

Brown County Democrat

2016 ADVERTISING INFORMATION

DEMOCRAT AD RATES

This is the main section of the newspaper filled with local news and display advertising. This section is distributed only through paid circulation.

RETAIL DISPLAY AD RATES PER COLUMN INCH

Open Rate **\$7.65**

CONTRACT RATES

\$1000 - \$2999 **\$7.40**
 \$3000 - \$5999 **\$6.60**
 \$6000+ **\$6.25**

COLOR

Spot Color (Red, green, blue, yellow) **\$2.00/inch**
 Full Color **\$3.00/inch**

GUARANTEED/PREMIUM PLACEMENT

To guarantee particular ad placement or to be placed in a premium position, a 10% of the total cost surcharge will apply.

MECHANICALS

Broadsheet pages, total column inches per page measures: 129". All advertisements charged to the nearest one half inch. Advertisements over 18" will be billed at 20.3" in depth. These sizes will be used:

RETAIL

Columns.....	Inches
1	1.56"
2	3.25"
3	4.93"
4	6.625"
5	8.31"
6 (full pg)	10"
Dbl Trk.....	21"

Full page depth is 20.3" Dbl. Trk. gutter width is 1 inch.

DEADLINES

Legal Advertising	12 noon	Thursday
All Display Advertising	12 noon	Thursday
News Releases	12 noon	Friday
Classified Line Advertising	12 noon	Thursday

Due to major holiday closings some deadlines may be moved up 24 hours.

HAPPY ADS

OPEN RATE **\$5.10/COLUMN INCH**

Minimum of 3 inches. Birthdays, Anniversaries, Graduations, and more Non-commercial goodness.

CLASSIFIED LINE AD RATES

\$0.75 per word on first run
 \$0.70 per word on 2nd run
 There is a minimum charge of \$15.00 or 20 words.

THE MARKETPLACE - TMC

This total-market coverage advertising section in the Brown County Democrat includes classified ads and specially requested display advertising. This publication is available in print and online to both subscribers and non-subscribers.

RETAIL DISPLAY AD RATES PER COLUMN INCH

Open Rate **\$10.35**

CONTRACT RATES

\$1000 - \$2999 **\$9.75**
 \$3000 - \$5999 **\$8.85**
 \$6000+ **\$8.20**

COLOR

Spot Color (Red, green, blue, yellow) **\$3.00/inch**
 Full Color **\$4.00/inch**

CLASSIFIED DISPLAY AD RATES PER COLUMN INCH

1 inch: \$19.50	2nd run: \$17.50
2 inch: \$39.00	2nd run: \$35.00
3 inch: \$58.50	2nd run: \$52.50
4 inch: \$78.00	2nd run: \$70.00
5 inch: \$97.50	2nd run: \$87.50
6 inch: \$117.00	2nd run: \$105.00
7 inch: \$136.50	2nd run: \$122.50
8 inch: \$156.00	2nd run: \$140.00

WEEKLY & MONTHLY MARKETPLACE SECTIONS

Church Directory Listing	\$3.25
Church Directory Sponsor	\$5.75
Healthcare Directory Single Box	\$14.00
Healthcare Directory Double Box	\$28.00
Phone Line Directory Listing	\$3.00+
Service Directory Single Box (13 weeks)	\$145.00
Service Directory (per qtr 1 year contract)	\$127.00

ALMANACK - VISITORS GUIDE

This all-gloss publication is printed and distributed quarterly. More than 3 million copies of this magazine have been distributed to eager tourists. All ads include full color. This publication is also available online www.bcdemocrat.com, therepublic.com and dailyjournal.net.

Location	Open	4x (Qtr Bill)	4x (Paid in Advance)
Inside Front Cover	\$890	\$805	\$710 (x4) = \$2,840
Inside Back Cover	\$835	\$750	\$665 (x4) = \$2,660
Back Cover	\$890	\$805	\$710 (x4) = \$2,840
Full Page	\$790	\$710	\$635 (x4) = \$2,540
2/3 Vertical	\$700	\$630	\$560 (x4) = \$2,240
1/2 Horizontal/Vertical	\$420	\$375	\$335 (x4) = \$1,340
1/3 Square/Vertical	\$235	\$210	\$190 (x4) = \$760
1/6 Horizontal	\$140	\$125	\$110 (x4) = \$440

BROWN COUNTY DEMOCRAT

The newspaper's roots date back to 1870. The Democrat is Brown County's only newspaper. (And, although we are proud of our historic name, the newspaper is politically - and in every other way - independent.) It is published every Wednesday by Home News Enterprises, LLC. The paper has a paid circulation of 4,000 and is read in more than 60 percent of Brown County homes - more than all other newspapers combined.

