

# THE NEWS-ENTERPRISE



**E'town wins in close battle against East Jessamine**

**BOY'S BASKETBALL: SPORTS, A7**

**E'town church ends year hosting conference**

**WORSHIP, B1**



**TODAY:  
CLOUDY**

**59/44**

■ COMPLETE REPORT, A2

**FRIDAY-SATURDAY**

DECEMBER 27, 2019 • SERVING HARDIN COUNTY SINCE 1974 • REACH SUBSCRIBER SERVICES AT 270-505-1770 • 50 cents

## Grider



**Community • Coverage • Convenience**

**All Access to  
All Content on  
All Platforms**

**Print • Online • App  
Tablet • E-Editions**

**2020 MEDIA KIT**

**Your Competitive Advantage**

Effective 01/01/2020

**THE NEWS-ENTERPRISE**

**TheNewsEnterprise.com**

# MODULAR ROP Local Rates - The News-Enterprise

## Level 1: 1-5X

LEVEL 1	2x2 or 1x4	2x5.25	3x5.25	3x10.5 or 4x8	Half Page	Full Page
The News-Enterprise (Daily)	\$111	\$193	\$258	\$452	\$809	\$1,439
The NE (2 daily editions in 7 day period)	\$175	\$306	\$401	\$684	\$1,225	\$2,170
The NE (Sunday)	\$143	\$258	\$342	\$599	\$1,082	\$1,933
The NE (Sunday plus a daily)	\$207	\$369	\$485	\$831	\$1,498	\$2,664
Process Color Rates	\$75	\$75	\$75	\$100	\$175	\$250

## Level 2: 6X in 13 Weeks

LEVEL 2	2x2 or 1x4	2x5.25	3x5.25	3x10.5 or 4x8	Half Page	Full Page
The News-Enterprise (Daily)	\$92	\$162	\$212	\$367	\$657	\$1,167
The NE (2 daily editions in 7 day period)	\$149	\$254	\$324	\$554	\$979	\$1,729
The NE (Sunday)	\$122	\$212	\$282	\$487	\$882	\$1,572
The NE (Sunday plus a daily)	\$174	\$304	\$394	\$674	\$1,204	\$2,134
Process Color Rates	\$75	\$75	\$75	\$100	\$175	\$250

## Level 3: 13X in 26 Weeks

LEVEL 3	2x2 or 1x4	2x5.25	3x5.25	3x10.5 or 4x8	Half Page	Full Page
The News-Enterprise (Daily)	\$87	\$147	\$192	\$327	\$582	\$1,032
The NE (2 daily editions in 7 day period)	\$139	\$229	\$294	\$494	\$869	\$1,534
The NE (Sunday)	\$107	\$192	\$252	\$432	\$782	\$1,387
The NE (Sunday plus a daily)	\$159	\$274	\$354	\$599	\$1,069	\$1,889
Process Color Rates	\$75	\$75	\$75	\$100	\$175	\$250

### HEARTLAND MARKETPLACE NON-SUBSCRIBER PUBLICATION

Delivered **FREE** twice a month on Wednesdays to non-subscribers of The News-Enterprise.

Circulation: 15,968 • Deadline: 11 a.m. Friday

Front Page MARKETPLACE	FREQUENCY	Back Page FULL PAGE
2x2 (3.22"x2")	1x	\$450 per Week
\$22.00 each month	3x	\$400 per Week
Will run 2 times per month.	6x	\$350 per Week
	9x	\$300 per Week
	12x	\$250 per Week

### What You Need To Know

CIRCULATION: **The News-ENTERPRISE (DAILY) 8,200** **SUNDAY 10,100**

\*USPS Statement of ownership 10/01/19.

**Non-modular ad sizes** - Available for purchase at the open rate \$31.36 per column inch on Sunday / Holidays / Bonus Days and \$23.25 per column inch on Weekdays.

