

*If you want  
Jessamine County,  
you've GOT TO HAVE  
The Jessamine Journal!*

*When it  
happens,  
Jessamine  
County's  
award-winning  
community  
newspaper  
is there!*

# THE JESSAMINE JOURNAL

WWW.JESSAMINEONLINE.COM  
ADVERTISING RATES EFFECTIVE OCTOBER 1, 2005

## 2005 SPECIAL SECTION CALENDAR 2006

Each month throughout the year The Journal publishes a selection of timely "Bonus" sections that focus on specific holidays, issues and events. These special additions to our award-winning newspaper guarantee your advertising will be read and used!

### october '05

6 MEDICAL CONNECTION PAGE  
13 REAL ESTATE SHOWCASE TAB  
20 DINING PAGE  
FALL CAR CARE PAGE  
27 "PICTURE THIS" TAB  
HALLOWEEN SAFETY PAGE  
REAL ESTATE SHOWCASE TAB

### november '05

3 MEDICAL CONNECTION PAGE  
10 REAL ESTATE SHOWCASE TAB  
VETERAN'S TAB  
17 DINING PAGE  
CAROLS, GIFTS & TREATS TAB  
REAL ESTATE SHOWCASE TAB  
2006 ANNUAL MANUAL  
24 potpourri

### december '05

1 MEDICAL CONNECTION PAGE  
8 REAL ESTATE SHOWCASE TAB  
FRUIT BASKET PAGE  
15 HOLIDAY GIFT GUIDE TAB  
DINING PAGE  
22 SEASON'S GREETINGS TAB  
REAL ESTATE SHOWCASE TAB  
NEW YEARS PAGE  
29 potpourri

### january '06

5 MEDICAL CONNECTION PAGE  
12 REAL ESTATE SHOWCASE TAB  
BRIDAL PAGE  
19 DINING PAGE  
26 DOUBLE SPACE SALE  
REAL ESTATE SHOWCASE TAB

### february '06

2 MEDICAL CONNECTION PAGE  
VALENTINE PAGE #1  
9 REAL ESTATE SHOWCASE TAB  
VALENTINE PAGE #2  
16 DINING PAGE  
23 REAL ESTATE SHOWCASE TAB

### march '06

2 MEDICAL CONNECTION PAGE  
9 REAL ESTATE SHOWCASE TAB  
16 DINING PAGE  
JESSAMINE LIFE  
23 PROM TAB  
30 REAL ESTATE SHOWCASE TAB  
SPRING SPORTS TAB  
EASTER BASKET PAGE

### april '06

6 MEDICAL CONNECTION PAGE  
HOME IMPROVEMENT TAB  
13 REAL ESTATE SHOWCASE TAB  
EASTER PAGE  
20 DINING PAGE  
SUMMER ADVENTURES TAB  
27 RELAY FOR LIFE TAB  
REAL ESTATE SHOWCASE TAB

### may '06

4 MEDICAL CONNECTION PAGE  
MOTHER'S DAY PAGE  
CLASS OF 2018  
11 REAL ESTATE SHOWCASE TAB  
18 DINING PAGE  
25 GRADUATION TAB  
REAL ESTATE SHOWCASE TAB

### june '06

1 MEDICAL CONNECTION PAGE  
8 REAL ESTATE SHOWCASE TAB  
15 FATHER'S DAY PAGE  
DINING PAGE  
22 REAL ESTATE SHOWCASE TAB  
PET PHOTO CONTEST PAGE  
29 PUBLIC SAFETY TAB  
FLAG PAGE

### july '06

6 MEDICAL CONNECTION PAGE  
13 REAL ESTATE SHOWCASE TAB  
20 DINING PAGE  
FACES OF THE FAIR  
27 REAL ESTATE SHOWCASE TAB

### august '06

3 MEDICAL CONNECTION PAGE  
BACK TO SCHOOL TAB  
10 REAL ESTATE SHOWCASE TAB  
17 DINING PAGE  
FALL SPORTS TAB  
24 BLUEGRASS FESTIVAL TAB  
REAL ESTATE SHOWCASE TAB  
31 VETS & PETS PAGE

### september '06

7 MEDICAL CONNECTION PAGE  
14 REAL ESTATE SHOWCASE TAB  
21 DINING PAGE  
JESSAMINE JAMBOREE TAB  
28 HOME IMPROVEMENT TAB  
REAL ESTATE SHOWCASE TAB

### october '06

5 MEDICAL CONNECTION PAGE  
12 REAL ESTATE SHOWCASE TAB  
19 DINING PAGE  
FALL CAR CARE PAGE  
26 "PICTURE THIS" TAB  
REAL ESTATE SHOWCASE TAB  
HALLOWEEN SAFETY PAGE

### november '06

2 MEDICAL CONNECTION PAGE  
9 REAL ESTATE SHOWCASE TAB  
VETERAN'S TAB  
16 DINING PAGE  
CAROLS, GIFTS & TREATS TAB  
23 REAL ESTATE SHOWCASE TAB  
30 2007 ANNUAL MANUAL

