

# MESSENGER - INQUIRER

In print and online



# 2019 RATE CARD

RETAIL • CLASSIFIED • NATIONAL



# MESSENGER-INQUIRER

Owner: Paxton Media Group, LLC  
PO Box 1480 • 1401 Frederica Street, Owensboro, KY 42302-1480  
(270) 926-0123 • 1-800-633-2008 • Fax 270-685-3446 • [www.messenger-inquirer.com](http://www.messenger-inquirer.com)

## ADVERTISING RATES

January 1, 2019

### 1. PERSONNEL

Publisher .....Mike A. Weafer  
Advertising Director .....Angela Mayes

### 2. TERMS OF PAYMENT

Cash, cashiers check or credit card must accompany order unless credit has been established by the Publisher. To open an account, a completed credit application must be submitted to and approved by the Credit Manager. Payment is considered past due after the 20th day of the month following the calendar month in which the ads ran. A 1.5% per month, (18% APR) service charge will be assessed on all past due balances. Advertisers who fail to pay within a 60-day period will be considered delinquent and will be subject to a review of their credit status and in some cases, pre-payment may be required for future advertising. Pre-payment must be made at time of placing an order. Ads cannot be designed without required pre-payment. Visa, Mastercard, Discover and American Express accepted.

### 3. POLICY

Terms, conditions and contract rates are subject to revision by the Messenger-Inquirer upon thirty (30) days written notice to the advertiser, and upon said written notice and revision the advertiser may cancel this contract and be released from further performance of contract without penalty. Provided the advertiser does not notify the Messenger-Inquirer within fifteen (15) days of the written notice of such revision, the same shall become part of the contract in the same manner as if it had been set forth when signed. The contract shall be automatically renewed under the same terms and conditions at the end of the contract period unless either party gives written notice at least thirty (30) days prior to the expiration. All property rights, including any copyright interest of an advertisement produced by the Messenger-Inquirer using artwork and/or typography furnished or arranged by the paper, will be the property of the Messenger-Inquirer. No such advertisement or any part thereof may be reproduced without the prior written consent of the Messenger-Inquirer. If another publication wishes to publish a Messenger-Inquirer copyrighted ad, they will be charged \$25. If another publication wishes for the Messenger-Inquirer to supply a non-copyrighted ad, the charge is \$15. In either case, if the ad has not been published in the Messenger-Inquirer, we require permission from the advertiser before we release an advertisement.

### 4. CONTRACT & COPY REQUIREMENTS

The Messenger-Inquirer reserves the right to edit or reject any copy deemed objectionable either in subject matter, phraseology or setup.

The Messenger-Inquirer accepts responsibility for failure to correct errors plainly noted on the proof provided closing times/deadlines were met when ad was originally submitted. Responsibility for errors is limited to that part of the advertisement which contains errors, and republication or adjustment will be made for that amount of space in the next available issue. Claims for adjustment must be made within seven (7) days of publication.

Every effort will be made to prevent the omission of an advertisement or a portion of an advertisement, but should omission occur, the Messenger-Inquirer will assume no liability or financial responsibility for the omission.

The Messenger-Inquirer shall make every effort to follow original ad layout instructions. Should you make extensive changes in the ad after it has been composed, an additional charge of \$50 per hour will be incurred.

If an advertiser fails to meet a contract advertising level, the difference between the earned rate and the contracted rate will be charged.

Ads canceled after deadline will be charged 50% cost of the ad.

Position, if available, will be guaranteed for a 25% surcharge. Ads canceled after noon, two business days prior to publication will be billed at 1/2 rate. Ads canceled after noon one business day prior will be billed at full rate.

Ads submitted and accepted after the published deadline will incur a \$50 per hour composition charge.

Annual contracts are available for advertising. Brokered/shared advertising contracts between multiple businesses without the same ownership is not allowed.

### 5. ROP DEPTH REQUIREMENTS

Any advertisement more than 19 inches in depth will be billed as full 21 inch column depth.

### 6. FREQUENCY DISCOUNTS

#### DISPLAY REPEAT DISCOUNTS

100% paid advertisements repeated within seven days of first insertion without copy changes will receive the following discounts upon request.

Day One/Sunday, Full Price; Day Two through Seven, 50% Discount without copy changes. Cannot be used with other discounts or offers. Sunday is not available for discount.

Minimum Ad Size: Display 20 inches

*Discounts apply to color*

#### CLASSIFIED SUNDAY FREQUENCY DISCOUNTS

The Sunday Frequency Plan applies to advertising of 20 column inches or larger (placed at time of ordering first ad) within a consecutive 4-week period without copy change. Discount applies to space and color, but cannot be combined with other repeat discounts.

