**RETAIL DEADLINES**

**PUBLICATION DAY DEADLINES**
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)

**CLOSING TIMES**

- 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.

**OPEN RATE ADVERTISING**

- **Daily** $10.00  
- **Weekend** $12.50  

*Price is Per Column Inch

**POLITICAL ADVERTISING**

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

**GUARANTEED POSITION RATE**

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.

**LOCAL PICK-UP OPTIONS**

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, 2021

**PREPRINT RATES**

<table>
<thead>
<tr>
<th>Pages</th>
<th>Cost per M</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-4 pgs</td>
<td>$50</td>
</tr>
<tr>
<td>8-16 pgs</td>
<td>$55</td>
</tr>
<tr>
<td>20-24 pgs</td>
<td>$60</td>
</tr>
<tr>
<td>28-32 pgs</td>
<td>$65</td>
</tr>
</tbody>
</table>

Contact us for additional rates/sizes.

**PREPRINT RESERVATIONS**

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 in The Daily Independent, between the hours of 8:30 a.m. and 4:30 p.m. Monday thru Friday.

**THE LOADING DOCK IS LOCATED AT**

The Charleston Gazette Mail  
1001 Virginia Street East  
Charleston, WV 25301

**SPECIAL SERVICES**

Photographs for ads to appear in The Daily Independent are taken free of charge. The Daily Independent will also provide creative assistance with your ad layout and ad copy at no additional charge.

**THE DAILY INDEPENDENT**

Make a Splash with color!  
$3 PER COLUMN

Double truck color charged as 2 pages.

**LEGAL ADVERTISING RATES**

Daily.................................$30.60*  
Weekend Edition..................$32.00*  

*A 10% surcharge will be added for copy submitted after deadline.  
*Price is Per Column Inch

To Place Your Legal Ad, Call  
606.326.2625 or 800.955.5860  
kwhite@dailyindependent.com

**COLOR RATES**

**STANDARD RATES**

Make a Splash with color!  
$3 PER COLUMN

Double truck color charged as 2 pages.

**SPECIAL RATES**

All Sizes/Devices.................$15/M  
(Minimum 10,000 Impressions)  
Less than 10,000 Impressions...$25/M

Please contact for additional digital/social media package pricing.

**LEGAL ADVERTISING RATES**

Daily.................................$30.60*  
Weekend Edition..................$32.00*  

*A 10% surcharge will be added for copy submitted after deadline.  
*Price is Per Column Inch

To Place Your Legal Ad, Call  
606.326.2625 or 800.955.5860  
kwhite@dailyindependent.com

**THE DAILY INDEPENDENT**

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.

**THE DAILY INDEPENDENT**

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CLASSIFIED ADVERTISING

CLASSIFIED COMMERCIAL RATES

NET MONTHLY EARNED RATES
8 column format

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

*Price is Per Column Inch

CLASSIFIED 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.

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 public.

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.

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. Any political advertising which directly or indirectly mentions opposition must be published in time to give opposition an opportunity to reply.

Effective thru December 31, 2021

CLASSIFIED IN COLUMN AND DISPLAY HELP WANTED RATES

$32.00 per column inch display
$3.20 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...................... Noon Friday
Wed/Thurs/Fri................ Noon Day Prior
Saturday (Weekend).......10am Friday

MECHANICS

RETAIL DISPLAY

6 columns per page - page depth 21" Column measures as follows:
1 Column.............1.139"
2 Columns..........3.389"
3 Columns..........3.639"
4 Columns..........4.889"
5 Columns..........6.139"
6 Columns..........7.389"
7 Columns..........8.639"
8 Columns..........9.889"
Double Truck........21.25"

(Billed as 13 columns)

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

CLASSIFIED DISPLAY

8 columns per page – page depth 21" Column measures as follows:
1 Column.............1.139"
2 Columns..........3.389"
3 Columns..........3.639"
4 Columns..........4.889"
5 Columns..........6.139"
6 Columns..........7.389"
7 Columns..........8.639"
8 Columns..........9.889"
Double Truck........21.25"

(Billed as 17 columns)

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

TABLED/SPECIAL SECTIONS

5 columns per page – page depth 9.889" Column measures as follows:
1 Column.............1.853"
2 Columns..........3.807"
3 Columns..........5.760"
4 Columns..........7.714"
5 Columns..........9.667"
Double Truck........21.00"

(Billed as 11 columns)

CREDIT & RATE POLICY

The following standards and policies govern the acceptance of advertising in The Daily Independent:

• Thirty-day notice of rate revisions will be provided.

• Every effort will be made to comply with requests for specific advertising position, but acceptance of space orders neither implies nor guarantees position. Should position request not be honored, it will not constitute cause for adjustment, refund or rerun. Position can be guaranteed, however, by paying an additional 35% of total ad cost.

• Adjustment of Errors: It is the responsibility of the advertiser to check each insertion of an advertisement. On consecutive run advertisements, no adjustments will be made by the Publisher for errors not corrected after the first day. The Publisher accepts no liability for any error in an advertisement, regardless of course, except for the cost of the space actually occupied by the error. The Publisher reserves the right to revise or reject, at its option, any advertisement deemed objectionable by the Publisher in subject matter, phraseology or composition, or to classify any advertisements. All ads subject to credit approval.

