

ADVERTISING RATE CARD

LOCAL DISPLAY AND CLASSIFIED ADVERTISING RATES
RATES EFFECTIVE JUNE 1, 2018

Owner/Publisher

Marcus Amos..... scottcountyherald@gmail.com

Sales Executive

Andrea Ratts andrea.ratts@frontier.com

ADVERTISING DEADLINE

Display and Classified DeadlineFriday @ 3pm EST

ADVERTISING COPY REGULATIONS

1. The Scott County Herald reserves the right to reject any advertisement which we deem objectionable, either in subject matter or phrasing.
2. Any ad having the general appearance of a news item must carry the word "Advertisement" in the ad.
3. All political ads must have a disclaimer that includes name of who paid for the advertisement.

MECHANICAL REQUIREMENTS

Production Method - Offset	Column Width - 1.9 inches
Number of Columns - Five	Column Gutter - .125"
Page Depth - 21 inches	Page Width - 10 inches
105 Column Inches/Page	

ADVERTISING POLICY

1. It is agreed that the advertiser and/or advertising agency or agent accepts full responsibility and liability for advertisements in the Scott County Herald.
2. Position requests will be granted where possible. Ads ordered for a specific position will be subject to the Specialty Rate Charge as listed.
3. Composition or artwork by the Scott County Herald is the property of the Scott County Herald and may not be reproduced without written permission. Material or creative ideas supplied by the advertiser remain the property of the advertiser.
4. When major error caused by the Scott County Herald appears in a published ad, the Scott County Herald will correct and rerun the ad. Any discrepancies must be reported within 30 days. Any ad changes that are made after ad deadline will be corrected in the next possible issue.
5. Proof to advertisers is for the purpose of correcting errors and for a total of one (1) addition or change to the original copy. Additional proof ads are subject to an additional charge. Where proof of ad is submitted to the advertiser, the advertiser assumes all responsibility for any errors not marked on the proof.

RATES

Open Rate \$11.00 pci
Specialty Rate \$12.00 pci
Specialty Rate applies to classified display advertising and special location advertising.

SPECIAL PLACEMENT RATES

Front Page Stamp \$25.00 pci
Front Page Stamp advertising limited to 1 Column width
Front Page Footer \$200
Front Footer is a fixed size of 5 Columns x 2 Inch Located at the bottom of the front page.

COLOR RATES

Single Color (run of press) \$1.00 pci (\$10.00 minimum)
Process Color
50 inches or less \$95.00
51 inches or more \$120.00
Color space is limited and will therefore be accepted on a first-come first-serve basis. Speak to your sales representative to ensure color availability.

PRE-PRINTED INSERT PRICING

0-12 tab pages	Open Rate \$49 per thousand
	Contract Rate \$45 per thousand
13-23 tab pages	Open Rate \$54 per thousand
	Contract Rate \$50 per thousand
24-32 tab pages	Open Rate \$59 per thousand
	Contract Rate \$55 per thousand

Pre-print inserts requested one week in advance of insertion date.

All pre-print inserts are to be shipped to:
The Scott County Herald c/o The Times-Mail
813 16th Street | Bedford, Indiana 47421

CREDIT POLICY

Our credit policy requires that the first two advertisements are paid in advance. We shall then extend credit on a 30-day basis as long as the monthly statement is paid by the 15th of the following month. Advertising not paid by the end of the following month will be considered past due. The first two ads must be representative of your typical advertising program or a longer paid-in-advance period may be required.

CIRCULATION INFORMATION

The Scott County Herald is a free community newspaper that serves the entire Scott County Indiana area, including outlying communities in Clark, Washington and Jefferson counties with a total circulation of 15,500 issues each week.

CIRCULATION BREAKDOWN BY ZIP CODE AND TYPE

Hand delivered to these Communities					
47170	Scottsburg – City Routes	2,500	47143	Memphis	200
47102	Austin – City Routes	2,000	47141	Marysville	100
Store and Business Drops in these Areas			46147	Nabb	100
47170/47102	Austin-Scottsburg	5,000	47167	Salem	500
47138	Lexington/Blocher/Hardy Lake Area	750	47165	Pekin	200
47229	Crothersville	1,000	47106	Borden	200
47126	Henryville	1,000	47111/47172	Charlestown/Sellersburg	500
47230	Deputy	300	47162	Bethlehem/New Washington	250
47243	Hanover	500	Additional distribution through subscription base is currently being developed.		
47250	Madison	500	Accurate subscription totals may be obtained by contacting our office.		

