

DISPLAY ADVERTISING

Display Ad Rate

1550 net per col. inch

Open Rate, No Contract

B&W COST BREAKDOWN at Open Rate at 1000 Inches

Full Page	1,255.50
1,113.75	
2/3 Page	864.00
742.50	
1/2 Page	627.75
556.88	
1/3 Page	418.50
371.25	
1/4 Page	313.88
278.44	
1/6 Page	209.25
185.63	

Volume Discounts
Lower Rates / Increased Exposure

Annual Inches (52 issues)	Min. Avg. Size Weekly	Earned B&W Rate
200 & over	4"	14.75
500 & over	1/8	14.25
1000 & over	1/4	13.75
2250 & over	1/2	13.25
3150 & over	3/4	12.75
4200 & over	1pg	11.75

Copy changes permitted. Does not incl. Double Trucks Premium position for large ads - Rates Below - Guaranteed one-time page placement for smaller ads - add 25% to open or earned rate.

6 Week Contract B&W 11.75

SAME AD (6) consecutive weeks
Size and shape must remain the same.
4" min. ONE COPY CHANGE
VOLUME DISCOUNTS REQUIRE SIGNED CONTRACT

2nd Week - 10% OFF

SAME AD (2) consecutive weeks Color or B&W
Size and shape must remain the same. 6" min. NO COPY CHANGE

OTHER RATES - PCI

National Rate **20.00**
Commissionable - Local Agency rates - 15.00 p.c.i. (net)

Real Estate Display B/W **11.25**, Color **13.00**

Recruitment/Employment **17.00**
Color add \$3 pci 6 wk B&W 11.75 p.c.i. 6 wk color 15.25 p.c.i.

Non-profits **11.75**
Churches and civic groups

Advertorial Rate Restrictions apply **11.50**

Personal **11.00**
Lost pets, Memorials, Anniversaries, etc. Free color on 6" or more

Preferred One-Time Ad Placement ... + 25%

Page 3, 5, 7 at newspaper discretion - Ad size, color, press configuration may determine actual positioning

COMMUNITY COLOR: add \$4 pci \$3 for >30"

2 col x 3" min. ad size. Certain sizes excluded - Random Placement

6 Week Color Blast **15.25**

COMMUNITY COLOR - 6 consecutive weeks, same size ad. Copy changes allowed. Minimum size 2 col x 3 - Random placement

CIRCULATION

The Shoals' Largest Circulation
Alabama's Largest Weekly Newspaper Circulation

Florence	
City	15,979
Rural	12,486
Muscle Shoals	
City	6,246
Rural	1,764
Tuscumbia	
City	4,288
Rural	4,272
Sheffield	4,331
Leighton	2,212
Killen	5,612
Lexington	1,726
Rogersville	3,971
Waterloo	897
Anderson	813
Cherokee	2,099

Total Mail Distribution

71,048*

2 COUNTY BREAKDOWN

Lauderdale Homes
41,560

Colbert Homes
25,212

Town Creek	1,663
Lawrence Co.	
Athens-Rural	2,613
Western Limestone Co.	

*As of Jan. 1, 2019 Total includes mailings of 60 papers to Cloverdale P.O. Boxes. DOES NOT INCLUDE subscriptions and papers available at local grocery advertisers.

Good News & Features



COURIER JOURNAL

Rate Card 2019

MAILED DIRECT
TO OVER **71,000**
NORTHWEST ALABAMA HOMES



219 W. TENNESSEE ST.
FLORENCE, AL 35630
TEL. 256.764.4268
FAX 256.760.9618



www.courierjournal.net

REACHING EVERY LOCAL CONSUMER...
every week, on their schedule

ADVANTAGES OF PRINT

- With print there are no long annoying commercial breaks, no obnoxious online pop-ups, or email texts/notices, and no competing distractions for limited read time by drivers.
- Newspaper advertisements are welcomed into the home. People turn to newspaper advertising first when they are ready to buy, unlike TV, where people actively avoid 6 out of 10 commercials, and radio, where stations often get changed during commercials.
- Surveys indicate that people have a tendency to tune out commercials or leave during a commercial block. With print, you have the full attention of a potential customer. Your point and your products make an impression.
- Radio and TV programming tastes vary. A business would have to place tens of \$1,000's in advertising each month in this market to cover the same area as each issue of the Courier Journal.
- TV and radio ads air, then they are gone. One can refer to print again and again as needed and when the time is convenient.
- Ad changes are much easier to complete and cost nothing with newspapers. Not so with Radio, TV or Billboard.
- A locally produced video of poor quality, appearing in a high quality national ad environment can do irreparable damage to the image of your business.
- Radio and TV cannot easily prove that a given ad ran and ran correctly. Newspaper tearsheets provide permanent proof.