1st Sun. = Full • 2nd Sun. = 20% • 3rd Sun. = 30% • 4th Sun. = 40%

#### AUCTION DISCOUNTS

Must be same ad with no copy change except day of auction may have "Today" across ad. Minimum size 20 inches.

Insertion: 1st = Full • 2nd = 20% • 3rd = 30% • 4th = 40% • 5+ = 50%

### 7. TMC

The Community section is a total market coverage product delivered by carrier each Wednesday to non-subscribing households in the Owensboro area. This publication is replaced by an enhanced Mass Delivery version of the Messenger-Inquirer 7 Thursdays a year.

### 8. CLOSING TIMES/DEADLINES

| PUBLICATION DAY/ PRODUCT | SPACE/ COPY DEADLINE       |
|--------------------------|----------------------------|
| Monday .....             | Noon Thursday              |
| Tuesday .....            | 4 P.M. Thursday            |
| Wednesday .....          | 4 P.M. Friday              |
| Wednesday TMC .....      | Noon Wednesday             |
| Thursday .....           | 4 P.M. Monday              |
| Sunday Lifestyle .....   | Noon Tuesday               |
| Friday .....             | 4 P.M. Tuesday             |
| Saturday .....           | Noon Wednesday             |
| Sunday .....             | 4 P.M. Wednesday           |
| Holiday Weeks .....      | Advance deadlines 24 hours |

## 9. B&W RETAIL/CLASSIFIED DISPLAY RATES

| Dollar Volume       | Display Rate | Process Color   |
|---------------------|--------------|-----------------|
| Contracts           | (Net pci)    | (Net Flat Cost) |
| Open Rate           | \$37.57      | \$550           |
| \$3,000-\$4,499     | \$27.38      | \$490           |
| \$4,500-\$5,999     | \$26.29      | \$485           |
| \$6,000-\$8,499     | \$25.21      | \$480           |
| \$8,500-\$11,999    | \$24.23      | \$475           |
| \$12,000-\$15,999   | \$23.26      | \$470           |
| \$16,000-\$19,999   | \$22.33      | \$465           |
| \$20,000-\$24,999   | \$21.86      | \$460           |
| \$25,000-\$29,999   | \$21.44      | \$455           |
| \$30,000-\$49,999   | \$21.00      | \$450           |
| \$50,000-\$69,999   | \$20.58      | \$445           |
| \$70,000-\$99,999   | \$20.16      | \$440           |
| \$100,000-\$129,999 | \$19.18      | \$435           |
| \$130,000-\$159,999 | \$18.63      | \$430           |

Rates for \$3,000 level or higher require an annual contract. If an advertiser fails to meet a contract advertising level, the difference between the earned rate and the contracted rate will be charged.

## 10. HELP WANTED DISPLAY RATES

Help wanted rates apply to any commercial customer being billed within a 70 mile area placing recruitment ads. Contract rates may not be substituted for Help Wanted rates.

### HELP WANTED CLASSIFIED DISPLAY RATE

\$37.57 Net pci

Mandatory Monster Web Charge for each HW Display:

\$125 net flat cost for a 7, 14, or 30 day posting.

### HELP WANTED WEEKLY CLASSIFIED DISPLAY PACKAGE RATE

\$69.33 Net pci

Package must be purchased in its entirety and cannot be combined with other discounts. Sunday plus 2 additional days within 7 day period includes TMC.

Mandatory Monster Web Charge for each HW Display:

\$125 net flat cost for a 7, 14 or 30 day posting.

## 11. TOTAL MARKET COVERAGE (TMC)

Retail and classified advertising is available in this publication. Contact salesreps@messenger-inquirer.com for details.

## 12. WWW.MESSENGER-INQUIRER.COM

Contact salesreps@messenger-inquirer.com for online advertising options on www.messenger-inquirer.com

## 13. MECHANICAL REQUIREMENTS

### SPACE SPECIFICATIONS

Printing Method: Goss Metro Offset Press. Call your Messenger-Inquirer representative for specifications

### SOFTWARE MACINTOSH PLATFORM

• Adobe InDesign CS • Photoshop CS • Illustrator CS

When providing camera-ready creative, high-resolution PDF format preferred.

