

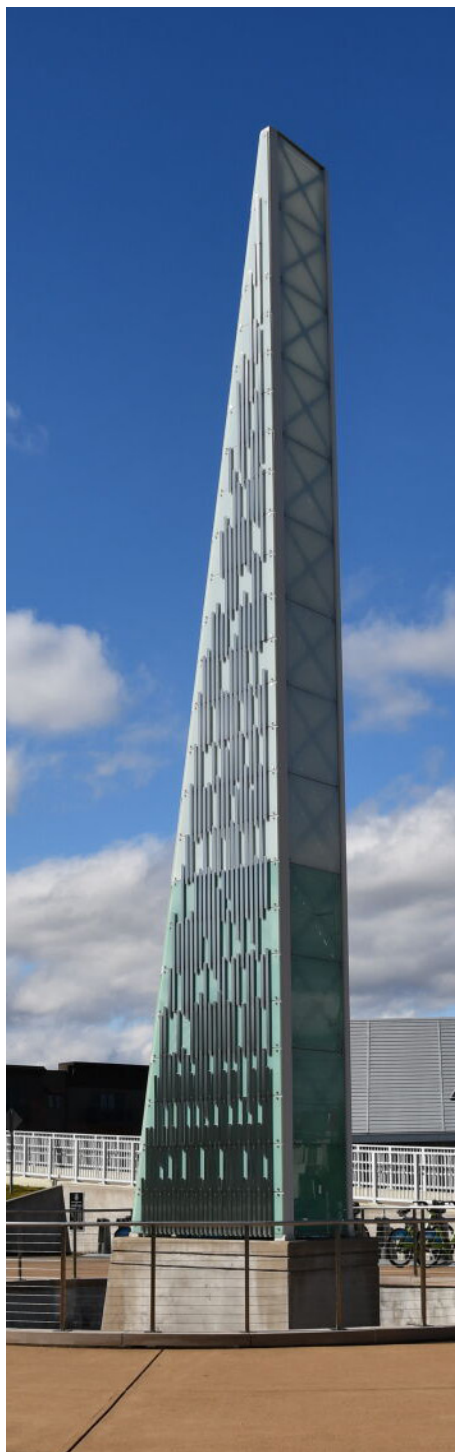


News and Tribune

Community Focused. Community Minded.

CONNECTING YOU WITH SOUTHERN INDIANA SINCE 1851

2025 MEDIA KIT



print solutions

Providing businesses with marketing packages reaching over 20,000 multi-media readers daily through our award-winning newspaper in print and online.

NEWS AND TRIBUNE

Days published Tuesday, Wednesday, Thursday, Friday, Saturday
Counties served Clark and Floyd counties in Indiana

CLARK COUNTY FAST FACTS

Population 125,467
Number of Households 52,750
Median Household Income \$68,493
Home Value \$252,494

FLOYD COUNTY FAST FACTS

Population 80,809
Number of Households 34,358
Median Household Income \$74,264
Home Value \$272,820



63% of readers access local news through both print and digital newspaper platforms.

Americans prefer local newspapers more than TV, radio or social media for news and information about a variety of important local topics.

- Local announcements
- Community news
- Local events
- Local businesses
- Local job postings
- Local schools
- Local things to do
- Restaurants and bars
- High school & college sports
- Religion and churches

Today's "typical" newspaper reader is anything but typical.



SOURCE: America's Newspapers
(Inland Press Foundation & SNPA Foundation)
A nationally representative sample of
American adults, age 18+, received an online survey in Q4 2022.
At the close of the survey, 5,000 respondents had participated.

- > 49% are male, 51% are female
- > 78% are under the age of 65
- > 67% of households earn \$50k+ annually
- > 61% are homeowners
- > 57% are employed
- > 38% are college grads or higher
- > 35% have children in the home
- > 71% lived in the community 5+ years

News and Tribune

News and Tribune is a trusted source of news and information for the region. Our newspaper has various pages that pair reader interest and give coordinated advertising opportunities to our advertisers.



