Effective November 1, 2014

2014-15 NATIONAL RATE CARD

Your newspaper... Our commitment!

Circulation & Readership
Since 1896, The Independent has served Boyd, Greenup, Carter and Lawrence Counties in Kentucky as the leading source of local news and advertising. Coupled with our online newspaper, www.dailyindependent.com, more people are reading our local newspaper and seeing your advertising message than ever before.

READERS OF The Independent NEWSPAPER
Total Household Population-Boyd .........................49,164
Median Household Income-Boyd .........................$41,125
Households-Boyd ..................................................19,521
Daily Circulation ..................................................13,100
Readership (3.0 per paper) ..................................39,300
www.dailyindependent.com \ldots..\ldots...Over 222,600 pageviews per month from over 58,000 unique visitors

Effective thru December 31, 2016
Preprints must be delivered to our loading dock located on 18th Street between 8 a.m. and 5 p.m., Monday-Friday. If not designated as full circulation, 10,000 is the minimum number of preprints that will be zoned. Zoning is based on truck distribution for daily, and a pre-determined zone for Sunday. Zip code breakdown for these daily and Sunday zones available on request. A $250 charge will be applied for all inserts less than 10,000.

CLASSIFIED RATES (8-COLUMN)

In Column – Daily or Sunday
4 line minimum .............$3.71 per line
Minimum charge ..........$14.84 Classified
14 lines per inch .............$51.95 per inch

GUARANTEED POSITION REQUEST

A 35% premium based on the advertiser’s current rate will be charged for each page position requested—based on availability and production requirements and needs.

COLOR RATES

1 color and black ..........$310 net
2 color and black ..........$360 net
3 color and black ..........$405 net

Color charge per ad, per page.

Color on double truck ads charged as 2 pages.

Color ads must be ordered 24 hours in advance of regular deadlines and acceptance of color is based on availability and production requirement needs.

The Independent accepts ads for publication electronically. Ads may be sent via e-mail to ads@dailyindependent.com in PDF format only. All fonts should be embedded within the pdf. The Independent is also a member of the Associated Press AP AdSend network.