**R E T A I L  D E A D L I N E S**

**P U B L I C A T I O N  D A Y  D E A D L I N E S**
- Monday..............................Friday 2 p.m.
- Wednesday........................ Monday 2 p.m.
- Thursday...........................Tuesday 2 p.m.
- Friday..............................Wednesday 2 p.m.
- Saturday.................Thursday Noon

(To provide proof please allow 24 hours in advance)

**C L O S I N G  T I M E S**
- Holiday deadlines will be advanced 3 business day.
- Special section deadlines generally fourteen (14) days before publication.
- Color and double truck closing times are one day in advance of normal deadlines.

**O P E N  R A T E  A D V E R T I S I N G**
- Daily $10.00  Weekend $12.50
  *Price is Per Column Inch

**P O L I T I C A L  A D V E R T I S I N G**
All political advertising charged at open rate and must be paid in advance at the time of the ad order.
- Daily $10.00  Weekend $12.50
  *Price is Per Column Inch

**G U A R A N T E E D  P O S I T I O N  R A T E**
A 35% premium based on advertiser’s current rate will be charged for each guaranteed page position requested based on availability and production requirements and needs.

**L O C A L  P I C K - U P  O P T I O N S**
Consistency is the most effective way to send an advertising message to achieve desired results. We reward advertisers for placing at least 3 ads within a 7-day period. Week begins on Sunday. First identical ad after initial run must repeat within 48 hours of first run. All ads must be scheduled on same ticket to qualify for discounts.
- 1st Pick-up............25% discount
- 2nd Pick-up............50% discount

Effective thru December 31, 2022

**P R E - P R I N T  R A T E S**

<table>
<thead>
<tr>
<th>Pages</th>
<th>Cost per M</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-4 pgs</td>
<td>$50</td>
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</tr>
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<td>20-24 pgs</td>
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</table>

Contact us for additional rates/sizes.

**P R E - P R I N T  R E S E R V A T I O N S**
Reservations must be made 21 days prior to publication. Reservations are accepted on a priority basis. All preprints must be delivered fourteen days prior to publication, between the hours of 8:30 a.m. and 4:30 p.m. Monday thru Friday.

**T H E  L O A D I N G  D O C K**
**IS LOCATED AT**
The Charleston Gazette Mail
1001 Virginia Street East
Charleston, WV 25301

**“W E - P R I N T”**
Let us custom-design, print and deliver your 2-sided/full color preprint with one easy buy. You’ll be pleased with our affordable prices and short turn-around time. Several sizes available. 10,000 minimum. Ask your marketing representative for pricing.

**S I N G L E  S H E E T  P R O G R A M**

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- 2nd Pick-up............50% discount

Effective thru December 31, 2022
**CLASSIFIED ADVERTISING**

**NET MONTHLY EARNED RATES**
(8 column format)

*Price is Per Column Inch*

- Under 25" ............... $25.20
- 25" to 50" ............. 19.63
- 51" to 100" ............ 18.28
- 101" to 200" ........... 17.45
- 201" to 300" ........... 17.15
- 301" to 500" ........... 16.93
- 501" to 700" ........... 16.19
- 701" and over .......... 15.87

These advertisers are required to be licensed by the State of Kentucky: Plumbing, Electrical and HVAC services and persons providing child care services for four or more children.

**CLASSIFIED COMMERCIAL RATES**

**NET MONTHLY EARNED RATES**

<table>
<thead>
<tr>
<th>Column Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 25&quot;</td>
<td>$25.20</td>
</tr>
<tr>
<td>25&quot; to 50&quot;</td>
<td>19.63</td>
</tr>
<tr>
<td>51&quot; to 100&quot;</td>
<td>18.28</td>
</tr>
<tr>
<td>101&quot; to 200&quot;</td>
<td>17.45</td>
</tr>
<tr>
<td>201&quot; to 300&quot;</td>
<td>17.15</td>
</tr>
<tr>
<td>301&quot; to 500&quot;</td>
<td>16.93</td>
</tr>
<tr>
<td>501&quot; to 700&quot;</td>
<td>16.19</td>
</tr>
<tr>
<td>701&quot; and over</td>
<td>15.87</td>
</tr>
</tbody>
</table>

**NON-PROFIT RATE**

Non-profit organizations who are approved by the IRS as 501C3 qualify for the non-profit rate of $19.84 per column inch.

**CLASSIFIED IN COLUMN AND DISPLAY HELP WANTED RATES**

- **$33.00 per column inch display**
- **$3.30 per line (3 line minimum)**

Line ads appear in the "help wanted" category. Display ads are placed near the "help wanted" category. For an additional $6.00 per column inch, this same display ad appears on our internet site under the employment category for an additional 7 days.

Display ads also qualify for a 50% discount on additional runs of the same ad with no copy changes within a 7-day period.