Local News is critical to the well-being

of a community. Every day, Americans rely on local news to stay informed about important events affecting their lives. But local newspapers provide more than just the news. They are a catalyst that helps define the culture of a community.



Almost **6 out of 10** Americans use newspaper advertising to help them decide what brands, products and local services to buy.

News and Tribune

Speak to an audience who actively looks for information about our community daily.

RETAIL ADVERTISING RATES

	DAILY	WEEKEND
No Annual Investment	\$17.20	\$18.32
\$3,000 to \$4,999	\$14.85	\$15.44
\$5,000 to \$7,499	\$13.79	\$15.22
\$7,500 to \$12,499	\$12.82	\$13.67
\$12,500 to \$16,499	\$11.85	\$12.62
\$16,500 to \$22,499	\$11.32	\$12.10
\$22,500 to \$49,999	\$10.78	\$11.45
\$50,000 +	\$9.75	\$10.40

ads will publish in print for one day at the above per column inch rate.

COMMUNITY RATES

	DAILY	WEEKEND
	\$14.85	\$15.90

BUSINESS BUILDER

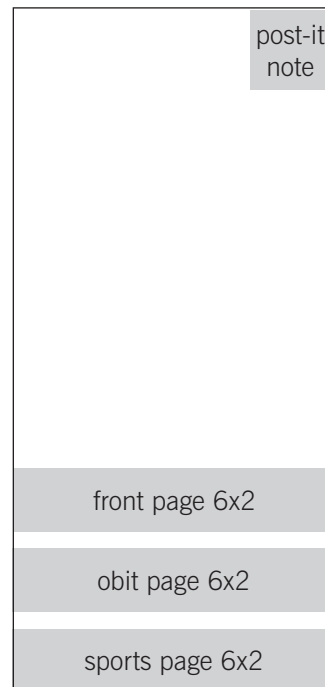
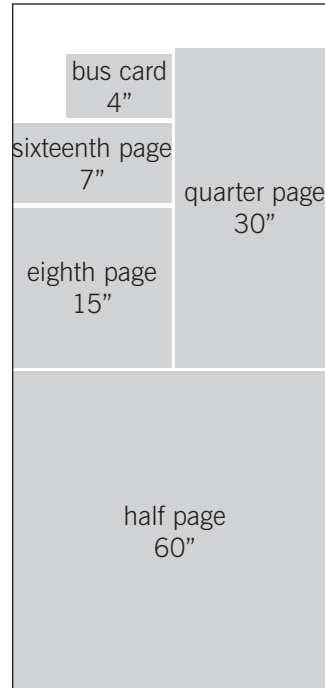
	2025
15 times 2"	\$11.12
15 times 4" to 10"	\$9.91
26 times 2"	\$9.60
26 times 4" to 10"	\$8.45

DAILY PREPRINT RATES

	2025
Single Sheet	\$39.00
4 Page Tabloid	\$44.00
8 Page Tabloid	\$48.00
12 Page Tabloid	\$50.00
16 Page Tabloid	\$53.00
20 Page Tabloid	\$55.00
24 Page Tabloid	\$57.00
28 Page Tabloid	\$59.00

WEEKEND PREPRINT RATES

	2025
Single Sheet	\$42.00
4 Page Tabloid	\$48.00
8 Page Tabloid	\$53.00
12 Page Tabloid	\$55.00
16 Page Tabloid	\$57.00
20 Page Tabloid	\$59.00
24 Page Tabloid	\$62.00
28 Page Tabloid	\$64.00



Color in advertising increases readership by grabbing attention, influencing emotions, and guiding visual hierarchy. Strategic color choices can make an ad more memorable, evoke desired feelings, and ultimately drive action.

ADD COLOR

8 to 29"	\$3.50/inch
30 to 50"	\$2.86/inch
51 to 100"	\$2.12/inch
101 to 129"	\$1.58/inch

We have other print options available, such as: Direct Mail, Single Sheet Printing, Business Cards, and more. Contact us today at 812-283-6636 for more information.

digital specialties

Combining the power of our website's readership, along with a multitude of targeted digital products, we can help you reach anyone, anywhere, anytime!

