Rate Card 2023

**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.

**PRE-PRINT 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>$55</td>
</tr>
<tr>
<td>20-24 pgs</td>
<td>$60</td>
</tr>
<tr>
<td>28-32 pgs</td>
<td>$65</td>
</tr>
</tbody>
</table>

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

**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 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.

**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

www.dailyindependent.com

**OPEN RATE ADVERTISING**

Daily $10.00   Weekend $12.50
*Price is Per Column Inch

**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

**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.

**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, 2023
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.

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 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 states 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 indemnify The Daily Independent, its officers, servants and employees from all costs, including reasonable attorney fees of The Daily Independent, in defense 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 personnel, etc.
- 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. Payment in U.S. funds only.
- 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 indemnify The Daily Independent, its officers, servants and employees from all costs, including reasonable attorney fees of The Daily Independent, in defense 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 personnel, etc.
- 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.

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
Mailead replies additional .......... $18.00

GENERAL POLICY

The Independent

PAID SUBSCRIPTION RATES

1 year.................... $42.00
2 years................... $80.00

Effective thru December 31, 2023

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........ 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")

TABLED/SPETIAL SECTIONS

5 columns per page – page depth 9.899"
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
lcallihan@dailyindependent.com
Kim Harper, Advertising Director
kharper@dailyindependent.com

226 17th Street • PO Box 311 • Ashland, KY 41105-0311
606-326-2600 • Toll Free 800-955-5860
Fax 606-326-2680 • National/Legal Fax 606-326-2681
www.dailyindependent.com
## 2023 RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$2000</td>
</tr>
<tr>
<td>Inside Front or Back</td>
<td>$1800</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1500</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1050</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$800</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$650</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$450</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$325</td>
</tr>
</tbody>
</table>

All Prices Include Process Color. No Additional Charge for Ad Design.

## AD SIZES

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page*</td>
<td>8.375x10.875</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.85x9.75</td>
</tr>
<tr>
<td>1/2 Page (H)</td>
<td>7.5x4.8125</td>
</tr>
<tr>
<td>1/2 Page (V)</td>
<td>3.8x9.75</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>4.8x4.8</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.8x4.95</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>3.8x3.8</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>3.8x2.25</td>
</tr>
</tbody>
</table>

*Include .25" for bleed

## MULTI-ISSUE AGREEMENT

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Contact Your Daily Independent Marketing Rep or Call Our Advertising Dept at 606.326.2622**

*Discount is contingent upon advertising in all four consecutive Ashland Living Magazines during the 12-month contract period.
If contract period is unfulfilled pricing reverts to the open rate. Any and all discounts for prior magazines advertising during contract period will be void and all prior discount amounts will be applied to Advertiser account.

## PUBLICATION DATES AND DEADLINES

<table>
<thead>
<tr>
<th>Season</th>
<th>Ad Closing Date</th>
<th>Publication Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPRING</td>
<td>January 19th</td>
<td>February 24th</td>
</tr>
<tr>
<td>SUMMER</td>
<td>March 29th</td>
<td>May 5th</td>
</tr>
<tr>
<td>AUTUMN</td>
<td>June 28th</td>
<td>August 4th</td>
</tr>
<tr>
<td>WINTER</td>
<td>September 27th</td>
<td>November 3rd</td>
</tr>
</tbody>
</table>