**\$35.00 online charge for all ads.**

#### 2020 Bonus Days for The News-Enterprise:

New Year's Day	Wednesday, Jan. 01, 2020	Reader's Choice	Friday, Sept. 11, 2020
Good Friday	Friday, Apr. 10, 2020	Discover Hardin County	Friday, Oct. 23, 2020
Select Preps	Sunday, May 17, 2020	Thanksgiving Edition	Thursday, Nov. 26, 2020
Memorial Day	Monday, May 25, 2020	Thanksgiving Friday	Friday, Nov. 27, 2020
150th Anniversary Celebration	June	December Friday	Friday, Dec. 04, 2020
Independence Day	Saturday, Jul. 04, 2020	December Friday	Friday, Dec. 11, 2020
Seniors On The Go	Sunday, Jul. 19, 2020	December Friday	Friday, Dec. 18, 2020
Labor Day	Monday, Sept. 07, 2020	Christmas Day	Friday, Dec. 25, 2020

Sunday rates will apply to all advertising on these days.

ALL PRINT ADS WILL APPEAR ONLINE AT [THENEWSENTERPRISE.COM](http://THENEWSENTERPRISE.COM)

# PREPRINTED INSERT RATES

## DAILY INSERT RATES

Rates are cost per thousand. (CPM)

No. of Insertions							96X
Annually	1X	6X	12X	24X	48X	72X	plus
Single Sheet	\$53	\$40	\$33	\$31	\$29	\$28	\$27
4 pg Tab min	\$58	\$43	\$36	\$33	\$32	\$29	\$28
8 pg Tab/4 Std	\$61	\$45	\$37	\$35	\$33	\$31	\$30
12 pg Tab/6 Std	\$68	\$51	\$43	\$41	\$39	\$36	\$35
16 pg Tab/8 Std	\$75	\$58	\$50	\$48	\$46	\$42	\$40
20 pg Tab/10 Std	\$86	\$66	\$56	\$54	\$52	\$49	\$47
24 pg Tab/12 Std	\$96	\$74	\$63	\$61	\$59	\$55	\$52
28 pg Tab/14 Std	\$107	\$81	\$70	\$68	\$64	\$61	\$56
32 pg Tab/16 Std	\$114	\$88	\$77	\$74	\$70	\$66	\$62
*Poly Bags	\$95		\$70	\$67	\$63	\$58	\$52

## SUNDAY/HOLIDAY/BONUS DAYS INSERT RATES

Rates are cost per thousand. (CPM)

No. of Insertions							96X
Annually	1X	6X	12X	24X	48X	72X	plus
Single Sheet	\$58	\$42	\$35	\$33	\$31	\$30	\$29
4 pg Tab min	\$61	\$45	\$38	\$35	\$34	\$31	\$30
8 pg Tab/4 Std	\$65	\$47	\$39	\$37	\$35	\$33	\$32
12 pg Tab/6 Std	\$72	\$54	\$46	\$44	\$42	\$38	\$36
16 pg Tab/8 Std	\$83	\$61	\$52	\$49	\$48	\$42	\$41
20 pg Tab/10 Std	\$90	\$66	\$58	\$56	\$54	\$50	\$48
24 pg Tab/12 Std	\$103	\$77	\$66	\$63	\$61	\$56	\$54
28 pg Tab/14 Std	\$111	\$84	\$73	\$70	\$67	\$63	\$59
32 pg Tab/16 Std	\$117	\$89	\$78	\$76	\$73	\$68	\$64
*Poly Bags	\$95		\$75	\$72	\$68	\$63	\$57

