

The Morehead News — 2017 Rates

710 W. First Street, Morehead, KY 40351 • (P) 606-784-4116 (F) 606-784-7337 • Email: advertising@themoreheadnews.com

The Morehead News is owned by Community Newspapers Holdings, Inc., (CNHI), a privately-owned published company based in Montgomery, AL. Published each Tuesday and Friday with ad deadline for Tuesday at 3 p.m. the prior Friday. Ad deadline for Friday is at 3 p.m. the prior Tuesday.

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	\$8.10 PCI
In Memory/Card of Thanks	\$6.50 PCI
Milestones (Wedding/Engagement/Anniversary/Birth up to 150 words)	\$25.00

Classified Advertising

Classified Display (8 column format)	\$15.00 PCI
Classified Line Ads	\$12.05 for 4 lines minimum \$1.00 each additional line

Employment

Classified Help Wanted Display (8 column format)	\$15.00 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 costeffective recruitment package available

Public Notice/Legal

Only available as a ROP display ad \$15.00 PCI

National Advertising

Retail Display	\$10.30 PCI
Classified Display (8 column format)	\$18.75 PCI

Desktop and Mobile Advertising

Big Ads (320 x 250 pixels)	\$175 per month
Leaderboard (720 x 90 pixels)	\$175 per month
Desktop and Mobile Floorboard	\$200 per month
By Impression (minimum 7,500)	\$25.00 M

(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 Morehead News does not knowingly accept preprinted tabloids that include brokered space. Should an insert arrive and/or be inserted or published in The Morehead News 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

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