NEWSANDTRIBUNE.COM

Total Page Views 379,008 (as of March 2025)

Total Unique Visitors 69,781 (as of March 2025)



TARGETED DIGITAL MARKETING

Let us help you send a consistent message over a sustained period of time with our 60+ digital advertising products across all platforms including:



PRE-ROLL VIDEO, STREAMING TV, YOUTUBE

Reach users on all of their screens as they view live or on-demand programming through any connected device.



EMAIL MARKETING

Securely deliver your message to specific consumers using hundreds of targeting options via a dedicated email blast.



SEARCH ENGINE MARKETING

Our custom approach separates our team from the rest of the providers in the market ensuring your solution is custom to your needs.



STREAMING AUDIO

Music is everywhere in today's society. It is with us when we get up in the morning, go to work, sit at our desks, go to the gym, while we eat, and everywhere in-between. Is there a better way to touch your target audience?



PROGRAMMATIC DISPLAY

Designed to boost any business seeking to get their message in front of their target market.



GEO FENCING MICROPROXIMITY

Target people on their mobile devices based on where they are in real-time.



SOCIAL MEDIA

Leverage the power of two billion monthly Facebook users and 500 million daily Instagram users with some of the most precise audience targeting available today.



LOCAL & ORGANIC SEO

Improve your business' local visibility to drive foot traffic and phone calls. Expand your footprint by ranking higher locally while getting engaged with your customers.



**NATIVE ADVERTISING
ALT NETWORK
AFFORDABLE WEBSITES
BETTERCHAT
CREATIVE SERVICES
AND MORE!**

Delivering the right message, at the right time, to the right people.

News and Tribune

Use us to create your digital marketing strategy. No job too big or too small.

newsandtribune.com and more!

The value pricing structure of our digital products allows you to include them all, exponentially increasing reach and frequency.

newsandtribune.com

Capture your ideal audience directly, right on their computers, tablets or desktop

DIGITAL ADVERTISING SOLUTIONS

newsandtribune.com

Optimized Desktop & Mobile Display Ads	\$12/m
Marquee Ad on both Desktop and Mobile Display	\$150/day
Daily Newsletter	\$175/day

We are your one-stop-shop for marketing and advertising in the region.

REACH YOUR TARGET AUDIENCE 812-283-6636



newsandtribune.com

Optimized Desktop & Mobile Display Ad Sizes

300x250

300x50

320x50

728x90

300x600

Marquee Ad Sizes

970x90

800x250

1920x400

Email Blast Ad Sizes

580x1000

targeted digital marketing

Programmatic Display	as low as \$10/m
Video (Pre-Roll, Streaming TV, YouTube)	as low as \$20/m
Geo Fencing Microproximity	as low as \$15/m
Email Marketing	as low as \$200 (5,000 emails)
Social Media (Facebook, Instagram, TikTok)	as low as \$500/month (90-day minimum)
Search Engine Marketing	as low as \$750/month (90-day minimum)
Local & Organic SEO	as low as \$200/month

TARGETED DIGITAL MARKETING IMAGE FILE SPECIFICATIONS

File types: JPG, PNG, or GIF

File size: 150 KB or smaller (for both first-party ads and third-party ads)

Images: Creative images must be clear, recognizable, and relevant and must occupy the entire space of the image size you've chosen.

Text: Text appearing in the ad must be legible.

Orientation: Creatives cannot appear sideways or upside down.

Segmentation Creatives cannot be segmented, contain multiple copies of themselves within the ad, or otherwise appear to be more than one ad.

Background color: Creatives with partially black or white backgrounds must include a visible border of a contrasting color to the majority background color of the ad.

Click action: When the user clicks a creative, it must open a new page.

Animation limit: Animated ads are restricted to a maximum of 15 seconds of looping, after which they must remain static.

In-banner: Must be in Flash format with a 50 KB maximum file load and 2 MB maximum load for the secondary file; video ads must include play, pause, mute, and unmute controls.

Click-to-start video: No length limit, but must navigate to a landing page upon completion.

Auto-start video: A 15-second limit applies, with no audio



heard unless initiated by mouse-over; should be backstopped by static 300x250 that clicks through to landing page.