## We Print Rates

### 2 PG. NON-BLEED

Image Area: 8x10.5

Trim Size: 8.5x11

Type Safety: 8x10.5

#### QUANTITY

5,000-9,000

10,000-24,000

25,000-49,000

50,000-99,000

100,000-249,000

250,000-499,000

### 2 PG. BLEED

Image Area: 8.5x10.75

Trim Size: 8.25x10.5

Type Safety: 8x10.25

#### PRICE/M

\$110.50

\$72.00

\$43.00

\$37.00

\$31.00

\$28.00

### 4 PG. NON-BLEED

Image Area: 16.5x10.5

Trim Size: 17x11

Folded Size: 8.5x11

Type Safety: 16.25x10.25

#### QUANTITY

5,000-9,000

10,000-24,000

25,000-49,000

50,000-99,000

100,000-249,000

250,000-499,000

### 4 PG. BLEED

Image Area: 16.75x10.5

Trim Size: 16.5x10.25

Folded Size: 8.25x10.25

Type Safety: 16x10

#### PRICE/M

\$192.00

\$117.50

\$73.50

\$63.00

\$54.00

\$51.00

- For pre-printed inserts more than 32 tab pages or 16 standard the cost is \$5.00 per additional 4 tab pages or 2 standard pages.
- Above rates based on full circulation distribution of The News-Enterprise and TMC product.
- Annual preprint contracts must be signed to earn frequency discount rates.
- Reservations: 14 days prior to insertion. Delivery: 7 days prior to insertion. Shipping instructions: All preprints must be shipped on pallets, skids or in boxes, bundled in standard quantities and uniform turns of no more than four inches. Boxes must be completely filled and not allow room for preprints to shift thereby causing edges to bend or roll. Allow 5% packing spoilage.
- Inserting Equipment Requirements. In order to best meet inserting needs, preprints must have single folded edges or be single sheets. They must be a minimum of 4.5"x6"x.006" and be within the maximum size of 10.5"x11". Single sheet preprints that are .006" thickness or less must be quarterfolded with a single folded edge of at least six inches. Each run of preprints will be the same size and be the same grade and weight of paper. Preprints must be in good condition with no bent or rolled edges. Any variation from these requirements may require hand inserting which is charged at an additional rate of \$20/CPM and must arrive 10 days in advance of insertion.

*Sample products cannot be machine inserted and should be attached in polybags. Preprints not meeting the minimum and/or maximum sizes could result in multiple inserting or falling out of the paper and will not be guaranteed.*

RECEIVING HOURS: MON.-THURS., 8 AM TO 4:30 PM EST Phone (270) 769-2312

## 2020 Bonus Days for The News-Enterprise:

New Year's Day	Wednesday, Jan. 01, 2020	Reader's Choice	Friday, Sept. 11, 2020
Good Friday	Friday, Apr. 10, 2020	Discover Hardin County	Friday, Oct. 23, 2020
Select Preps	Sunday, May 17, 2020	Thanksgiving Edition	Thursday, Nov. 26, 2020
Memorial Day	Monday, May 25, 2020	Thanksgiving Friday	Friday, Nov. 27, 2020
150th Anniversary Celebration	June	December Friday	Friday, Dec. 04, 2020
Independence Day	Saturday, Jul. 04, 2020	December Friday	Friday, Dec. 11, 2020
Seniors On The Go	Sunday, Jul. 19, 2020	December Friday	Friday, Dec. 18, 2020
Labor Day	Monday, Sept. 07, 2020	Christmas Day	Friday, Dec. 25, 2020

These are considered bonus days, The News-Enterprise will be delivered to Sunday subscribers on these days.

\* Bags must be 21"x9". 10% overage will be needed due to rounding individual route numbers.

SHIP TO: The News-Enterprise, 408 West Dixie, Elizabethtown, KY 42701

Due to lead times, order quantity for preprint purchases is based on forecasted circulation. This forecasted quantity, at the time of order, will also be the quantity used for billing.

# CLASSIFIED RATE CARD

## REGULAR DISPLAY ADS (NOT EMPLOYMENT)

Local display rates are based per advertisement,  
Per column inch

Daily ..... (Open 3) ..... \$21.28  
 Sunday/Holiday/Bonus Days ..... (Open 3) ..... \$24.72

Pick Up 3rd Day ..... \$13.78      Pick Up 5th Day .... \$9.84  
 Pick Up 4th Day ..... \$11.81      Pick Up 6th Day .... \$7.87  
 (Weekday Only - Must Be Consecutive Days)

## EMPLOYMENT DISPLAY ADS

Daily ..... (Empin3) \$24.45  
 Sunday/Holiday/Bonus Days  
 (Inside) ..... (Empin3) \$27.66  
 Sunday Front Page ..... (Empft3) \$30.88  
 Pickup Package - 3rd Day ..... (Emp6) \$12.30  
 Pickup 4 to 6 Days ..... (Emp7) \$9.27

## FREQUENCY RATES FOR REGULAR DISPLAY ADS

Not Employment & Only 1 Ad Copy Change per Month

	13x (F13)	26x (F26)	52x (F52)
Daily	\$12.44	\$11.01	\$9.33
Sunday/Holiday/Bonus Days	\$15.74	\$14.37	\$12.11

Only one ad change permitted per month. 4" - 33" ads only.  
 Ads must run a minimum of once a week in the same  
 paper or papers for length of agreement.

