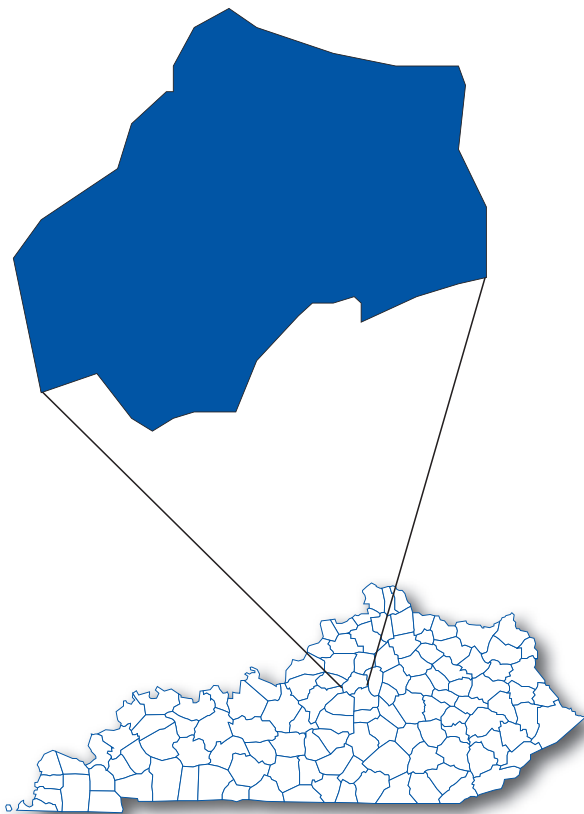


# The Anderson News

## 2021 RATE CARD



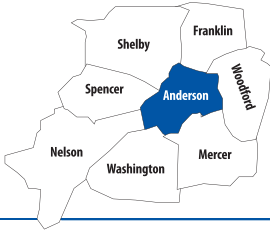
In the HEART of the BLUEGRASS

504 W. Broadway, Suite D | P.O. Box 410 | Lawrenceburg, KY 40342

Phone 502-839-6906 | Fax 502-839-3118

[theandersonnews.com](http://theandersonnews.com) | [advertising@theandersonnews.com](mailto:advertising@theandersonnews.com)

Rate Card No. 145 | Rates effective January 1, 2021



## CIRCULATION

- 2,615 circulation weekly newspaper
- Published Wednesdays
- 41 percent in-county penetration
- Paid circulation includes subscribers in each surrounding county

## DEADLINES

The Anderson News .....Monday at noon  
 Kentuckiana Display Classifieds .....Thursday at 4 p.m.

## PLACING AN ADVERTISEMENT

To order advertising or submit ad copy, email [advertising@theandersonnews.com](mailto:advertising@theandersonnews.com).

## COMMISSION AND TERMS OF PAYMENT

- A. Advertising is payable at time of purchase unless the advertiser or agency has established credit with the publisher. Credit is available for qualified customers. Accounts outstanding more than 25 days are subject to a 1 1/2 percent monthly service charge. Credit will not be extended to past due accounts.
- B. Billing period based on calendar month cycle.

## ADVERTISING RATES

|                   |                        |   |  |
|-------------------|------------------------|---|--|
| <b>AGREEMENTS</b> | <b>LEVEL 1: Run 1x</b> | <b>LEVEL 2: Run 6 weeks</b><br><i>within a 12-week period</i> | <b>LEVEL 3: Run 13 weeks</b><br><i>within a 26-week period</i> |
|-------------------|------------------------|---|--|

| <u>PRICES</u>                      | Circulation               | Weekly Readership         | Publication Day                        | Ad Deadline                               |                            |
|------------------------------------|---------------------------|---------------------------|--|---|----------------------------|
| <b>The Anderson News</b>           | 2,615                     | 6,538                     | Wednesday                              | Monday noon                               |                            |
| <u>Business Card</u>               | <u>Twelfth Page</u>       | <u>Eighth Page</u>        | <u>Quarter Page</u>                    | <u>Half Page</u>                          | <u>Full Page</u>           |
| <b>LEVEL 1</b><br>\$60             | <b>LEVEL 1</b><br>\$110   | <b>LEVEL 1</b><br>\$145   | <b>LEVEL 1</b><br>\$250                | <b>LEVEL 1</b><br>\$455                   | <b>LEVEL 1</b><br>\$810    |
| <b>LEVEL 2</b><br>\$50             | <b>LEVEL 2</b><br>\$90    | <b>LEVEL 2</b><br>\$120   | <b>LEVEL 2</b><br>\$205                | <b>LEVEL 2</b><br>\$380                   | <b>LEVEL 2</b><br>\$680    |
| <b>LEVEL 3</b><br>\$45             | <b>LEVEL 3</b><br>\$80    | <b>LEVEL 3</b><br>\$105   | <b>LEVEL 3</b><br>\$185                | <b>LEVEL 3</b><br>\$335                   | <b>LEVEL 3</b><br>\$600    |
| 2 columns x 2" or<br>1 column x 4" | 2 columns x 5.25"         | 3 columns x 5.25"         | 3 columns x 10.5"<br>or 4 columns x 8" | 6 columns x 10.5"<br>or 3 columns x 21.5" | 6 columns x 21.5"          |
| Add process color<br>\$40          | Add process color<br>\$50 | Add process color<br>\$50 | Add process color<br>\$75              | Add process color<br>\$125                | Add process color<br>\$200 |