PERSONNEL

	Phone	E-mail
Ad Manager - Keith Fleener	988-2221 ext 1000	kfleener@
Ad Sales - Larry Hanson	988-2221 ext 1001	lhanson@
Ad Director - Mike Rossetti	(800) 876-7811 ext 764	mrossetti@
Billing - Vicki Fields	(800) 876-7811 ext 605	vfields@

All email addresses are @bcdemocrat.com

ADVERTISING POLICIES

Advance payment is required on all new accounts until credit has been established. Political advertising must be paid in full when ordered.

Billing statements of accounts are mailed at the end of each month. A billing charge of 1.75 percent per month (21 percent annual percentage rate) will be imposed on past due accounts.

Overdue Accounts: Advertising from customers whose accounts are more than 60 days past due cannot be accepted by sales personnel until the entire overdue amount is paid. Formal collection proceedings begin on accounts 90 days past due.

ON-LINE ADVERTISING

Advertise on www.bcdemocrat.com. Limited availability. Call for pricing.

Leaderboard	728 pixels x 90 pixels
Square	300 pixels x 250 pixels

DEMOCRAT SECTIONS

High School Sports Sections \$50.00 for every 2 column by 3 inch full color ad.	Founder's Day June 22. \$8.75/col. in. w/color
Girls Basketball Sect. Feb.	Fall Home Improvement August 17. \$8.75/col. in. w/color
Boys Basketball Sect. Feb./Mar.	October In Brown \$185.00 for every 2 column by 3 inch full color ad. Sept. 21 - Oct. 19
Spring Sports Preview April	Veterans Day Salute \$45.00 for every 2 column by 3 inch full color ad. Nov. 2
Fall Sports Preview August	I Am Thankful For Section relates what senior citizens at Brown County Health & Living Community are thankful for. \$45.00 for every 2 column by 3 inch full color ad. Nov. 26
Winter Sports Preview Dec.	Letters to Santa \$45.00 for every 2 column by 3 inch full color ad. Dec. 7
Spring Home Improvement March 9. \$8.75/col. in. w/color	
Mother's Day May 4. \$8.75/col. in. w/color	
Salute Civil Servants Weeks \$50.00 for every 2 column by 3 inch full color ad.	
National Police Week May 11	
National EMS Week May 18	
Volunteer Fireman Sept. 28	
Salute to Brown County Grads Commencement is May 28 May 25. \$8.75/col. in. w/color	

MAGAZINES - MINI-TAB/TAB

HOMES GUIDE

A bi-monthly mini-tab that promotes real estate listings and services in the area. This publication is also available online.

Full Page	\$175.00
Half Page	\$95.00
Quarter Page	\$65.00
Full Color	\$25.00

BROWN COUNTY CONNECTIONS

The annual community directory published as a mini-tab. Rates include color.

Back Cover	\$315.00
Inside Front	\$315.00
Inside Back	\$265.00
Full Page	\$230.00
Half Page	\$150.00
Quarter Page	\$95.00
Eighth Page	\$55.00

4-H FAIR PREVIEW

Mini-tab.	
Full Page	\$190.00
Half Page	\$115.00
Quarter Page	\$65.00
Eighth Page	\$50.00
Full Color	\$25.00

4-H SOUVENIR GUIDE

Tabloid publishes August 21 following the fair.

Full Page	\$185.00
Half Page	\$110.00
Quarter Page	\$60.00
Eighth Page	\$45.00
Full Color	\$25.00

PREPRINTS (COST PER THOUSAND)

Broadsheet Pgs	Tab Pgs	Full Run CPM	Zoned CPM
	2	\$62.35	\$87.30
2	4	\$69.40	\$97.15
4	8	\$76.40	\$106.95
6	12	\$83.45	\$116.80
8	16	\$109.00	\$152.60
10	20	\$136.25	\$190.75
12	24	\$163.75	\$229.25
14	28	\$195.00	\$282.55
Full Run Circulation: 3,800			

CABLE TV ADVERTISING

Advertise locally on cable stations Channel 2 or 4 through Avenue Broadband Cable. Our cable stations reach 1,460 in Brown County and surrounding areas.

Full screen Power Point slide. One month - \$20.00

Brown County Democrat

Your town. Your community.
Your media company.

P.O. Box 277 • Nashville, IN | (812) 988-2221

February 17, 2016
bcdemocrat.com