## EMPLOYMENT DISPLAY CONTRACT RATES

	13x (Ecfp13)	26x (Ecfp13)	52x (Ecfp13)
Daily	\$21.75	\$19.88	\$19.22
Sunday Front Page	\$27.35	\$25.00	\$24.00

---

	13x (Ec13)	26x (Ec13)	52x (E13)
Sunday/Holiday/ Bonus Days	\$24.50	\$22.90	\$21.64

## ANNUAL CONTRACT RATES FOR REGULAR DISPLAY ADS

Not Employment

	13x (CO13)	26x (CO26)	39x (CO39)	52x (CO52)	78x (CO78)
Daily	\$14.62	\$13.24	\$12.37	\$11.40	\$10.67
Sunday/Holiday/ Bonus Days	\$17.57	\$16.13	\$14.91	\$13.71	\$13.06

Only one ad change permitted per month. 4" - 33" ads only.  
 Ads must run a minimum of once a week in the same  
 paper or papers for length of agreement.

## LEGAL DISPLAY ADS

Daily ..... (Legal) ... \$25.57  
 Sunday ..... (Legal) ... \$29.69  
**AFFIDAVITS - \$25.00**

## HOUSING RATES

Private Party Ads

Daily/  
 Private Party .... \$13.07  
 Sunday/Holiday/  
 Bonus Days ..... \$15.15  
 Sunday & Wednesday  
 Package ..... \$10.76

Ads must be 2 Column Ads

## SPECIAL OCCASION AD

Daily & Sunday  
 \$6.00 Col. Inch

**Includes:**  
 In Memory,  
 Cards of Thanks,  
 Happy Ads,  
 Birthdays,  
 Anniversaries.

(These can run any day of the week)

## NATIONAL CLASSIFIED DISPLAY RATES

SAU 8 Column Format. Gross Rate. Agency Commissionable.

Daily	(Nat3)	\$25.04
Sunday/Holiday/Bonus Days	(Nat3)	\$28.43
Sunday Front Page	(Nemft3)	\$35.51
Daily EMPLOYMENT	(Nemp3)	\$28.25
Sunday/Holiday/Bonus Days EMPLOYMENT	(Nemp3)	\$28.43
Sunday Front Page EMPLOYMENT	(Nemft7)	\$35.51
Pickup 3rd Day EMPLOYMENT	(Nemp6)	\$21.70
Pickup 4th, 5th and 6th Day EMPLOYMENT	(Nemp6)	\$16.63

## ADDITIONAL SERVICES

Reply: Pickup ..... \$15.00  
 Box Reply: Mailed ..... \$25.00

## COLOR RATES

Color is available for display ads for \$90.00  
 per color. Red or Blue Spot Color is available  
 for \$25.00 per color for Front Page ads only.

# LOOKING FOR ANOTHER ALTERNATIVE TO REACH NEW & POTENTIAL CUSTOMERS?

*Our Shared Insert Program Will Deliver The Right Message To The Right People At The Right Time!*

## POWERFUL CHOICES-ALTERNATIVES DELIVER RESULTS

The News-Enterprise is offering alternatives to reach customers with effective messages for long term awareness or immediate call-to-action responses.

**REACH Hardin and LaRue Counties each month.**

## WE CREATE, WE PRINT AND WE INSERT

**74,886 Total Distribution**

Sunday, The News-Enterprise  
**9,681\*** Subscribers & Single Copy Sales

Wednesday, Savings Source  
**15,968** Non-Subscribers

Wednesday, The LaRue County Herald News  
**3,200** Subscribers

Thursday, The News-Enterprise  
**8,414\*** Subscribers

**Over 37,400 Twice A Month**

\* USPS Statement of Ownership 10/01/19.



