

Journal-Times — 2018 Rates

211 So. Carol Malone Blvd., Grayson, KY 41143 • (P) 606-474-5101 (F) 606-474-0013 • Email: advertising@journal-times.com.
The Journal-Times is owned by Community Newspapers Holdings, Inc., (CNHI), a privately-owned published company based in Montgomery, AL.
Published weekly on Wednesdays with an ad deadline of 3 p.m. the Friday prior to publication.

Advertising Rates

Display Advertising

A \$25 charge is added to each display ad for placing your ad on our website.
This is non-negotiable and included as part of the display advertising package.

Open Rate	\$7.20 PCI
In Memory/Card of Thanks	\$6.50 PCI
Milestones Announcement Ads (Wedding/Engagement/Anniversary/Birth)	
Up to 2 col. x 4.5" in size (including photo if desired)	\$25.00
Each Additional column inch \$7.00* Each Add'l photo	\$10.00

Classified Advertising

Classified Display (8 column format)	\$13.00 PCI
Classified Line Ads	\$12.05 for 4 lines minimum \$1.00 each additional line

Employment

Classified Help Wanted Display (8 column format)	\$13.00 PCI
Classifieds Line Help Wanted Ads	\$64.00 for 4 lines minimum \$1.00 each additional line

Cost includes both print and digital, partnered with Monster, to provide the most cost effective recruitment package available

Public Notice/Legal

Only available as a ROP display ad \$13.00 PCI

National Advertising

Retail Display	\$9.10 PCI
Classified Display (8 column format)	\$17.20 PCI

Desktop and Mobile Advertising

Big Ads (320 x 250 pixels)	\$15M (15,000 minimum)
Leaderboard (720 x 90 pixels)	\$15M (15,000 minimum)
By Impression (Less than 15,000)	\$25.00M

(Additional desktop and mobile positions available, rates upon request)

Guaranteed Page Placement

\$125 per issue up to half page; \$250 per issue over half page

Mechanicals

Retail Display (6 column format) Page Depth 21"

1 column	–	1.556 inches
2 columns	–	3.222 inches
3 columns	–	4.889 inches
4 columns	–	6.555 inches
5 columns	–	8.222 inches
6 columns	–	9.889 inches
Double Truck	–	21.25 inches

Classified Display (8 column format) Page Depth 21"

1 column	–	1.139 inches
2 columns	–	2.389 inches
3 columns	–	3.639 inches
4 columns	–	4.889 inches
5 columns	–	6.139 inches
6 columns	–	7.389 inches
7 columns	–	8.639 inches
8 columns	–	9.889 inches
Double Truck	–	21.25 inches

Tabloid Sections (modular format)

	Ad Size in Inches	# Col. Inches
Full Page	– 9.667 x 9.625	48 col. in
Half Page(H)	– 9.667 x 4.750	24 col. in
Half Page(V)	– 4.750 x 9.625	24 col. in
Quarter Page	– 4.750 x 4.750	12 col. in
Eighth Page	– 4.750 x 2.250	6 col. in
D'ble Truck	– 21.00 x 9.625	108 col. in

Quarterly Magazines

	Ad Size in Inches	# Col. Inches
Full Page	– 7.75 x 10.00	48 col. in
Half Page(H)	– 7.75 x 4.875	24 col. in
Half Page(V)	– 3.75 x 10.00	24 col. in
Quarter Page	– 3.75 x 4.875	12 col. in
Eighth Page	– 3.75 x 2.325	6 col. in
D'ble Truck	– 16.25 x 10.00	108 col. in

For Full Bleed Add .25" to all sides (Total .5" larger)

Inserts/Preprints

'Preprinted' Inserts

Already printed, delivered, ready for insertion

Single to 4 page tab	\$64 CPM
8 page tab	\$70 CPM
12 page tab	\$76 CPM
16 page tab	\$82 CPM
20 page tab	\$89 CPM
24 page tab	\$96 CPM

(Contact us for additional rates/sizes)

'We Print' Inserts

We design, provide proof, print and insert
(available for only single sheet inserts, full color included)

One-Sided Single Sheet

(7.5 x 10" printable area)

\$399 for 5000 piece; \$499 for 10,000

Two-Sided Single Sheet

(7.5 x 10" printable area)

\$799 for 5000 pieces; \$899 for 10,000

Refund & Cancellation

If a prepaid ad has been scheduled for multiple insertions and the item advertised sells before the last insertion date, the ad may be cancelled but no refund will be issued.

A full refund will be given only if the advertised item never reached publication.

There will be a 10% cancellation fee for both line ads and display ads cancelled less than 24 hours before the scheduled publication date.

Brokerage Space

The Journal-Times does not knowingly accept preprinted tabloids that include brokered space. Should an insert arrive and/or be inserted or published in the Journal-Times with brokered space included, the coordinating advertiser/agency will be charged a brokerage fee of \$500 per advertiser, as well as cost of insertion.

Color Rates

Make a SPLASH Add color to your ad

Ads smaller than 15 col. inches	\$48.75 flat
15 col. inches – 31.5 col. inches	\$3.25 PCI
32 col. inches – 62.5 col. inches	\$3.00 PCI
63 col. inches plus	\$189.00 flat
126 col. inches (full page):	\$325.00 flat
Double Truck Color	\$ 699.00 flat

Department Contacts

Pamela Bennett, Publisher
pbennett@journal-times.com

Lisa Callihan, Business Manager
lcallihan@cnhi.com

ADVERTISING

Dan Duncan, Advertising Director
dduncan@journal-times.com

Mara Fraley, Advertising Sales
mfraley@journal-times.com

CIRCULATION AND DIGITAL SUBSCRIPTIONS

Sharon Fitzpatrick,
Audience Development Director
sfitzpatrick@journal-times.com

EDITORIAL

Tim Preston, Editor
tpreston@journal-times.com
Krystal Williams, Sports Editor
kwilliams@journal-times.com
Jeremy D. Wells, Reporter
jwells@journal-times.com