

DISPLAY ADVERTISING

Display
Ad Rate

Open B&W Rate

19⁵⁰
net per
col. inch

**B&W COST
BREAKDOWN
at Open Rate
at 1000 Inches**

Full Page
1,492

2/3 Page
995

1/2 Page
731

1/3 Page
497

1/4 Page
366

1/5 Page
319

Volume Discounts

Lower Rates / Increased Exposure

Annual Inches (52 issues) Avg. Size Weekly Earned B&W Rate

200 & over **18.00**

1000 & over **1/4** **17.00**

2000 & over **1/2** **16.00**

4000 & over 1-2pgs **15.00**

Copy changes permitted. Does not incl. color, Premium or guaranteed position. See below

6 Wk Contract B&W **14.00**

13 Wk Contract B&W **12.50**

SAME AD (6) consecutive weeks Size and shape must remain the same. 4" min. 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

6 Week Color Blast **18.00**

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

COMMUNITY COLOR: add \$5 pci

\$4 pci for 1/2 page or larger 2 column x 3" min. color ad size.

OTHER RATES - PCI

National Rate.....Commissionable - **29.00**

Local Agency Non. Comm rates - 20 pci. (net)

Political Advertising **19.50**

Color add \$5 pci 6 wk B&W 13.25 pci 6 wk color 18.00 pci Requires payment with placement and political disclaimer

Real Estate Display..... B/W **13.50**, Color **16.00**

Recruitment/Employment..... **20.00**

Color add \$5.00 pci 6 wk B&W 14.00 p.c.i. 6 wk color 18.00 p.c.i.

Non-profits **14.00**

Churches, charity events, and civic groups

Advertorial Rate **14.00**

Color photo included, restrictions apply

Personal **14.00**

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

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

Page 3, 5, 7 at newspaper discretion add 25% to open/earned rate. As options are available. Ad size, color, prior reservations, number of pages, press configuration, etc. will determine actual positioning.

CIRCULATION

The Shoals' Largest Circulation Alabama's Largest Newspaper Circulation

Florence

City **12,255**

Rural **9,649**

Muscle Shoals

City **5,323**

Rural **1,770**

Tuscumbia

City **2,852**

Rural **3,288**

Sheffield

City **3,374**

Rural **2,030**

Cherokee

City **5,200**

Rural **3,271**

Killen

City **1,147**

Rural **1,712**

Western Limestone Co.

Town Creek Lawrence Co.

* As of Feb.'25 **Alternating 8,000+ Homes bi-weekly creates 60,000 Home Coverage

EXCLUDES subscriptions and papers available at local grocery advertisers.

Weekly Mail Distribution

51,871*

2 County Breakdown

Lauderdale **30,375**

Colbert **18,637**

Total Mailing

59,950**

Good News & Features



COURIER JOURNAL

Rate Card 2025

**MAILED
DIRECT
TO OVER
50,000
NORTHWEST
ALABAMA
HOMES**



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

www.courierjournal.net

REACHING ACROSS THE SHOALS... serving consumers 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 or listen to podcasts.
- **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 a lasting 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 the Courier Journal. 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 or eTears provide permanent proof.

YOUR ADVANTAGES HERE

- **A LARGER CIRCULATION** than all the local, subscriber-based publications combined and **THE LARGEST VERIFIABLE PRINT CIRCULATION IN ALABAMA** ensures maximum exposure in the Shoals' market and the lowest cost per household rates in Alabama (Most recent Alabama Press Assn. figures available)
- **Direct Mail Distribution** provides prompt, reliable delivery of your advertising material to almost 60,000 area homes.
- **ALL 16 of the LOCAL MAJOR GROCERY STORES** that advertise regularly do so in the Courier Journal and 12 of those are exclusive to the Courier Journal. (as of Jan. 2022)
- **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.**

AD DEADLINES

Real Estate Display and
General Display Advertising 5pm, Thursday
Pre-Printed Inserts..... noon, Wednesday
All Classified Advertising 4pm, Friday
Papers go to the post office Monday for Tuesday/Wednesday delivery.