COURIER JOURNAL ADVANTAGES

- A LARGER CIRCULATION than all the local, subscriber-based publications combined and Alabama's largest non-daily paper.
- Direct Mail Distribution provides prompt, reliable delivery of your advertising material to over 71,000 area homes.
- 19 of the 23 MAJOR AREA GROCERY STORES advertise in the Courier Journal every week as compared to only 4 of which advertise weekly in the local daily paper. (as of Dec. 2018)
- The average shelf life of the Courier Journal is 5-7 days as compared to the average shelf life of a daily newspaper at 37 minutes. (Gannett Media Effectiveness Survey)
- A given size ad provides more impact on our compact, tabloid page than on a larger, broadsheet page... at a much lower cost.
- The largest verifiable, direct mail circulation in Alabama ensures maximum exposure in the Shoals' market and the lowest cost per household rate in Alabama. (Most recent Alabama Press Assn. figures available)

AD DEADLINES

Real Estate Display and General Display Advertising 5pm, Thursday
Pre-Printed Inserts noon, Wednesday
All Classified Advertising 5pm, Friday
Papers go to the post office Monday for Wednesday delivery.

ADVERTISING IN THE RIGHT DIRECTION

RATE CARD 2019

CLASSIFIED ADVERTISING

Business Ads **\$700**
 4 LINES - 1.50 for each additional line. CASH PRICE- OVER THE COUNTER
 - APPLIES TO ANYONE engaged in selling materials or services for a profit,
 work at home and network marketing licensed or not. (Salesperson
 assistance price - \$8.50)
 Includes real estate and pets for sale. NO CASH REFUNDS.
6 Week Business Rate **\$36**
 4 LINES maximum PAYMENT IN ADVANCE, no copy changes.

Real Estate Ads..... **\$700**
 4 LINES - 1.50 for each additional line. CASH PRICE - OVER THE COUNTER
 - Includes Real Estate Agencies, Developers, and all individuals engaged
 in selling, renting, or leasing structures and/or properties in Real Estate or
 General Section of the paper.
 (Salesperson assistance price - \$8.50) NO CASH REFUNDS.

Private Party Ads..... **\$450**
 3 LINES - 1.50 for each additional line. Applies ONLY to individual or family
 ads referring to the sale of or need for single items, placed on a non-
 recurring basis. NO REAL ESTATE, PET SALES, CASH REFUNDS.
4 Week Private Rate **\$15**
 PAYMENT IN ADVANCE, same ad - no changes, 10 word maximum,
 may cancel by phone when sold - NO CASH REFUNDS.

Employment Opportunity Ads..... **\$1300**
 5 LINES (2.25 each additional line) - Exclusively for individuals seeking
 employment or established businesses advertising openings. Business &
 Personal. Excludes work at home opportunities, network marketing and
 other ads as deemed better suited to the general section by the publisher.

Yard Sale Ads **\$1100**
 5 LINES -An exclusive grouping of the better yard and garage sales
 in the area, prominently placed toward the front of the paper. 5 line
 allowance for detailed listings (1.50 each additional line).
 This section is seasonal (April-October)



USE RED CAPS
 ON THE FIRST
 LINE OF ANY
 CLASSIFIED AD
 FOR ONLY
\$3 MORE

Place Classified ads through our website
www.courierjournal.net

PRE-PRESS PAGE SPECS *

Width... 10.25" Depth... 15.25"

Ad Widths:	GENERAL	REAL ESTATE
1 column	1.60" - 10 picas	1.35" - 8.5 picas
2 columns	3.33" - 20.5 picas	2.83" - 17.5 picas
3 columns	5.06" - 31 picas	4.316" - 26.5 picas
4 columns	6.80" - 41.5 picas	5.80" - 35.5 picas
5 columns	8.52" - 52 picas	7.283" - 44.5 picas
6 columns	10.25" - 61.5 picas	8.766" - 53.5 picas
7 columns		10.25" - 61.5 picas

Column inches per Page
 General Format **81**
 Real Estate **94.5**

There is .0833" (1/2 pica) space between columns.
 *Created pages reduce by 4% to accommodate maximum press width. Finished image area is: 9.80" w x 13.6" t

The Courier Journal is only responsible for errors for one week of the amount of advertising space containing the error. Advertisers are responsible for noticing an error on the first week of publication and bringing it to our attention in time for corrections or adjustments to be made the following week.

FREE STANDING INSERTS



SINGLE PAGE
Open Rate
No Contract

only **\$41** /1000



8.5 x 11
 #50-60 stock
 30,000 piece min.