Modular rates include placement in Marketplace on theandersonnews.com.

Other non-modular ad sizes are available at the open rate of \$11.61 per column inch + \$13 for online placement.

For non-modular sizes, color is 30% of space cost (\$40 minimum). Non-profit modular ads earn Level 2 rates. (501(c)(3) required.)

Preprint insert rates. 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 Cynthiana Publishing Co., 302 Webster Ave., Cynthiana, KY 41031 one week prior to publication deadline.**

### Preprint Insert Rates

| Size                           | Cost  |
|--------------------------------|-------|
| Single Sheet/Card Insert ..... | \$175 |
| 4T/2S .....                    | 250   |
| 8T/4S .....                    | 300   |
| 12T/6S .....                   | 350   |
| 16T/8S .....                   | 400   |
| 20T/10S .....                  | 450   |
| 24T/12S .....                  | 500   |
| 28T/14S .....                  | 550   |
| 32T/16S .....                  | 600   |
| 36T/18S .....                  | 650   |
| 40T/20S .....                  | 700   |

Primary Market Quantity: 3,050

Preprint customers should add 5% spoilage to these quantities.

Above rates apply regardless of quantity sent. For each additional 4T above 40T, add \$50.

Discounts available based on a volume commitment. Consult with your advertising representative for volume discounts.

## SPECIAL CLASSIFICATIONS

A. Political advertising. All political advertising must be paid in advance. Political ads must include the name and address of the person, group or committee purchasing the advertisement at the bottom of the ad. Political ads are charged at the ROP rate.

B. Tabloid rates. The Anderson News publishes several tabloid-size special sections each year. Prices include placement on our website.

| Ad Size              | Cost  |
|----------------------|-------|
| 1/4 page.....        | \$174 |
| 1/2 page.....        | \$318 |
| Full page.....       | \$619 |
| Add full color ..... | \$85  |

C. Mini-tabloid rates. The Anderson News publishes several mini-tabloid special sections each year. Prices include placement on our website.

| Ad Size              | Cost  |
|----------------------|-------|
| 1/4 page.....        | \$187 |
| 1/2 page.....        | \$290 |
| Full page.....       | \$525 |
| Add full color ..... | \$85  |

D. Online advertising. Advertising is available on The Anderson News Online, located at www.theandersonnews.com.

Banner and tile ads must run a minimum of 12 months. Advertiser must sign a contract before start of campaign. Your ROP or classified display ad will appear for seven days on our website in Marketplace, which features print display ads on all pages of our website. Marketplace ads rotate every six seconds, are searchable by name and keyword, and can be saved, printed and e-mailed.



For additional information or complete current rates and sizes, contact the advertising department at advertising@theandersonnews.com.

E. Other

Legal ads are charged at the classified display rate, regardless of where the ad is placed in the paper.

|  |       |                            |
|--|-------|----------------------------|
| Church directory*                                    | ..... | \$13.91 per week           |
| Business directory*                                  | ..... | 2x4 – \$35 per week        |
|  |       | 1x4 or 2x2 – \$25 per week |
|  |       | 1x2 – \$15 per week        |
| Non-profit organizations** (non-modular advertising) | ..... | \$8.12 per inch            |
| 'Cards of Thanks,' In memoriams                      | ..... | \$8.12 per inch            |
| The Way We Were                                      | ..... | \$.85 per week             |

\*No copy change, minimum of four consecutive weeks.

\*\*To qualify for the non-profit rate, an organization must provide proof of 501(c)(3) status.