BEST PERFORMING AD SIZES:

Display: 160x600, 300x250, 728x90, 300x600
Mobile: 300x50, 320x50

Our team builds customized campaigns that reach motivated consumers, boosting your digital presence while maintaining a focus on business growth.

specialty products

With these unique, local specialty publications, your advertising message is reaching a targeted demographic with each issue.

NEWS AND TRIBUNE SPORTS MAGAZINE

A bi-monthly magazine focusing on all things sports – youth, young adult and seniors – taking part in sports in and around Southern Indiana. This glossy, full-color magazine reflects the excitement and diversity of a sporting life in Clark and Floyd counties.

AD SIZE	PRICE
Cover Page	\$1,900
Full Page	\$1,350
Half Page	\$745
1/3 Page	\$550

ASK ABOUT FREQUENCY DISCOUNTS AND VALUE ADDED OPTIONS!

ISSUE	DEADLINE	PUBLISH
Jan./Feb.	Dec. 6	Dec. 27
March/April	Jan. 30	Feb. 28
May/June	April 3	April 25
July/August	June 6	June 28
Sept./Oct.	Aug. 8	Aug. 30
Nov./Dec.	Oct. 3	Oct. 25

SPECIAL PROJECTS

Reach more targeted audiences in these themed special promotions

EDITION	MONTH
Medical Directory	January
20 Under 40	March
One Southern Indiana Directory	March
Progress Edition	May
NTSPY Awards	June
Locally Owned	June
Diversity Magazine	July
Snapshot	July
Clark County Readers' Choice	August
Senior Expo	September
Floyd County Readers' Choice	October
Family Owned Businesses	November



News and Tribune

Our specialty projects provide targeted audience reach, community engagement, keepsake value and high readership. Call our marketing consultants today for pricing at 812-283-6636.

News and Tribune

221 Spring Street | Jeffersonville, IN 47130 | 812-283-6636

advertising information

GENERAL RATE POLICY

Publisher reserves the right to revise rates at any time. Contract advertisers will receive 30 days written notification of rate changes and may, without penalty, cancel their contract prior to the new rates becoming effective by providing written cancellation notification to the publisher. Publisher reserves the right to refuse any ad. Publisher will insert the words "paid advertisement" in any ad that simulates news. Ads cancelled after 12noon, two days prior to publication will be charged at 50% rate. Make-goods, credits or refunds will not be made to advertisers when position requests are not fulfilled. Advertising space contracted cannot be subletted to others. Proofs are submitted to advertisers for correction of typographical errors only. A composition charge of \$20 per hour (minimum 1 hour) will be imposed for any changes made on the proof other than corrections and will be made only when it can be done without delaying the production of the newspaper. Errors must be brought to the attention of the Publisher with 24 hours of the first publication for allowances to be made. No allowance is made for errors that do not materially affect the value of the advertisement. Publisher shall for no reason be liable for more than the value of the actual space occupied by the item in which an error occurred. Likewise, the Publisher assumes no liabilities for any omission or failure to publish an ad. Billing will be considered correct unless the Controller is notified in writing of any errors within 10 days of billing. **TERMS OF PAYMENT:** Cash or check must accompany order unless credit has been approved by the Controller. To open an account, a completed credit application must be submitted to and approved by the Controller. Advertiser shall make payment on accounts within the credit terms indicated on advertiser's statements. Payment is considered past due after the 20th of the month. A 1.5% per month 18% APR service charge will be assessed on all past due balances. Advertisers who fail to pay within a 60-day period will be considered delinquent and will be on a cash-with-copy basis until the delinquent balance has been paid in full. All rates in this rate card are net.

