### 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 cost-effective recruitment package available.

#### Guaranteed Page Placement
- **Full Page (9.667 x 9.625)**: $48.75 flat
- **126 col. inches (fullpage)**: $325.00 flat
- **63 col. inches plus**: $189.00 flat
- **126 col. inches (full page)**: $325.00 flat
- **Double Truck Color**: $699.00 flat

### 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

### 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.

### Department Contacts

- **Eddie Blakeley, Publisher**: publisher@themoreheadnews.com
- **Lisa Callihan, Business Manager**: lcallihan@themoreheadnews.com
- **Dan Duncan, Advertising Director**: dduncan@themoreheadnews.com
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- **Stephanie Ockerman, Editor**: sockerman@themoreheadnews.com
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- **Brad Stacy, Reporter**: bstacy@themoreheadnews.com
- **Megan Smedley, Reporter**: msmedley@themoreheadnews.com

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**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.

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### Printed Area

- **Retail Display (6 column format)**: 8 columns – 9.889 inches
- **Quarterly Magazines**
  - **Full Page**: 7.75 x 10.00
  - **Half Page (H)**: 3.75 x 4.875
  - **Quarter Page**: 3.75 x 4.875
  - **Eighth Page**: 3.75 x 2.325
  - **Double Truck**: 16.25 x 10.00

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### Machine Specifications

- **Full Page Depth**: 21”
- **Retail Display (6 column format) Depth**: 21”
- **Quart Page (7.5x 10” printable)**
- **Two-Sided Single Sheet**
  - (7.5 x 10” printable area)
  - $799 for 5000 pieces; $899 for 10,000

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### Preprinted Inserts

- **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

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### Full Page Placement

- **$125 per issue up to half page; $250 per issue over half page**