#### Services

(a.) PROOF SHEETS - Proofs will be shown when requested on advertisements submitted 48 hours prior to deadline applying in full accordance with deadlines outline. Proofs are meant for checking prices, grammar and correctness in layout. **Under no circumstances are they intended for rewrite and redesign purposes.** Note: All submitted copy is to be edited prior to typesetting. Typographical errors made by The Pioneer News will be corrected at no charge. Author's alterations to typeset copy will be charged at actual labor cost. Proofs are only shown on quarter page ads or larger (b.) **TEARSHEETS** - Up to 5 free; more than 5 are 20¢ each and must be requested when advertisement is submitted. Any tearsheets requested after publication will be 35¢ each. Electronic tearsheets available upon

request (c.) WE PRINT SECTIONS

Commercial web printing plant. • Inserting and mailing. • Four-color availability.

Single Sheet Inserts printed and inserted. Rates, quantities quoted on request.



**Retail and Classified Display ads will be placed online for \$13 per issue.**Your ROP ad will appear on our website in the Marketplace for 7 days.
The Marketplace features print display ads on all pages of our website. Ads rotate every 6 seconds, are searchable by name and key word search and can be saved, printed and emailed.

Ads that require proof must be submitted two days prior to deadline. This includes ad copy and photos for ads. Camera ready ads must be in .PDF format and color ads must be in CMYK format. All photos must be in .JPG or TIFF format.

Offset printing. Six column format ROP; 8 column format classifieds. Slick proofs, SAU units are preferred. Size of printed area 9.89" x 21.25".

Black and white photographs or halftone screens from 65 to 85 lines are preferred for best reproduction. ......3.22

.6.56 ...8.22

9.89 Double Truck ...... .... 20.89

#### **Group Combination Rates**

#### **Statewide Classifieds**

Reach over 1.1 million homes through 68 Kentucky newspapers - dailies and weeklies - \$250 for 25 word classified - \$7.00 per additional word.

#### **ROP Depth Requirements**

Standard Page: Minimum display advertisement acceptable: 1 column x 1". Advertisements over 19.25' deep may be billed full column depth of 21 1/2". Advertisements must measure a minimum of as many inches deep as columns wide.

#### **Contract and Copy Regulations**

All Advertisers receiving contract rates must have signed contracts. Contract advertisers subject to extra assessment at termination of contract according to rate earned. Alcohol and tobacco advertising accepted. The newspaper reserves the right to accept, classify, cancel, edit or reject any advertising copy submitted, and to place the word "Advertisement" on any ad.

Newspaper shall have no liability whatsoever, by reason of any error in connection with any advertisement including, (without limitation) failures to publish advertising on desired dates, failures of equipment or systems of Seller or its suppliers, causes not within the control of the Publishers, omissions or additions to advertisements. The publisher cannot be held liable for errors that occur when copy is received by phone. Written requests for adjustments must be made within five days of publication of the erroneous advertisement. The Pioneer News will not be responsible for errors after the first publication of a repeat ad.

The advertiser assumes full and complete responsibility for advertising content against demands, claims or liability arising from the publication of said advertising copy. The advertiser shall reimburse the publisher in

The advertiser assumes full and complete responsibility for advertising content against 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 litination.

Photographs of individuals for advertising use must be accompanied by a release from the individual. Release forms are available from the advertising department. One year subscription with contract.

(d.) PREPRINT INSERT RATES - We offer total distribution of preprinted inserts. 10,500 inserts needed for The Extra. PLEASE PROVIDE 5% overage on pre-prints for spoilage.

#### Circulation

The Pioneer News is published twice weekly with a distribution of 3,341. The Pioneer News is delivered by second class mail on Mondays and Wednesdays.

The Extra is a free circulation shopper and reaches 10,500 homes in Bullitt and parts of adjoining counties. The Extra is delivered by third class mail and by carriers on Mondays.

#### **Special Classifications**

- (a.) POLITICAL RATE same as retail ROP or classified rate as earned per insertion. Political ads must be paid in advance. Political ads must conform to all state and federal requirements and Pioneer News acceptability standards.
- (b.) CHURCH DIRECTORY A listing each Wednesday of churches. A single block would be \$8.25 Double block \$16.50
- (c.) NON-PROFIT RATE organizations maintaining non-profit status may earn a special non-profit organization rate. Please See Level 2 Rates. 501(c3) proof required.
- (d.) FRONT-PAGE BANNER Top Page \$110 Monday, \$90 Wednesday. Bóttom Page \$100 Monday, \$85 Wednesday, \$85 Sports

#### THE PIONEER NEWS

#### BULLITT COUNTY'S SOURCE FOR BUYING AND SELLING

# Classified site is a part of the contract of t

www.pioneernews.net/classifieds

#### **2021 Rate and Special Features**

The Pioneer News Classified Section is 8 Columns Wide with One Column Measuring 1.14"

1		3
ı	1 Column	5 Columns
ı	2 Columns	6 Columns
ı	3 Columns	7 Columns8.63"
ı	4 Columns4.89"	8 Columns

#### THE PIONEER NEWS

# EMPLOYMENT LINE

#### Rates for Recruitment Ads

Monday - \$14.25 per col. inch Wednesday - \$10.50 per col inch

#### **Best Value**

Over 30,000 Readers Each Week!

Monday and Wednesday \$20.00 per col. inch

Plus \$13 Per Week for Internet

#### **Prices for Display ads**

Monday Only - \$13.40 per col. inch Wednesday Only - \$10.00 per col. inch Monday & Wednesday \$18.35 per col inch

Plus \$13 Per Week for Internet

# THE PIONEER NEWS Business & Service Directory

vs de la companya de

1 col by 2" (1x2)

4 Weeks

\$136.00

2 col by 2" (2x2)

4 Weeks

\$216.00

Includes Internet • Signed Contract

IIICIUUCS III	terrice - Signed Contract
12 Months	13th Month Free
	2 Weeks Free
	1 Week Free

#### **Cards of Thanks/In Memory Ads**

Monday Only - \$6.00 per col. inch Wednesday Only - \$5.00 per col. inch Monday & Wednesday \$10.00 per col inch

#### Legal Ads

<u> </u>	1
Monday	l
Wednesday\$10.00	١
Combo ' \$18.35	ı



Place your classified reader advertising through the Kentucky Classified Network. The KCN offers opportunities to buy into other Landmark Community Newspapers, LLC. (LCNI) publications in the region as well as add highlights and pictures to your ad to make it stand out. To place an ad or for pricing information

<sup>Il free:</sup> 1-866-955-4237