**Contact us for Rate Package Pricing**

**BLIND BOX NUMBERS:**

- Pick up replies additional ........ $10.00
- Mailed replies additional .......... $18.00

**IN-COLUMN AD DEADLINES**

- **Publication Day**
- **Deadline**
- Monday .................................. 2 p.m. Friday
- Wed/Thur/Fri .......................... Noon Day Prior
- Saturday (Weekend) ................. 10am Friday

**MECHANICS**

**RETAIL DISPLAY**

6 columns per page - page depth 21"

<table>
<thead>
<tr>
<th>Column</th>
<th>Rate (in)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Column</td>
<td>1.139</td>
</tr>
<tr>
<td>2 Columns</td>
<td>2.389</td>
</tr>
<tr>
<td>3 Columns</td>
<td>3.639</td>
</tr>
<tr>
<td>4 Columns</td>
<td>4.889</td>
</tr>
<tr>
<td>5 Columns</td>
<td>6.139</td>
</tr>
<tr>
<td>6 Columns</td>
<td>7.389</td>
</tr>
<tr>
<td>7 Columns</td>
<td>8.639</td>
</tr>
<tr>
<td>8 Columns</td>
<td>9.889</td>
</tr>
</tbody>
</table>

Double Truck ........... 21.25"

(Billed as 13 columns)

Ads 19 inches in depth will be charged as full depth (21")

**CLASSIFIED DISPLAY**

8 columns per page – page depth 21"

<table>
<thead>
<tr>
<th>Column</th>
<th>Rate (in)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Column</td>
<td>1.853</td>
</tr>
<tr>
<td>2 Columns</td>
<td>3.807</td>
</tr>
<tr>
<td>3 Columns</td>
<td>5.760</td>
</tr>
<tr>
<td>4 Columns</td>
<td>7.714</td>
</tr>
<tr>
<td>5 Columns</td>
<td>9.667</td>
</tr>
</tbody>
</table>

Double Truck ........... 21.00"

(Billed as 17 columns)

Ads 19 inches in depth will be charged as full depth (21")

**TABLOID/SPECIAL SECTIONS**

5 columns per page – page depth 9.899"

<table>
<thead>
<tr>
<th>Column</th>
<th>Rate (in)</th>
</tr>
</thead>
<tbody>
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Double Truck ........... 21.25"

(Billed as 13 columns)

Ads 19 inches in depth will be charged as full depth (21")

**COMMISSION AND PAYMENT TERMS**

- Retail advertising rates on this rate card are non-commissionable and available only to retail sales or service establishments dealing directly with the publisher.
- **CASH WITH COPY UNTIL CREDIT APPLICATION IS APPROVED. NO CASH DISCOUNTS ALLOWED.**
- All charges due by the 15th of the month following billing.
- Billing period runs from the first through the final day of a calendar month.
- Payments in U.S. funds only.
- Advertiser, as Individual, Business, Agency or Corporation, assumes liability for all full amounts, interests, late charges and all costs and expenses which The Daily Independent incurs in attempting to collect, including all collection agency fees, attorneys’ fees and court costs incurred in pursuance of collecting on debt assumed by Advertiser, as Individual, Business, Agency or Corporation.

Effective thru December 31, 2022

**CREDIT & RATE POLICY**

- All classified categories may require prepayment. If in doubt, call our classified department. All classified display ads require prepayment in the absence of established credit terms. Commercial rates apply to commercial business and applicable classifications, i.e. Rentals, Real Estate for Sale, etc.

**BROKERAGE**

- The Daily Independent does not knowingly accept preprinted tabloids that include brokered space. Should an insert arrive at The Daily Independent with brokered space included, the coordinating agency will be charged a brokerage fee of $500 per ad, as well as the cost of insertion.

**POLITICAL AD POLICY/GUIDELINES**

- Advance payment in full is required. Advertising must carry the words “Paid Political Advertisement” and the name and address of the individual or organization responsible for placement of the ad. We do not accept political advertising which directly or indirectly mentions opposition.

Lisa Callihan, Publisher
lcallihan@dailyindependent.com

Kim Harper, Advertising Director
kharp@dailyindependent.com

226 17th Street • PO Box 311 • Ashland, KY 41105-0311
606-326-2600 • Toll Free 800-955-5860
Fax 606-326-2680 • National/Legal Fax 606-326-2681
dailyindependent.com
## 2022 RATES

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$2000</td>
</tr>
<tr>
<td>Inside Front or Back</td>
<td>$1800</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1500</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1050</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$800</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$650</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$450</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$325</td>
</tr>
</tbody>
</table>

All Prices Include Process Color. No Additional Charge for Ad Design.

### AD SIZES

Full Page* ...........8.375x10.875
2/3 Page .............4.85x9.75
1/2 Page (H) .........7.5x4.8125
1/2 Page (V) ..........3.8x9.75
1/3 Page ..............4.8x4.8
1/4 Page ..............3.8x4.95
1/6 Page ...............3.8x3.8
1/8 Page ..............3.8x2.25

*Include .25” for bleed

---

### PUBLISHED QUARTERLY AND DELIVERED WITH YOUR DAILY NEWSPAPER.

**SIGN UP FOR ALL 4 MAGAZINES AND RECEIVE A 25% DISCOUNT ON EACH MAGAZINE RATE**

Contact Your Daily Independent Marketing Rep or Call Our Advertising Dept at 606.326.2622

### MULTI-ISSUE AGREEMENT

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<tr>
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<td>3.8x2.25</td>
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### PUBLICATION DATES AND DEADLINES 2022

**SPRING**
Ad Closing: January 20th
Publication Date: February 25th

**SUMMER**
Ad Closing: March 30th
Publication Date: May 6th

**AUTUMN**
Ad Closing: June 29th
Publication Date: August 5th

**WINTER**
Ad Closing: September 28th
Publication Date: November 4th