CLASSIFIED ADVERTISING

Business Ads..... **\$8⁰⁰**
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. Includes real estate and pets for sale. **NO CASH REFUNDS.**
6 Week Business Rate **\$40**
4 LINES - 7.50 each additional line, no copy changes.

Real Estate Ads **\$8⁰⁰**
5 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.
NO CASH REFUNDS.

Private Party Ad..... **\$5⁵⁰**
4 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 **\$16**
4 LINES - \$4 for each additional line. Same ad - no changes, May cancel by phone when sold - NO CASH REFUNDS.

Employment Opportunity Ads..... **\$16⁰⁰**
6 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..... **\$12⁵⁰**
6 LINES -An exclusive grouping of the better yard and garage sales in the area, prominently placed toward the front of the paper. 6 line allowance for detailed listings (1.50 each additional line). This section is seasonal (usually April-November)



USE RED CAPS on the first line of ANY classified ad **for only \$4 MORE**

Place Classified ads through our website
www.courierjournal.net



PRE-PRESS PAGE SPECS*

Width...	10"	Depth...	12.75"	
Ad Widths:	GENERAL	REAL ESTATE		Column inches per Page
1 column	1.55"	1.35"		General Format
2 columns	3.3"	2.80"		76.5
3 columns	5.0"	4.3"		Real Estate
4 columns	6.60"	5.70"		89.25
5 columns	8.3"	7.25"		
6 columns	10"	8.72"		
7 columns		10"	-	

There is .08" space between columns.
Finished page is 10" w x 12.75" t

The Courier Journal is only responsible one issue of an error and only for 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

Low Price & Flexibility
Reach Every Home or Target by Zip & Route

SINGLE PAGE
Open Rate
No Contract

\$42^{only} /1000


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

# of issues	1x	12x	24x	# of issues	1x	12x	24x
1-2 page	\$42	\$39	\$35	8 tab	\$59	\$54	\$49
4 tab	\$48	\$44	\$40	12 tab	\$69	\$64	\$59

*ALL INSERT PRICING is for insertion & direct mail delivery and is based on the weight of a standard 8.5" x 11" #60 sheet of 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 on site at **219 W. Tennessee St., Florence, AL 35630 by Wednesday preceding date of insertion.** Discounted rates are 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: \$600 in insert charges per event. Prices listed are for estimation purposes. ALL nserts, regardless of page count and size, are priced according to weight. Some pricing may be higher or lower that indicated here.


direct mail
Printing & Mailing Program

TRA

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

\$124 /1000

DESIGN
•
CREATIVE
•
PRINTING
•
INSERTING
•
DIRECT MAIL DELIVERY

The Most Complete Printing & Mailing Program in the Shoals!
8.5"x11", full color on both sides, #60 gloss. 40,000 pieces 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. Prices start at 20,000 pieces.

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 \$60.00 (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 3pm Thursady may be proofed electronically upon request prior to 10am Friday. Other ads may be proofed at the Courier Journal office prior to 10am 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 50,000+ Homes!**
- **No Printing Costs**
- **No Fee to Apply**
- **SAVE \$500+***

\$13⁰⁰ per 1000 4/color

Total: Only \$679. Non-profit \$629. Available on a 1st come basis. Only 1 Perma-Note per issue. Limit two /month per advertiser. *Compared with other options that only deliver to a fraction of our circulation.


Power Page

Full Page Impact
for under 2¢ per Home
Save \$660!
\$969 B&W Color \$1173

TOP of PAGE BANNER
Maximum Exposure – Right-Hand Read
\$329 in color 6 columns wide x 2" tall



page 35 **Far-Forward, Right-Hand Read... Guaranteed!**
High-Visibility placement for those Special Occasions
Available for premium on a 1st come basis