

The Oldham Era - Award-Winning 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 \$45. The ad cost are based on the following levels.

Prices are for The Oldham Era	Circulation	Weekly Readership	Avg Monthly Unique Visitors	Publication Day	Ad Deadline
	2,847	8,000	41,000	Thursday	Monday 10 a.m.

AGREEMENTS	Level 1: Run 1x	Level 2: Run 6x WITHIN 12-WEEK PERIOD	Level 3: Run 13x Reflects annual agreement Within 26 week period
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Business Card	Twelfth Page	Eighth Page	Quarter Page	Half Page	Full Page
<p>2 x 2" or 1 x 4" Add Process Color \$40</p>	<p>2 x 5.25" Add Process Color \$50</p>	<p>3 x 5.25" Add Process Color \$50</p>	<p>3 x 10.5" or 4 x 8" Add Process Color \$75</p>	<p>6 x 10.5" Add Process Color \$125</p>	<p>6 x 21.5" Add Process Color \$200</p>

Other ad sizes are available at the open rate of \$13.09 per column inch + \$13 for online
 Non-modular add 30% premium on space charge for process color (minimum \$40)
www.oldhamera.com • 502-222-7183

Premium Placement

Get noticed faster with premium placement on research proven, first-seen pages in the papers.

Guaranteed Page Placement add 25%

All modular rates include our online Marketplace.

Non-Profits are billed out at level 2 (501C3 required)

OTHER RETAIL RATES

Non-Modular (open)	\$13.09/column inch + \$13 Online
Front Page Banner	\$250/week
Sports Page Banner	\$150/week
Milestone	\$8/column inch
Church Directory	\$26.50/week
Church Sponsor	\$6.50/week

All political ads will be charged Level One rates for modular ads or the open ROP rate and must be paid in advance. All youth sports ads must be Paid In Advance.

CLASSIFIEDS

Standard & Employment	\$12/column inch + \$13 Online
Legals	\$12/column inch
(All liquor license legals must be paid in advance.)	
Yard Sales	1x2 @ 1 Week = \$15 2x2 @ 1 Weeks = \$24 * Includes Facebook posting & Yard Sale Kit
Business Service Listings	
Era or Local	1x2 @ 1 Week = \$25 1x2 @ 4 Weeks = \$90 2x2 @ 1 Week = \$50 2x2 @ 4 Weeks = \$180
Era & Local	1x2 @ 1 Week = \$40 1x2 @ 4 Weeks = \$150 2x2 @ 1 Week = \$80 2x2 @ 4 Weeks = \$300

ONLINE

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

PERSONNEL

JANE ASHLEY PACE Publisher publisher@oldhamera.com	BARBARA DUNCAN Advertising Sales Representative barbara@oldhamera.com
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ANN HURST Advertising Sales Representative ahurst@oldhamera.com

REPRESENTATIVES

KENTUCKY PRESS SERVICE, INC. 101 Consumer Lane, Frankfort, KY 40601 1.502.223.8821 or 1.800.264.KPA1
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PREPRINTED INSERTS (FLAT RATES)

Primary Market Area:

40031, 40014, 40056, 40026, 40059, 40077, 40010,
40068, 40055, 40070, 40011, 40006, 40245, 40019,
40050, 40241

- Subscriber and paid news rack distribution
- Not a zone-able product
- 3,200 Circulation (includes spoilage)

- All rates apply regardless of the quantity sent. For each additional 4 pages above 40 pages, add \$50. Consult with your advertising representative for contract discounts. 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.
- Preprints should be delivered to: Cynthiana Democrat Plant, 302 Webster, Cynthiana, Ky., 41031; (859) 234-1035.
- The Oldham Era primary market press run quantity is 3,050.
- Please add 5 percent spoilage.
- Preprinted inserts are charged per standard newsprint stock, determined by tabloid page count, frequency and distribution options.
- Envelopes, catalogs and special designs need prior approval and are subject to a 25% premium.
- Single sheets should be card stock or 70lb. gloss stock.
- Inserts should arrive at The Oldham Era's printing plant in Cynthiana, Ky. at least 8 days prior to insertion and should be scheduled (or canceled) 10 days prior to the date of publication. Inserts should arrive no sooner than 2 weeks prior to insertion.
- Additional charge occurs in 4-page increments.
- Preprints may need to be quarter-folded and comply with postal requirements. Preprints will not be accepted if postal indicia is imprinted.
- Prices available for printing options
- All holidays require advance deadlines of one week and a possible premium rate increase of 15%.
- Maximum size is 12" x 12" flat sheet, non-folded for inserts. Fold if larger than 12" x 12" or thinner than .005.

Rates:

• Card Insert	\$200	• 24-Tab	\$550
• 4-Tab	\$300	• 28-Tab	\$600
• 8-Tab	\$400	• 32-Tab	\$650
• 16-Tab	\$450	• 36-Tab	\$700
• 20-Tab	\$500	• 40-Tab	\$750

TERMS AND CONDITIONS

- 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 for 1.5% will be added on the unpaid previous balance.
- No credit extended to new accounts for a period of at least 30 days until credit has been approved and established.
- All political advertising and "Going Out of Business" advertising is accepted only with payment in advance. Political ads will be charged at Level One for modular sizes or open rate. Going out of Business ads must have G.O.B. license number published in each ad.
- Photo releases are necessary.

GENERAL RATE POLICIES

- 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 Oldham Era.
- Tobacco and Alcoholic Beverage advertising is accepted.
- Advertising simulating news will carry the words "Paid Advertisement."
- The Oldham Era does not knowingly accept ads of a fraudulent, misleading, controversial or discriminatory nature.
- 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.
- Brokered advertising will not be accepted.
- All rates are subject to change with written notice.
- The Oldham Era 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 Oldham Era or its suppliers, or causes not within the control of The Oldham Era.
- Ads cancelled after deadline are subject to a charge of 50% of the cost of the ad.
- 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.
- 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.
- 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. Advertiser must contact the retail advertising department when an error appears. The Oldham Era will not be responsible for more than one incorrect insertion.
- The newspaper shall accept no liability for its failure for any reason to insert an advertisement.

PROOF/TEARSHEETS

- Proofs will be shown when requested on advertisements submitted before deadline via e-mail or fax.
- 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.
- When an advertiser proofs his/her ad, he/she accepts all responsibility for any error that may have been overlooked.