

# THE PIONEER NEWS

## 2021 Special Sections

### January:

Babies of 2020  
Hotel/Tourism Guide

### February:

Business Profiles  
Healthy Lifestyles

### March:

KidsFest  
Sample Edition

### April:

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](http://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, first-seen pages in the papers.

Guaranteed Page Placement add 25%

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

Prices are for The Pioneer News Wednesday



	Circulation	Weekly Readership	Monthly Page Views	Publication Day	Ad Deadline
Pioneer News	3,3411	12,650	49,000	Wednesday	Monday 12 P.M.
Business Card	Twelfth Page	Eighth Page	Quarter Page	Half Page	Full Page
<div>Level 1 \$55</div> <div>Level 2 \$50</div> <div>Level 3 \$45</div> <div>2 x 2" (3.22" x 2") 1x4 (1.56"x4")</div>	<div>Level 1 \$100</div> <div>Level 2 \$90</div> <div>Level 3 \$80</div> <div>2 x 5.25" (3.22 "x 5.25")</div>	<div>Level 1 \$135</div> <div>Level 2 \$120</div> <div>Level 3 \$105</div> <div>3 x 5.25" (4.89" x 5.25")</div>	<div>Level 1 \$245</div> <div>Level 2 \$205</div> <div>Level 3 \$185</div> <div>3 x 10.5" (4.89" x 10.5") 4x8 (6.56"x8")</div>	<div>Level 1 \$440</div> <div>Level 2 \$380</div> <div>Level 3 \$335</div> <div>6 x 10.5" (9.89" x 10.5")</div>	<div>Level 1 \$790</div> <div>Level 2 \$680</div> <div>Level 3 \$600</div> <div>6 x 21.5" (9.89" x 21.5")</div>

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

Prices are for The Pioneer News Monday & The Extra



	Circulation	Weekly Readership	Monthly Page Views	Publication Day	Ad Deadline
Pioneer News	3,341	12,650	49,000	Monday	Thursday 12 P.M.
The Extra	10,500	25,000	49,000	Wednesday	Thursday 12 P.M.
Business Card	Twelfth Page	Eighth Page	Quarter Page	Half Page	Full Page
<div>Level 1 \$80</div> <div>Level 2 \$70</div> <div>Level 3 \$60</div> <div>2 x 2" (3.22" x 2") 1x4 (1.56"x4")</div>	<div>Level 1 \$155</div> <div>Level 2 \$130</div> <div>Level 3 \$115</div> <div>2 x 5.25" (3.22 "x 5.25")</div>	<div>Level 1 \$205</div> <div>Level 2 \$175</div> <div>Level 3 \$155</div> <div>3 x 5.25" (4.89" x 5.25")</div>	<div>Level 1 \$370</div> <div>Level 2 \$310</div> <div>Level 3 \$275</div> <div>3 x 10.5" (4.89" x 10.5") 4x8 (6.56"x8")</div>	<div>Level 1 \$670</div> <div>Level 2 \$565</div> <div>Level 3 \$500</div> <div>6 x 10.5" (9.89" x 10.5")</div>	<div>Level 1 \$1,200</div> <div>Level 2 \$1,015</div> <div>Level 3 \$900</div> <div>6 x 21.5" (9.89" x 21.5")</div>

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

Prices are for The Pioneer News Monday/Wednesday & The Extra



	Circulation	Weekly Readership	Monthly Page Views	Publication Day	Ad Deadline
Pioneer News	3,341	12,650	49,000	Monday	Thursday 12 P.M.
The Extra	10,500	25,000	49,000	Wednesday	Thursday 12 P.M.
Business Card	Twelfth Page	Eighth Page	Quarter Page	Half Page	Full Page
<div>Level 1 \$105</div> <div>Level 2 \$90</div> <div>Level 3 \$80</div> <div>2 x 2" (3.22" x 2") 1x4 (1.56"x4")</div>	<div>Level 1 \$200</div> <div>Level 2 \$170</div> <div>Level 3 \$155</div> <div>2 x 5.25" (3.22 "x 5.25")</div>	<div>Level 1 \$270</div> <div>Level 2 \$230</div> <div>Level 3 \$205</div> <div>3 x 5.25" (4.89" x 5.25")</div>	<div>Level 1 \$490</div> <div>Level 2 \$415</div> <div>Level 3 \$365</div> <div>3 x 10.5" (4.89" x 10.5") 4x8 (6.56"x8")</div>	<div>Level 1 \$890</div> <div>Level 2 \$755</div> <div>Level 3 \$665</div> <div>6 x 10.5" (9.89" x 10.5")</div>	<div>Level 1 \$1,595</div> <div>Level 2 \$1,355</div> <div>Level 3 \$1195</div> <div>6 x 21.5" (9.89" x 21.5")</div>

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

# PREPRINTED 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

4,300

(inserts not delivered outside primary area)

Extra Press Run Quantity

10,291

## Personnel

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 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.

## Advertising 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.

## Special 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.

## Mechanical Requirements

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.

Col .....	Inches Wide
1.....	1.56
2.....	3.22
3.....	4.89
4.....	6.56
5.....	8.22
6.....	9.89
Double Truck .....	20.89