# of issues	1x	12x	24x
1-2 page	\$41	\$37	\$35
4 page	\$48	\$44	\$42

# of issues	1x	12x	24x
8 page	\$56	\$52	\$49
12 page	\$64	\$60	\$57

*ALL INSERT PRICING is for insertion & direct mail delivery and is based on the weight of a standard 8.5" x 11" #60 paper (.012 lbs./sheet or approximately 1 lb.= 83 sheets). Prices quoted are subject to the advertiser delivering all inserts clearly dated and marked for the Courier Journal to our printing facility (The Tennessean, GPS Nashville PDC 2811 Brick Church Pike Suite C2 Nashville, TN 37207) by Thursday preceding date of insertion. Rates based on 52 week period and a minimum of 30,000 pieces per issue. For 15,000-29,999, add \$4/m. *Heavier paper or larger page sizes will be higher. Absolute Minimum \$400 in insert charges per issue. All inserts, regardless of size, are priced according to weight. **NOTE: Add \$9/m** for ALL inserts not shipped directly to our inserting facility in Nashville.



The Most Complete Printing & Mailing Program in the Shoals!

8.5"x11", full color on both sides, #60 gloss. 60,000 piece minimum circulation required for this rate. Includes two (2) hours of composing work and free-standing delivery inside Courier Journal. Heavier paper, larger page size, smaller quantities are higher. Min. 20,000 per issue.

CONCEPTION to DIRECT MAIL DELIVERY

Using your information, we develop a complete print promotion for your business...

SAVING YOU TIME & MONEY!

complete - for as low as

\$83 /1000

- DESIGN**
-
- CREATIVE**
-
- PRINTING**
-
- INSERTING**
-
- DIRECT MAIL DELIVERY**

ADVERTISING IN YOUR COURIER JOURNAL

All printed material in the Courier Journal is copyrighted. Ads composed by its staff are the sole property of the Courier Journal and cannot be used in other publications without prior consent.

Ads composed by Courier Journal that go unpublished or are published in another publication without our authorization will be billed for composing at \$50/hour. (1/2 hr. min.) Includes spec ads run without permission of publisher.

We reserve the right to edit or refuse ANY advertisement. All display advertising must measure at least 2 col. inches in size

The minimum display ad purchase is \$46.50 (1x3 ad). A smaller display ad must run a minimum of two consecutive weeks.

Ads occupying 12 or more inches in depth will be billed for the full 13.5 inch page depth.

Proofing of Ads: Business display ads of 10 or more column inches SUBMITTED BEFORE 5pm Wednesday may be proofed electronically upon request prior to noon Friday. Other ads may be proofed at the Courier Journal office prior to noon Friday. REAL ESTATE display ads submitted before 5pm WEDNESDAY may be proofed. Note: Proofs are for the purpose of correcting production errors only. Layout changes are extra.

The Publisher shall not be held accountable for any error other than the space occupied by an error or mistake or be held liable for any resulting costs other than the cost of the space occupied by the error for one issue. Advertiser is responsible for noticing errors on the first week ad is published.

Co-op Advertising: The Courier Journal encourages businesses to use all available Co-op Advertising dollars and your Courier Journal is the best Co-op value because ALL DISCOUNTS APPLY. We will provide necessary tear sheets and invoices to assure prompt reimbursement of Co-op dollars.

Terms of Payment: Payment is required in advance unless credit has been established prior to ad placement. CREDIT CUSTOMERS: Signed credit app. must be on file. The entire balance is due upon receipt of invoice/statement. Overdue accounts will be subject to a Finance Charge of 1.5% / month (18% annually). Any contractual obligations left unfulfilled will be back-billed at the Open Rate. Advertiser assumes all reasonable collection expenses.

Any advertisement submitted for publication shall be considered an unqualified acceptance of the rates, terms and conditions listed herein and/or included on any associated contract, rate card or product.

COURIER JOURNAL EXCLUSIVES

Courier Journal PERMA-NOTE

Our permanent version of the popular Front Page Post-It® Note



- Full 3" x 3" Size
- Huge Page-One Exposure and Impact
- All 70,000 Homes!
- No Printing Costs
- No Fee to Apply
- **SAVE \$1000***

\$950 per 1000 4/color

Total: Only \$679. Non-profit \$579. Available on a 1st come basis. Only 1 Perma-Note per issue. Limit two /month per advertiser. *Compared with other local options

Courier Journal Power Page Full Page color Impact for about 1.4¢ per Home **Save \$483!** \$829 B&W Color \$949

TOP of PAGE BANNER

Maximum Exposure - Right-Hand Read **\$289 in color** 6 columns wide x 2" tall



page 3 Far-Forward, Right-Hand Read... **Guaranteed!** High-Visibility placement for those Special Occasions Available for premium on a 1st come basis