

Wayne County The Outlook

109 East Columbia Ave. • P.O. Box 432 • Monticello, KY 42633
(606) 348-3338 • Fax (606) 348-8848

Advertising Rate Schedule

Effective March 1, 2006-February 28, 2007

ADVERTISING RATE

Local Display Rate \$5.50 col. inch SAU

Pick-Up Rate—1/8 page ad or bigger, which runs a second time will receive a 25% discount. This applies to multiple runs for the same ad, with no changes.

Small Space Special Rate*

These ads must run 13 consecutive weeks and may change weekly, monthly, etc.

Rates are \$3.50 per col. inch.

Minimum ad size is 4 col. inches.

**This rate can only be sold by Wayne County Outlook Advertising Representatives.*

NATIONAL ADVERTISING RATE

\$7.05 col. inch SAU (commissionable rate)

• CLASSIFIED WORD RATE

\$3.50 minimum charge.

Yard sales \$8.25

'LAST MINUTE' WORD

Yard sales \$8.75

All classified ads are printed in 9 point type

• CLASSIFIED DISPLAY RATE

\$5.50 col. inch

\$11.00 minimum charge - 1 col. by 2 inches

• CLASSIFIED DEADLINES

Regular classifieds - **Friday noon**

'Last Minute' classifieds - **Monday noon**

DEADLINES

Deadline for all display ads is **Monday noon**

*Color ads, ads to be proofed, ads with photos, large ads or ads with difficult composition, deadline is **Friday - 2 p.m.***

INSERT RATES

1 Sheet \$40/1,000

Up to 12 Pages \$60/1,000

Over 12 Pages \$70/1,000

Quarter folded—deadline for delivery

Monday 10 a.m. before publication.

LEGAL ADVERTISING

Legal advertisements \$5.50 col. inch SAU

Legal advertisements are printed at 9 point type, as required by law.

COLOR RATES

Per color, per page \$75

Color Share \$45

Full Color \$100

Full Color Share \$50--2 Advertisers

Using the color available on the press. This is only on a limited —first come, first served basis

CIRCULATION

Circulation **5,772**

Pre-printed Inserts **5,200**

Pre-printed inserts are not mailed to out-of-state subscribers

The following zip codes are in our coverage area

Wayne County: Monticello—42633

Alpha—42603 Mill Springs—42632

Clinton County: Albany—42602

Pulaski County: 42501, 42502, 42503,
42544, 42567, 42518 & 42519

SUBSCRIPTION RATE

In Area \$26 per year

Senior Citizens \$20 per year

(Including Wayne, Clinton, Pulaski, Russell,
McCreary counties)

Kentucky and out-of-state \$34 per year

Senior Citizens \$30 per year

MEMBER:

National Newspaper Association

Kentucky Press Association

*Accounts are due on or before the 15th of each month.
Any account over 30 days past due will be assessed a
finance charge of 1 1/2% per month for an annual
percentage rate of 18% with a 50¢ per month minimum.*