## NATIONAL REPRESENTATIVE

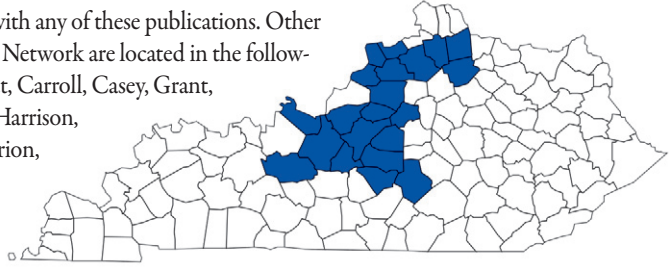
Kentucky Press Service, 101 Consumer Lane, Frankfort, KY 40601  
(502) 223-8821

## CLASSIFIED RATES

|                                    |       |                 |
|------------------------------------|-------|-----------------|
| Classified display rate            | ..... | \$9.50 per inch |
| Classified display employment rate | ..... | \$9.50 per inch |

## KENTUCKY COMBO NETWORK AND KENTUCKIANA CLASSIFIEDS

A. The Kentucky Combo Network includes 21 Kentucky newspapers, reaching readers in several counties each week. The Anderson News offers a combination rate with any of these publications. Other publications in the Network are located in the following counties: Bullitt, Carroll, Casey, Grant, Grayson, Hardin, Harrison, Henry, LaRue, Marion, Meade, Nelson, Oldham, Owen, Pendleton, Shelby, Spencer, Taylor, Trimble and Washington. Rate information available by request.



B. Kentuckiana Classifieds reach readers in Anderson, Bullitt, Carroll, Henry, Oldham, Owen, Shelby, Spencer and Trimble counties through their local newspapers. Rate information available by request. **Deadline for placing Kentuckiana display advertisements is 4 p.m. Thursday.**

## SPECIAL SERVICES

- A. **Position request.** The publisher makes every effort to honor page requests when available. If preferred position is mandatory and space is available, a 25 percent surcharge will be applied.
- B. **Proof sheets.** Ad proofs are available upon request. To receive an ad proof, an advertiser must submit ad copy at least one business day in advance of the advertising deadline. When a proof is provided, the advertiser assumes all responsibility for any errors in the ad that may have been overlooked. Proofs are intended as a means for checking for omissions and typographical errors, not as a means for making major design and content changes.
- C. **Tearsheets.** Advertisers will be allowed two tearsheets upon request. Affidavits also available upon request.

## DEPTH REQUIREMENTS

Display advertisements may be no smaller than 1 column by 1 inch.

# MECHANICAL REQUIREMENTS

| Six columns |        |              |
|-------------|--------|--------------|
| Columns     | Inches | Picas/points |
| 1           | 1.56   | 9p4          |
| 2           | 3.22   | 19p4         |
| 3           | 4.89   | 29p4         |
| 4           | 6.56   | 39p4         |
| 5           | 8.22   | 49p4         |
| 6           | 9.89   | 59p4         |
| Doubletruck | 20.89  | 125p4        |

| Eight columns |        |              |
|---------------|--------|--------------|
| Columns       | Inches | Picas/points |
| 1             | 1.14   | 6p1          |
| 2             | 2.39   | 14p4         |
| 3             | 3.64   | 21p1         |
| 4             | 4.89   | 29p4         |
| 5             | 6.14   | 36p1         |
| 6             | 7.39   | 44p4         |
| 7             | 8.63   | 51p1         |
| 8             | 9.89   | 59p4         |

| Tabloid (inches)    |       |        |
|---------------------|-------|--------|
| Size                | Width | Height |
| 1/4 page            | 5     | 4.75   |
| 1/2 page vertical   | 5     | 9.5    |
| 1/2 page horizontal | 10.25 | 4.75   |
| Full page           | 10.25 | 9.5    |

| Mini-tab (inches)   |       |        |
|---------------------|-------|--------|
| Size                | Width | Height |
| 1/4 page            | 3     | 4.5    |
| 1/2 page vertical   | 3     | 9.25   |
| 1/2 page horizontal | 6.25  | 4.5    |
| Full page           | 6.25  | 9.25   |

## ADVERTISING POLICY

- A. All advertising subject to approval by the advertising manager and/or publisher.
- B. All simulated reading matter must be marked "Advertisement."
- C. The Anderson News does not knowingly accept ads of a fraudulent, misleading, controversial or discriminatory nature and reserves the right to edit or reject any copy submitted.
- D. All ads measuring more than 19 1/2 inches deep will be billed at the full 21 1/2-inch column depth.
- E. For "going-out-of-business" sales, ads must:
  - (1) Carry license number available through the county clerk's office
  - (2) Be paid for in advance
  - (3) Contain the words "going out of business"
- F. The Anderson News does not accept brokered advertising.
- G. Composition on advertising set then cancelled before publication will be charged to the advertiser at a rate of 25 percent of the total cost of the ad.
- H. Publisher 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, or omissions or additions to advertisements. The publisher will not be responsible for and shall incur no liability for errors or misprints beyond cancellation of the charges or publishing a correction in a space equal to that occupied by the error. 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 publisher will not be responsible for errors after the first publication of a repeat ad.
- I. All photographs of individuals for advertising use must be accompanied by release form from individual. Forms available at The Anderson News office.
- J. Debit/Credit Card Handling Standards: 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.