## Display widths - Retail

in decimal inches

|        |        |        |        |        |        |
|--------|--------|--------|--------|--------|--------|
| 1 col. | 2 col. | 3 col. | 4 col. | 5 col. | 6 col. |
| 1.625  | 3.375  | 5.125  | 6.875  | 8.625  | 10.375 |

## Display widths - Classified

in decimal inches

|        |        |        |        |        |        |        |
|--------|--------|--------|--------|--------|--------|--------|
| 1 col. | 2 col. | 3 col. | 4 col. | 5 col. | 6 col. | 7 col. |
| 1.375  | 2.875  | 4.375  | 5.875  | 7.375  | 8.875  | 10.375 |

Full Page = 10.375" wide by 21" tall

Double truck = 21.375" wide by 21" tall

### TEARSHEETS

Tearsheets are available electronically on the website [www.viewtearsheets.com](http://www.viewtearsheets.com) using the password "newspaper" at the close of the billing period.

Messenger-Inquirer mixes CMYK for all color ads



## 14. NATIONAL RATES

### TERMS OF PAYMENT

- 15% agency discount
- Cash discounts are not available
- Billing with approved credit

### DISPLAY RATES

RETAIL/CLASSIFIED RATE.....\$44.28 pci

Process Color .....\$635 Flat Cost

National rates apply to customers being billed outside Kentucky.

HELP WANTED CLASSIFIED DISPLAY RATE.....\$79.70 pci

Help wanted rates apply to any commercial customer being billed outside a 70 mile area placing recruitment ads. Contract rates may not be substituted for Help Wanted rates.

Mandatory Monster Web Charge for each HW Display:

\$147.10 flat cost for a 7, 14 or 30 day posting.

HELP WANTED WEEKLY PACKAGE RATE.....\$209.37 pci

Package must be purchased in its entirety and cannot be combined with other discounts. Sunday plus 2 additional days within a 7 day period. Includes TMC.

Mandatory Monster Web Charge for each HW Display:

\$147.10 flat cost for a 7, 14 or 30 day posting.

## NATIONAL PREPRINTED INSERTS - FLAT COSTS

| Size          | Daily   | Sunday  | TMC     |
|---------------|---------|---------|---------|
| Single Sheet  | \$946   | \$1,291 | \$1,594 |
| 2 std./4 tab  | \$1,065 | \$1,453 | \$1,793 |
| 4 std./8 tab  | \$1,183 | \$1,614 | \$1,992 |
| 6 std./12 tab | \$1,267 | \$1,729 | \$2,134 |
| 8 std./16 tab | \$1,369 | \$1,868 | \$2,305 |

Contact Lynn Saffran at lsaffran@messenger-inquirer.com for flat rate costs of inserts with additional page increments. Full distribution required. No zoning. Inserts are accepted for distribution on Tuesday thru Sunday. Holidays charged at Sunday rates. Thanksgiving insertions require full distribution to Wednesday's TMC in addition to the Thursday Messenger-Inquirer publication. Billing will reflect a TMC flat charge plus a Sunday flat charge for Thanksgiving Day.

## 15. PREPRINT RATES

The following schedule of flat rates will apply to preprinted inserts included as part of the daily, Sunday or TMC distribution of the Messenger-Inquirer. **Rates for 6 times or more require an annual contract.** If an advertiser fails to meet a contract advertising level, the difference between the earned rate and the contracted rate will be charged. Every effort will be made to prevent the omission of an advertisement, but should an omission occur, the Messenger-Inquirer will assume no liability or financial responsibility for the omission. Flat rates are not based on circulation and are applicable regardless of the distributed quantity. Inserts are accepted for distribution on Tuesday thru Sunday. Zoning is not available.