RATES	OPEN	12X
1/8 Page (3.6"X2.4")	\$350	\$160
1/4 Page (3.6"X4.8")	\$795	\$450
1/2 Page (7.25"X4.8")	\$1,390	\$800
Full Page (7.25"X9.625")	\$2,000	\$1,500

## PICK UP PACKAGE

# Premium Position for Premium Results!!!



## Front Page Spadeas:

	M - F	Sunday
Open	\$3,200	\$3,600
6x	\$2,400	\$2,700
12x	\$1,920	\$2,200
24x	\$1,525	\$2,700

## Front Page of Main News: 8.22"x1"

Open	\$497
6x	\$447
13x	\$407
26x	\$357
52x	\$297

## Front Page of Other Sections: 9.89"x1.5"

Open	\$447
6x	\$407
13x	\$357
26x	\$297
52x	\$245

# FRONT PAGE STICKY NOTES

	1X	6X	12X	26X
The News-Enterprise (Daily)	\$625	\$531	\$500	\$469
The NE (Sunday)	\$750	\$638	\$600	\$563

**Sticky note orders must be placed 14 days prior to run date.**

The discounted rates above are based on a signed contract. Failure to fulfill the agreement will result in a short-rate (open rate).

All sticky notes are 3 inches wide by 3 inches high. Can have image on front and back. *Ask about special sticky note shapes that are available.*

# TheNewsEnterprise.com Advertisement Opportunities



## INTRODUCING ...

### Thenewsenterprise.com Premier Digital Placement

Reach our online readers by putting your message in one of our highly viewed ad positions.

**Leaderboard \$275.00**  
Receive 50k-60k\* impressions each month. Limit 8 advertisers.

**Top Cube \$250.00**  
Receive 50k-60k\* impressions each month. Limit 8 advertisers.

**Middle Cube \$200.00**  
Receive 50k-60k\* impressions each month. Limit 8 advertisers.

**Call your Advertising Rep today to reserve your spot. Space is limited.**

### TheNewsEnterprise.com Digital Stats:

- Over 750,000 pageviews a month\*\*
- Over 126,000 unique visitors a month\*\*
- Over 390,000 sessions a month\*\*

\* Impressions may vary due to monthly traffic to our site.

\*\* 8 month average. August 2019



# NON-MODULAR SIZING

## MATERIAL ACCEPTANCE

### ADVERTISING MATERIAL ACCEPTANCE CRITERIA:

**PDF FILES ARE PREFERRED**

Digital files may be submitted in any of the following formats:

- Adobe Indesign® CS6 • Adobe Photoshop® CS6
- Adobe Illustrator® CS6

**PLEASE INCLUDE ALL IMAGE FILES AND FONTS.**

(Please include a hard copy along with the electronic file.)

*Electronic Files Can Be Sent by Email to your Advertising Consultant or submitted on a USB Flash Drive, or CD Rom.*

Adobe Indesign, Photoshop and Illustrator are registered trademarks of Adobe Systems Inc.

## DEADLINES

PUBLICATION DAY	DEADLINE
SUNDAY .....	5 PM THURSDAY
MONDAY .....	10 AM FRIDAY
TUESDAY .....	5 PM FRIDAY
WEDNESDAY .....	5 PM MONDAY
THURSDAY .....	5 PM TUESDAY
FRIDAY .....	5 PM WEDNESDAY
MARKETPLACE .....	5 PM THURSDAY
PULSE .....	NOON MONDAY

The cancellation deadline for an ad is the same as the order deadline. Should an advertiser find it desirable or necessary to cancel an ad after the deadline, it may be necessary for us to charge for the time and materials we've already spent on the preparation of the ad. These deadlines are for no proof ads.

## SIZE SPECIFICATIONS

### Retail Column Sizes:

1.56"	1.56"	1.56"	1.56"	1.56"	1.56"
2 col. 3.22"					
3 col. 4.89"					
4 col. 6.56"					
5 col. 8.22"					
6 col. 9.89"					



## 6 Column Retail Broadsheet Single Page:

Image area  
9.89" x 21.25"

6 columns per page:  
Column width 1.56"

### Retail Column Sizes:

1 Column .....	1.56"
2 Column .....	3.22"
3 Column .....	4.89"
4 Column .....	6.56"
5 Column .....	8.22"
6 Column .....	9.89"