Circulation & Readership

Since 1896, The Daily 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 Daily Independent NEWSPAPER

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

Monday…………………..Friday 2 p.m.
Tuesday…………………..Friday 2 p.m.
Wednesday…………………Monday 2 p.m.
Thursday…………………..Tuesday 2 p.m.
Friday …………………..Wednesday 2 p.m.
Saturday…………………..Thursday Noon
Sunday…………………..Thursday 2 p.m.
(To provide proof please allow 24 hours in advance)

Published every morning and major holidays, except Christmas Day.

OPEN RATE ADVERTISING

Daily $33.50 Sunday $37.50

POLITICAL ADVERTISING

All political advertising charged at open rate and must be paid in advance at the time of the ad order.

Daily $33.50 Sunday $37.50

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.

NON-PROFIT RATE

Non-profit organizations who are approved by the IRS as 501C3, qualify for the non-profit rate of $24.20 daily and $26.50 Sunday.

ANNUAL CONTRACT RATES

Commit to an annual amount of space to qualify for rates below.

Costs shown are per column inch.

<table>
<thead>
<tr>
<th>MINIMUMS</th>
<th>DAILY</th>
<th>SUNDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>75&quot;</td>
<td>25.90</td>
<td>29.75</td>
</tr>
<tr>
<td>125&quot;</td>
<td>25.15</td>
<td>29.00</td>
</tr>
<tr>
<td>250&quot;</td>
<td>24.40</td>
<td>28.25</td>
</tr>
<tr>
<td>500”</td>
<td>23.65</td>
<td>27.50</td>
</tr>
<tr>
<td>750&quot;</td>
<td>22.90</td>
<td>26.75</td>
</tr>
<tr>
<td>1,000”</td>
<td>22.15</td>
<td>26.00</td>
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<td>1,500”</td>
<td>21.40</td>
<td>25.25</td>
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<td>2000”</td>
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<td>24.50</td>
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<td>4000”</td>
<td>19.90</td>
<td>23.75</td>
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<tr>
<td>6000”</td>
<td>19.15</td>
<td>23.00</td>
</tr>
<tr>
<td>Over 6,000”</td>
<td>18.40</td>
<td>22.25</td>
</tr>
</tbody>
</table>

Effective thru December 31, 2018

CLOSING TIMES

• Holiday deadlines will be advanced one business day.
• Special section deadlines generally eight (8) days before publication.
• Color and double truck closing times are one day in advance of normal deadlines.

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

COLOR RATES

Make a splash with color!

One color and black…………..$310.00
Two colors and black…………..$360.00
Three colors and black…………..$405.00

Double truck color charged as 2 pages.

ONLINE AND MOBILE ADVERTISING RATES

Affordable rates for the fastest growing segment of the market.

LEGAL ADVERTISING RATES

Daily . . . . . . . . . . . . . . $30.60*
Sunday . . . . . . . . . . . . $32.00*

* A 10% surcharge will be added for copy submitted after deadline.

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>$66</td>
</tr>
<tr>
<td>20-24 pgs</td>
<td>$69</td>
</tr>
<tr>
<td>28-32 pgs</td>
<td>$75</td>
</tr>
</tbody>
</table>

Preprint Reservations

Reservations must be made one week prior to publication. Reservations are accepted on a priority basis. All preprints must be delivered seven days prior to publication to The Independent, between the hours of 8 a.m. and 5 p.m. Monday thru Friday. The loading dock is located on 18th Street.

** The Daily Independent will accept only full run quantities for insertion. Contact Kim Harper at Kharper@dailyindependent.com

SINGLE SHEET PROGRAM

“WE-PRINT”

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.

SPECIAL SERVICES

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

GREENUP PICK-UP RATE

Reach an audience of over 8,700 potential customers by running your same ad in The Greenup County News-Times for an additional $5.65 per column inch.

To place your ad, call:
606.326.2622 or 800.955.5860
kharper@dailyindependent.com
CLASSIFIED ADVERTISING

CLASSIFIED

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

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.

CLASSIFIED IN COLUMN AND DISPLAY HELP WANTED RATES

$40.00 per column inch display
$4.00 per line (4 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 14 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.

BLIND BOX NUMBERS:
Pick up replies additional........ $10.00
Mailed replies additional...........$18.00

IN-COLUMN AD DEADLINES

Publication Day Deadline
Sunday...........................................Noon Friday
Monday...........................................2 p.m. Friday
Tues/Wed/Thur/Fri...........................Noon day prior
Saturday.....................................10 a.m. Friday

CIRCULATION

5 columns per page – page depth 9.889"
6 columns per page - page depth 21"
8 columns per page – page depth 21"

TABLOID/SPECIAL SECTIONS

Advertisements for parents of children or the employees of other, lockouts, accidents, postal delays, inability to obtain newsprint, and acts of Government.

MECHANICS

RETAIL DISPLAY

6 columns per page - page depth 21"

Column measures as follows:

1 Column..............1.139"
2 Columns..............2.389"
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)

8 columns per page – page depth 21"

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(Billed as 17 columns)

POLITICAL AD POLICY/GUIDELINES

The Independent will not knowingly accept or publish material that is in violation of the law. Advertiser and Agency agree to jointly and severally identify and hold harmless The Independent, its officers, servants and employees from all costs, including reasonable attorney fees of The 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 inva- sive of the privacy of another, regardless of whether such claims are ultimately found to be without merit. It is agreed that The Independent advertisement accepted by Publisher is to appear if such failure is caused by circumstances beyond the control of The Independent including, without limitation, acts of God, fires, storms, strikes by newspaper’s employees or the employees of other, lockouts, accidents, postal delays, inability to obtain newsprint, and acts of Government.

CREDITS AND PAYMENT TERMS

• 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.
• These advertisers are required to be licensed by the State of Kentucky: Plumbing, electrical and HVAC services and per- sons providing child care services for four or more children.

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 cal- endar 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 place- ment of the ad. Any political advertising which directly or indi- rectly mentions opposition must be published in time to give opposition an opportunity to reply.

Eddie Blakeley
Publisher
Kim Harper
Advertising Coordinator
kharpardailyindependent.com
Advising: ads@dailyindependent.com

The Independent
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fax 606.326.2680 • National/Legal fax 606.326.2681
www.dailyindependent.com

Effective thru December 31, 2018