

THE DAILY Independent

Rate Card 2025



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
Color is Additional*

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
Color is Additional*

NATIONAL ADVERTISING RATES

Daily \$13.00 Weekend \$15.50

**Price is Per Column Inch
Color is Additional*

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, 2025

NON-PROFIT RATE

Non-profit organizations who are approved by the IRS as 501C3, qualify for the non-profit rate of **\$9.00** daily and **\$11.50** Weekend.

**Price is Per Column Inch*

COLOR RATES

Make a Splash with color!

\$3 PER COLUMN INCH

Double truck color charged as 2 pages.

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.

DESKTOP & MOBILE ADVERTISING

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.....\$31.60*
Weekend Edition.....\$33.00*

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

**Price is Per Column Inch*

To Place Your Legal Ad, Call
606.326.2619 or 800.955.5860
kpratt@dailyindependent.com

PRE-PRINT RATES

Pages	Cost per M
1-4 pgs	\$50
8-16 pgs	\$55
20-24 pgs	\$60
28-32 pgs	\$65

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, 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**

***The Daily Independent will accept only full run quantities for insertion.*

Contact Kim Hess at
khess@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 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

www.dailyindependent.com

CLASSIFIED ADVERTISING

CLASSIFIED COMMERCIAL RATES

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 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.....Noon Friday

Wed/Thur/Fri.....Noon Day Prior

Saturday (Weekend).....10am Friday

GENERAL 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 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 invasive 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 by Publisher is to appear if such failure is caused by circumstances beyond the control of The Daily Independent, 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 after deadline for any publication 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

- 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.
- 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, 2025

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. Rentas, 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 advertiser, 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.**

MECHANICS

RETAIL DISPLAY

6 columns per page - page depth 21"

Column measures as follows:

1 Column.....	1.556"
2 Columns.....	3.222"
3 Columns.....	4.889"
4 Columns.....	6.555"
5 Columns.....	8.222"
6 Columns.....	9.889"
Double Truck.....	20.8325"*

*(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"

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.....	20.8325"*

*(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 9.889"

Column measures as follows:

1 Column.....	1.900"
2 Columns.....	3.900"
3 Columns.....	6.000"
4 Columns.....	8.150"
5 Columns.....	10.250"
Double Truck.....	21.25"*

*(Billed as 11 columns)

Lisa Callihan, Publisher/Ad Director
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Kim Hess, Advertising Manager
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THE DAILY
Independent

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