

Circulation

Publication Days: Tuesday, Friday

Georgetown News-Graphic has a circulation of approximately 2,000 and is enjoyed by over 5,000 readers every issue. Our readers are typically homeowners, involved in the community and possess above-average purchasing power. Georgetown News-Graphic is also available in electronic format through our website and mobile edition which are available to all our subscribers.

Deadlines*

DISPLAY ADVERTISING

Tuesday Friday, 12 p.m.

Friday Wednesday, 12 p.m.

**Holiday Edition deadlines will vary from this schedule.*

Display Ad Rates

Our display ads for BOTH the News-Graphic and Scott Shopper Entertainment Guide are based off our 6-column format and are available in the following modular sizes.

Ad Size	5-10 Runs	11-15 Runs	16-20 Runs	21 + Runs
Full Page	\$550 per run	\$475 per run	\$450 per run	\$425 per run
Half Page	\$300 per run	\$250 per run	\$230 per run	\$220 per run
Quarter Page	\$175 per run	\$130 per run	\$120 per run	\$115 per run
3x5	\$100 per run	\$70 per run	\$65 per run	\$60 per run
2x5	\$75 per run	\$50 per run	\$45 per run	\$40 per run

Add color for only **\$50** per run • Additional sizes or fewer runs available at our Open Rate of \$18.50 per column inch per run • All rates are net; agencies must add commission • Ask about our digital marketing options

Mechanical Specs

COLUMN WIDTHS BROADSHEET

1 col.....	1.61"
2 col.....	3.39"
3 col.....	5.166"
4 col.....	6.945"
5 col.....	8.721"
6 col.....	10.5"

News-Graphic Fixed Positioning Ads

Front Page Banner (Top)..... \$150
INCLUDES COLOR - 10.5" x 1"

Front Page Sky Box\$80
INCLUDES COLOR - 2.1" x 2.6"

Front Page Anchor (Bottom)..... \$150
INCLUDES COLOR - 8.366" x 3.125"

Sports Header\$50
BLACK & WHITE - 5.166" x 1.45"

Preprint Rates

	Single to 4 Pages	8 Pages	12 Pages	16 Pages	20 Pages	24 Pages
GNG	\$55/1,000	\$60/1,000	\$65/1,000	\$70/1,000	\$70/1,000	\$75/1,000
Scott Shopper	\$45/1,000	\$50/1,000	\$55/1,000	\$60/1,000	\$60/1,000	\$65/1,000

Contacts

ADVERTISING DEPARTMENT

Jimnica Lewis MULTI-MEDIA SALES EXECUTIVE
jlewis@news-graphic.com

Johnna Scogin MARKETING DIRECTOR
johnna.scogin@news-graphic.com

Marie Carter MULTI-MEDIA SALES EXECUTIVE
mcarter@news-graphic.com

Position Requests

A 25% charge will be added if the advertiser wishes to guarantee page position. All page position requests are on a space-available, first-come, first served basis.

Business & Service Directory

This black and white ad is perfect for small or home based businesses! It runs in the Tuesday News-Graphic and the weekly Scott Shopper. Ads can be changed once per month and must be prepaid before they start.

Actual ad size is 2.4" wide x 2.15" tall

1 month - \$74	6 months - \$372
2 months - \$136	12 months - \$702
3 months - \$192	

PRODUCTION DEPARTMENT

Lori Baker GRAPHIC ARTIST
lbaker@news-graphic.com

Evren Scogin GRAPHIC ARTIST
escogin@news-graphic.com

Scott Shopper

Entertainment

GUIDE

Circulation



Publication Day: Thursday

The Scott Shopper is a free weekly publication for buyers and shoppers with a circulation of 10,000. It is carrier delivered to racks and dealers in Scott, Fayette, Harrison and Bourbon counties.

The Scott Shopper is also available weekly in electronic format at www.news-graphic.com.

Total Circulation 10,000

Inside Scott County 5,000
(40324, 40379, 40370)

In Surrounding Counties..... 5,000
(Cynthiana 41031, Paris 40361,
& Lexington 40502, 40503,
40504, 40505)

Deadline*

DISPLAY ADSMonday, 12 p.m.