| Size           | 1-5X     |          |          | 6-12x    |          |          | 13-26x   |          |          | 27-52x   |          |          | 53+x     |          |          |
|----------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                | Daily    | Sunday   | TMC      | Daily    | Sunday   | TMC      | Daily    | Sunday   | TMC      | Daily    | Sunday   | TMC      | Daily    | Sunday   | TMC      |
| Single Sheet   | \$ 794   | \$ 1,084 | \$ 1,337 | \$ 625   | \$ 853   | \$ 1,053 | \$ 625   | \$ 853   | \$ 1,053 | \$ 608   | \$ 830   | \$ 1,024 | \$ 608   | \$ 830   | \$ 1,024 |
| 2 std./4 tab   | \$ 896   | \$ 1,222 | \$ 1,508 | \$ 828   | \$ 1,130 | \$ 1,394 | \$ 794   | \$ 1,084 | \$ 1,337 | \$ 744   | \$ 1,014 | \$ 1,252 | \$ 710   | \$ 968   | \$ 1,195 |
| 4 std./8 tab   | \$ 980   | \$ 1,337 | \$ 1,651 | \$ 913   | \$ 1,245 | \$ 1,537 | \$ 862   | \$ 1,176 | \$ 1,451 | \$ 811   | \$ 1,107 | \$ 1,366 | \$ 777   | \$ 1,061 | \$ 1,309 |
| 6 std./12 tab  | \$ 1,065 | \$ 1,453 | \$ 1,793 | \$ 963   | \$ 1,314 | \$ 1,622 | \$ 896   | \$ 1,222 | \$ 1,508 | \$ 862   | \$ 1,176 | \$ 1,451 | \$ 828   | \$ 1,130 | \$ 1,394 |
| 8 std./16 tab  | \$ 1,149 | \$ 1,568 | \$ 1,935 | \$ 1,031 | \$ 1,406 | \$ 1,736 | \$ 963   | \$ 1,314 | \$ 1,622 | \$ 929   | \$ 1,268 | \$ 1,565 | \$ 896   | \$ 1,222 | \$ 1,508 |
| 10 std./20 tab | \$ 1,200 | \$ 1,637 | \$ 2,020 | \$ 1,065 | \$ 1,453 | \$ 1,793 | \$ 997   | \$ 1,360 | \$ 1,679 | \$ 963   | \$ 1,314 | \$ 1,622 | \$ 929   | \$ 1,268 | \$ 1,565 |
| 12 std./24 tab | \$ 1,267 | \$ 1,729 | \$ 2,134 | \$ 1,098 | \$ 1,499 | \$ 1,850 | \$ 1,031 | \$ 1,406 | \$ 1,736 | \$ 997   | \$ 1,360 | \$ 1,679 | \$ 963   | \$ 1,314 | \$ 1,622 |
| 14 std./28 tab | \$ 1,335 | \$ 1,821 | \$ 2,248 | \$ 1,166 | \$ 1,591 | \$ 1,964 | \$ 1,098 | \$ 1,499 | \$ 1,850 | \$ 1,065 | \$ 1,453 | \$ 1,793 | \$ 1,031 | \$ 1,406 | \$ 1,736 |
| 16 std./32 tab | \$ 1,403 | \$ 1,914 | \$ 2,362 | \$ 1,251 | \$ 1,706 | \$ 2,106 | \$ 1,166 | \$ 1,591 | \$ 1,964 | \$ 1,132 | \$ 1,545 | \$ 1,907 | \$ 1,098 | \$ 1,499 | \$ 1,850 |
| 18 std./36 tab | \$ 1,453 | \$ 1,983 | \$ 2,447 | \$ 1,335 | \$ 1,821 | \$ 2,248 | \$ 1,251 | \$ 1,706 | \$ 2,106 | \$ 1,217 | \$ 1,660 | \$ 2,049 | \$ 1,183 | \$ 1,614 | \$ 1,992 |
| 20 std./40 tab | \$ 1,521 | \$ 2,075 | \$ 2,561 | \$ 1,403 | \$ 1,914 | \$ 2,362 | \$ 1,318 | \$ 1,798 | \$ 2,220 | \$ 1,284 | \$ 1,752 | \$ 2,163 | \$ 1,251 | \$ 1,706 | \$ 2,106 |

Contact Lynn Saffran at lsaffran@messenger-inquirer.com for flat rate costs of inserts with additional page increments.

- \* Minimum size 5 1/2" x 8 1/2". (Folded edge must be 8 1/2")
- \* Maximum size 11" x 11 3/4".
- \* Quarter-Folding not required. Newspaper is not responsible for insertion issues related to oversize inserts.
- \* Gatefolds/Spadeas/Wraps/Blow-Ins add to page count.
- \* Recommended weight for 2 page single sheet is 70 lb. or heavier.
- \* Industry standard for inserting error - 2%.
- \* Reservations are due 10 days prior to distribution.
- \* Preprints are due 10 days prior to Sunday or daily publication.
- \* Preprints should be shipped to:  
Messenger-Inquirer  
Attn: Packaging  
1401 Frederica St.  
Owensboro, KY 42301
- \* Loading dock hours are  
8 a.m. to 5 p.m. CST Monday - Friday. Closed on holidays.
- \* All preprints are subject to prior approval.
- \* Full circulation required. Zoning is not available.