CONTRACT AND COPY REGULATIONS

- A. **CONTRACT.** Advertisers rights may not be transferred to or used for the benefit of another.
- B. **FLOOD, FIRE.** In the event of flood, fire, strike or other emergencies beyond the control of either party, contract shall be suspended by agreement and neither the newspaper nor the advertiser are held liable for damages.
- C. **REPRODUCTION RIGHTS.** All property rights, including any copyright interest in any advertisements produced for advertisers by the newspaper, using artwork and/or typography furnished or arranged by us, shall be the property of the newspaper. No such ad or any part thereof may be reproduced without the prior written consent of the newspaper.
- D. **ACCEPTABILITY.** The newspaper reserves the right to edit or reject any and all advertising copy.
- E. **ADVERTISING CONTENT.** The advertiser and/or advertising agency or agent assumes liability for the content of all advertisements that he authorizes for publication, and all claims that arise therefrom against the newspaper.
- F. **ERRORS.** In the event of a typographical error on the part of the newspaper, the newspapers liability is limited to furnishing a letter to the advertiser acknowledging the error, and either re-running only that portion of the ad which was incorrect or giving credit for such portion. The newspaper is responsible for the first insertion error only.
- G. **DOUBLE TRUCKS.** Twenty-one and a half inches will be charged for the space between facing pages when an advertisement extends across the gutter.

COLOR POSITION AND GUARANTEED POSITIONING

Color positions may be limited. When extensive requests for a color position exist, full color ads take precedence over spot color and black & white ads by size. Display advertising is accepted on a guaranteed position basis at a 30% premium, where possible. When the 30% premium is not paid, position cannot be guaranteed.

PRESS READY AD SUBMISSION REQUIREMENTS

This newspaper will gladly accept press ready electronic ads at the specifications outlined in this media kit. This newspaper is not responsible for errors due to improperly prepared files and has the right to publish an ad 'as is' if necessary to meet deadlines.

Submit press quality PDF files that meet the following specifications:

- > Contain high resolution (250-300 dpi) CMYK or grayscale photos and graphics (No Pantone or RGB elements)
- > 100% Black for black images and fonts (not CMYK mix)
- > All fonts embedded (or turned to outlines)

NEWSPAPER ADVERTISING SIZES

BROADSHEET OR TABLOID

1 column	1.5833 inches
2 column	3.2917 inches
3 column	5 inches
4 column	6.7083 inches
5 column	8.4167 inches
6 column	10.125 inches

BROADSHEET

6 columns wide by 21.5" deep
Camera-ready ad depth should be 21"

19" depth or larger billed at 21.5"

TABLOID

6 columns wide by 10" deep
Camera-ready ad depth should be 10"

9" depth or larger billed at 10"

NEWSPAPER ADVERTISING DEADLINES

PUBLICATION DAY

Tuesday
Wednesday
Thursday
Friday
Saturday

DEADLINE

4pm Friday
4pm Monday
4pm Tuesday
4pm Wednesday
4pm Thursday

ENTERTAINMENT NOW!

TV Guide

5pm Thursday
1 week prior

MAGAZINE ADVERTISING SIZES

Full Page (bleed)	8.75"x11.25"
Full Page (non-bleed)	7.75"x10.25"
Half Page	7.75"x5"
Quarter Page	3.8"x5"

DIGEST-SIZED ADVERTISING SIZES

Full Page	5"x8"
Half Page (horizontal)	5"x4"
Half Page (vertical)	2.5"x8"
Quarter Page	2.5"x4"

newspaper multi-state reach

Connect with additional readers with our region's sister newspapers & websites to reach an extended audience.

Call your local newspaper today for pricing.



The Herald Bulletin
Anderson, IN
Tuesday-Saturday



Commercial News
Danville, IL
Tuesday, Thursday, Saturday



Daily News
Effingham, IL
Tuesday, Wednesday, Friday, Saturday



The Goshen News
Goshen, IN
Monday, Wednesday-Saturday



Daily News
Greensburg, IN
Tuesday, Thursday, Saturday



News & Tribune
Jeffersonville, IN
Tuesday-Saturday



Kokomo Tribune
Kokomo, IN
Monday, Wednesday-Saturday



The Lebanon Reporter
Lebanon, IN
Tuesday, Thursday, Saturday



Pharos-Tribune
Logansport, IN
Tuesday-Saturday



Tribune-Star
Terre Haute, IN
Tuesday-Saturday



Times Herald
Washington, IN
Tuesday, Thursday, Saturday