**Holiday Edition deadlines will vary from this schedule.*

LINE ADSTuesday, 12 p.m.

Front Page Rates

3 ad boxes available in full color

PRICES LISTED BELOW ARE PER BOX

Actual size of one ad box is 2.5" wide x 3" tall.

1 week\$95/week

2 weeks\$90/week

3 weeks\$85/week

4 weeks+\$80/week

Back Page Rates

Requires six or twelve month contract.

Quarter page\$60/week

5" wide x 5.18" tall

Half page \$115/week

5" wide x 10.5" tall OR 10.167" wide x 5.18" tall

Full page \$220/week

10.167" wide x 10.5" tall

Display Rates

See the Display Ad Rates chart on page 1 for rates for display ads on the inside the Scott Shopper Entertainment Guide.

Terms of Payment

Advertising is payable at the time of purchase, unless the advertiser or his/her agency has established credit with the Georgetown News-Graphic.

TO ESTABLISH CREDIT:

An advertiser must pre-pay over a period of 3 months (in a calendar year) and complete the credit application process. The rates shown on this rate card are net. Recognized agencies will need to add their commission and/or creative fees. If an advertiser is under contract, they must run the space under that contract. Contract advertisers must pay account in full by the 20th of the month following the advertising run. Discounts will automatically be deducted if requirements are met. Accounts outstanding over 30 days are subject to a monthly 1 1/2% service charge (annual rate of 18%). Credit will not be extended to past-due accounts. Billing is done by calendar month. Advertisers with a balance over 60 days are required to pay cash in advance.

Submitted Ads / Artwork

- Any ad/artwork submitted on disk or by e-mail should be in .pdf, .tif, or high-quality .jpg format (at least 300 dpi).
- Full color ads MUST be in CMYK (not RGB), with K being 100% to avoid separation issues on the press.
- Ads submitted by e-mail should be sent directly to **production@news-graphic.com**.

Tearsheets

Tearsheets are furnished upon request in both electronic form and hard copy. A charge of \$2.00 a month will be added for hard copy tearsheets. A charge of \$1.00 per tearsheet is in effect for any tearsheets requested after an ad publishes or if tearsheets are not downloaded by the client from our FTP site. Instructions will be e-mailed or faxed to an advertiser once they request this service.

Advertising Policy

- The publisher reserves the right to accept, classify, cancel, edit, or reject any advertising copy and to place the word "Advertisement" on any ad.
- The advertiser assumes full responsibility for the accuracy of the content (including text and illustration) of advertisements and for any claims arising from its publication.
- The advertiser represents and warrants that any advertising copy submitted is truthful and complies with all applicable laws and regulations.
- The publisher will not be liable for any error in connection with an advertisement, including (without limitation) failure to publish advertising on desired dates, omissions or additions to advertisements. In the event of an error, the publisher's responsibility will extend no further than cancellation of the charges for that ad or publishing a correction in a space equal to that occupied by the error.
- The publisher cannot be held liable for errors that occur when copy is received by telephone.
- Political and Issue advertising will be charged the open rate. We require cash in advance for ALL political advertising. Advertisers placing issue ads may apply for credit. Political advertising must contain the name and address of the Treasurer and/or person/committee (preceded with "Paid for by") on whose behalf the advertisement is published. All such advertisements must be approved for publication.
- Georgetown News-Graphic accepts alcoholic beverage and tobacco advertising. Such advertising will be charged at the open rate.
- A cancellation will not be accepted after the regular space deadline for an advertisement. If an ad is cancelled after the deadline, the advertiser will be billed for the reserved space. Extensive changes in style and copy after advertisements are prepared will be charged at prevailing labor costs.
- Advertising Proofs: The customer must respond to a proof with approval or request for changes/corrections within 24 hours of receiving the proof and/or no later than 2 hours prior to press time. Advertising proofs will be sent to the customer via email as a standard operating procedure. If the customer does not respond to the News-Graphic regarding a pending advertising proof, the News-Graphic will consider no response to mean the proof copy is approved. Georgetown News-Graphic will not be responsible for errors due to the customer not responding to a proof request for approval or changes and no refunds or credits will be issued in these circumstances.