- \* **Holidays & Mass Delivery Days charged at Sunday rates**
- \* **Thanksgiving insertions require full distribution to Wednesday's TMC in addition to the Thursday Messenger-Inquirer publication.** Billing will reflect a TMC flat charge plus a Sunday flat charge for Thanksgiving Day.
- \* **Mass Delivery Days require full distribution to total market.** The TMC is replaced by Mass Delivery on the below dates. Billing will reflect a combined flat charge of TMC plus Sunday costs.  
1.24.19 | 4.18.19 | 5.23.19 | 7.18.19 | 8.29.19 | 10.17.19 | 12.12.19

### PRE-PRINT SIZE SPECIFICATIONS

All measurements are based on the largest sheet of the pre-print.

#### 1. STANDARD/BROADSHEET SIZE

Page depth of greater than 13 inches, but not to exceed 21 inches, and width up to 11 inches shall be considered a standard section.

#### 2. TABLOID SIZE

Total page size 70 square inches up to page size of 121 square inches shall be considered a tabloid section.

#### 3. MINI SIZE

Page sizes 69 square inches or smaller shall be considered a mini. Billing will be at 50% of the number of pages calculated at the corresponding flat rate.

## 16. PRINTING

### SINGLE SHEETS

#### GENERAL SPECIFICATIONS.

The below print only rates are based on 40lb non-glossy paper.

**FORMAT.** Four color process on front and black & white on back.

|          |      |      |      |      |
|----------|------|------|------|------|
| Quantity | 10m  | 20m  | 30m  | 40+m |
| CPM      | \$55 | \$44 | \$37 | \$32 |

Additional Color: Add \$10 CPM for each standard page of additional color

#### Bleeds:

Image Size, 9.5" x 12"; Trim Size, 8.5" x 11"; Type Safety Size, 7.5" x 10"

#### Non-Bleeds:

Image Size, 7.5" x 10"; Trim Size, 8.5" x 11"; Type Safety Size, N/A

**Deadlines:** Three weeks prior to insert date.

Contact salesreps@messenger-inquirer.com for a glossy single sheet quote.

### ADHESIVE NOTES

Adhesive notes are printed on one or two sides. Minimum quantity is 10,000.

3"x3" is the standard format, but additional shapes are available.

Contact salesreps@messenger-inquirer.com for details.

Allow 4 weeks for production and printing plus 2 days for shipping.

### KRAFT WRAPS/4 PAGE TAB

Kraft wraps are printed on 40lb. non-glossy paper as a 2-page standard or 4-page tab. The following CPMs include composition, printing/distribution with process color on front and black & white on back. The deadline for camera-ready materials is 7 days, but may vary based on the distribution day and press availability. Please check with your Messenger-Inquirer advertising representative to establish a deadline.

|           |        |       |       |       |         |
|-----------|--------|-------|-------|-------|---------|
| Frequency | Open   | 6-12  | 13-26 | 27+   | OVERRUN |
| CPM       | \$105M | \$98M | \$90M | \$80M | \$51M   |

Additional Color: Add \$10 CPM for each standard page of additional color

### SECTIONS

We-prints are newspaper sections, printed in advance and inserted into the Messenger-Inquirer. The deadline for finished camera-ready materials is seven (7) days prior to distribution day. The sections are printed on regular 27 lb. newsprint. The following CPMs include printing and process color on the front, back and centerspread of a tabloid format. The CPMs do not include Messenger-Inquirer production and distribution. Preprint distribution flat costs are found at #15 "Preprint Rates." Minimum printing: Full Circulation

| SIZE                | M-I CPM | OVERRUN CPM |
|---------------------|---------|-------------|
| 4 pg std/8 pg tab   | \$49    | \$41        |
| 16 pg mini-tab      | \$69    | \$61        |
| 6 pg std/12 pg tab  | \$63    | \$52        |
| 24 pg mini-tab      | \$83    | \$72        |
| 8 pg std/16 pg tab  | \$78    | \$64        |
| 32 pg mini-tab      | \$98    | \$84        |
| 10 pg std/20 pg tab | \$93    | \$74        |
| 40 pg mini-tab      | \$113   | \$94        |
| 12 pg std/24 pg tab | \$104   | \$84        |
| 48 pg mini-tab      | \$124   | \$104       |

#### ADDITIONAL CHARGES:

- \* Layout and design services are available at \$300 per standard page.
- \* Stitch & Trim Tab - Stitching and trimming a tabloid we-print is available. Add \$20M.
- Add \$10M for each additional standard page of color.
- Add \$12CPM for heavier stock paper.
- Some limitations may exist due to press color capacity.
- \* 6% sales tax on overruns not inserted in the Messenger-Inquirer.

Contact salesreps@messenger-inquirer.com for details.