• Advertiser assigns all right, title and interest in layouts, illustrations, paste-ups and printed ads which represent the creative effort and composition of the newspaper to The Daily Independent.

• Indemnification. The Daily Independent will not knowingly accept or publish material that is in violation of the law. Advertiser and Agency state that either has the authority to place the advertisement and agree to assume joint and individual liability for contents of all advertisements printed, as well as claim arising therefrom made against The Daily Independent. Advertiser and Agency agree to jointly and severally identify and hold harmless The Daily Independent, its officers, servants and employees from all costs, including reasonable attorney fees of The Daily Independent, caused by publication of any advertisement placed by Advertiser or Agency. Such claims include, but are not limited to, those arising from material which is alleged to be defamatory, in violation of copyright or trademarks or invasion of the privacy of another, regardless of whether such claims are ultimately found to be without merit. It is agreed that The Daily Independent advertisement accepted and printed, as well as claim arising therefrom made against The Daily Independent with brokered space. Should an insert arrive at The Daily Independent after the 15th of the month, no liability or responsibility shall be assumed by The Daily Independent in regard thereto, including without limitation, acts of God, fires, strikes by newspaper's employees or the employees of other, lockouts, accidents, postal delays, inability to obtain newsprint, and acts of Government.

• Cancellations made less than 24 hours before scheduled publication date will be charged 25% of the total advertisement charge.

• Double truck ads will be charged as 13 columns in display, 17 columns in classified and 11 columns in tabloid.

• Going out of business advertising is payable in advance.

COMMISSION AND PAYMENT TERMS

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 advertiser, as well as the cost of insertion.

Effective October 1, 2014

Circulation

Effective thru December 31, 2021

Kim Harper, Advertising Sales Manager
kharper@dailyindependent.com

Lisa Callihan, General Manager
lcallihan@dailyindependent.com

226 17th Street • PO Box 311 • Ashland, KY 41105-0311
606-326-2600 • Toll Free 800-905-5860
Fax 606-326-2680 • National/Legal Fax 606-326-2681
www.dailyindependent.com
BRAND AWARENESS BUILDER
ADVERTISING AGREEMENTS

B.A.B. RATES, RETAIL (R.O.P.) / CLASSIFIED

A Brand Awareness Builder Agreement is best suited to the client who is building long-term name recognition for their company.

BENEFITS: It is a mini-billboard in the newspaper - able to be read by readers skimming through newspaper pages. It is an affordable way for a business to have a weekly, consistent ad program in The Daily Independent. The longer the advertiser commits, the lower their rate and the better their chance for advertising results. Copy changes are not encouraged in order to keep the rate low and to build brand awareness. The ad needs to remain the same to build name recognition by our readers.

<table>
<thead>
<tr>
<th>3 Month Minimum • B&amp;W ROP</th>
<th>3 Month Minimum • Color ROP</th>
</tr>
</thead>
<tbody>
<tr>
<td>COLUMN INCH</td>
<td>WEEKLY RATE</td>
</tr>
<tr>
<td>8” PER WEEK</td>
<td>$7.25</td>
</tr>
<tr>
<td>12” PER WEEK</td>
<td>$7.00</td>
</tr>
<tr>
<td>16” PER WEEK</td>
<td>$6.75</td>
</tr>
<tr>
<td>20” PER WEEK</td>
<td>$6.50</td>
</tr>
</tbody>
</table>

ON WWW.DAILYINDEPENDENT.COM

ADD DIGITAL ADVERTISING

• 25,000 impressions: $375.00 • 6 Months: $338.00 • 12 Months: $320.00
• 50,000 impressions: $625.00 • 6 Months: $565.00 • 12 Months: $530.00
• 100,000 impressions: $1,000.00 • 6 Months: $900.00 • 12 Months: $850.00

Brand your business monthly on www.dailyindependent.com

TO ADVERTISE, CONTACT YOUR SALES REPRESENTATIVE AT 606.326.2622

Sign here to hold your rate INDEFINITELY

Date: ____________________________

Your rate will be locked in so you don’t miss a week of advertising!
# 2021 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

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page*</td>
<td>8.375x10.875</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.85x9.75</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.8x4.95</td>
</tr>
<tr>
<td>1/2 Page (H)</td>
<td>7.5x4.8125</td>
</tr>
<tr>
<td>1/2 Page (V)</td>
<td>3.8x9.75</td>
</tr>
<tr>
<td>1/3 Page (H)</td>
<td>4.85x4.8125</td>
</tr>
<tr>
<td>1/3 Page (V)</td>
<td>2.381x9.75</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>2.381x4.8125</td>
</tr>
</tbody>
</table>

*Include .25” for bleed*

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**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

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### Multi-Issue Agreement

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Cost</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Business Name</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Billing Address</td>
<td></td>
</tr>
<tr>
<td>City, State &amp; Zip</td>
<td></td>
</tr>
<tr>
<td>Phone</td>
<td>Email</td>
</tr>
<tr>
<td>Web Address</td>
<td>Signature</td>
</tr>
</tbody>
</table>

---

### Publication Dates and Deadlines

- **Spring**
  - Ad Closing: January 20th
  - Publication Date: February 26th

- **Summer**
  - Ad Closing: March 31st
  - Publication Date: May 7th

- **Autumn**
  - Ad Closing: June 30th
  - Publication Date: August 6th

- **Winter**
  - Ad Closing: September 29th
  - Publication Date: November 5th