### december '06

7 MEDICAL CONNECTION PAGE  
FRUIT BASKET PAGE  
14 REAL ESTATE SHOWCASE TAB  
HOLIDAY GIFT GUIDE TAB  
21 DINING PAGE  
SEASON'S GREETINGS TAB  
REAL ESTATE SHOWCASE TAB  
NEW YEARS PAGE  
28 potpourri

# THE JESSAMINE JOURNAL

507 NORTH MAIN STREET • NICHOLASVILLE, KY 40356 • 859-885-5381 • FAX 859-887-2966 • ADSALES@JESSAMINEJOURNAL.COM • WWW.JESSAMINEONLINE.COM

## • PERSONNEL

Dave Eldridge, Publisher  
Randy Patrick, Editor  
Peggy Adkins, Account Executive  
Dawn Pennington, Account Executive

## • REPRESENTATIVE

Kentucky Press Association  
101 Consumer Lane  
Frankfort, Kentucky 40601

## • COMMISSION AND TERMS

A. 15% commissionable discount is available from the published national ROP rate.

NO OTHER COMMISSIONABLE RATES EXIST.

B. Advertising is payable at the time of purchase unless the advertiser or agency has established credit with the publisher. Credit is readily available for qualified customers with approved credit applications. Accounts outstanding over 30 days will be assessed a 1.5% monthly service charge. Credit will not be extended to past-due accounts.

C. Billing is based on calendar months. Publisher will collect, in addition to the amount due, reasonable costs of collection including attorney's fees and costs of litigation.

D. Political advertising and going out of business advertising is accepted only with payment in advance.

E. NO BROKERED ADVERTISING ACCEPTED.

## • GENERAL RATE POLICIES

A. The publisher reserves the right to accept, classify, cancel, edit or reject any advertising copy submitted, and to place the word "Advertisement" on any ad.

B. The publisher shall have no liability whatsoever, by reason of any error in connection with any advertisement (including and without limitation) failure to publish advertising on desired dates and/or omissions or additions to advertisements. The publisher will not be responsible for and shall incur no liability for errors or misprints beyond cancellation of the charges or publishing a correction in a space equal to that occupied by the error. The publisher cannot be held liable for errors that occur when copy is received by telephone, fax machine or any other electronic method. Written requests for adjustments must be made within five days of publication of the erroneous advertisement.

C. The advertiser assumes full and complete responsibility for advertising content that is published. The advertiser shall indemnify and save the publisher harmless against any demands, claims or liability arising from the publication of said advertising copy. Photographs of individuals for advertising must be accompanied by a release form from that individual or guardian. Release forms are available at The Jessamine Journal. The advertiser shall reimburse the publisher in settlement of claims or in satisfaction of judgements obtained by reason of the publication of such advertising copy together with all expenses incurred in connection therewith, including, but not limited to, attorney's fees and cost of litigation.

D. The newspaper makes every effort to honor page requests. Guaranteed positions, however, are not offered.

## • ADVERTISING RATES

### ROP LOCAL OPEN RATE

(non-commissionable)  
\$10.65 per column inch

### ROP NATIONAL RATE

(15% commissionable)  
\$12.55 per column inch

### BULK CONTRACT RATES

#### 13 WEEKS

39 inches	\$8.15 per inch
78 inches	\$7.85 per inch

#### 52 WEEKS

144 inches	\$7.60 per inch
208 inches	\$7.40 per inch
416 inches	\$7.20 per inch
819 inches	\$6.90 per inch
1638 inches	\$6.60 per inch
3354 inches	\$6.20 per inch
6708 inches	\$5.80 per inch

### STANDING CARD

\$7.60 per column inch

(4 consecutive weeks, 10 column inches or more, no copy changes)

### PREPRINT RATES

Single Sheet	\$38/per thousand pieces
4 Page Tab	\$40/per thousand pieces
8 Page Tab	\$44/per thousand pieces
12 Page Tab	\$52/per thousand pieces
16 Page Tab	\$58/per thousand pieces
20 Page Tab	\$66/per thousand pieces
24 Page Tab	\$76/per thousand pieces

Minimum preprint billing is 3,000 pieces. All rates are NET (non-commissionable). Preprints with higher page counts and/or heavy stock will be quoted individually. Materials must not exceed 10.5 inches by 11 inches in overall size.

Reservations must be confirmed with the newspaper at least 7 days in advance of the requested publication date. Preprints are to be delivered not later than five days prior to publishing date directly to our printing facility at the address listed below:

### THE ADVOCATE-MESSENGER

330 South Fourth Street  
Danville, Kentucky 40422  
859-236-2551

## • COLOR RATES

Black plus one color - \$85,

Two colors - \$150, Three colors - \$215

## • DEPTH SPECIFICATIONS

A. STANDARD PAGES: Minimum display advertisement acceptable: 1 column by 1 inch.

Advertisements over 18 inches deep will be billed at full column depth.

B. TABLOID PAGES: Minimum display advertisement acceptable: 1/8 page. Advertisements over 9 inches deep will be billed at full column depth.

## • DEADLINES

### DISPLAY ADVERTISING

Monday, Noon

### CLASSIFIED ADVERTISING

Monday, 5:00 p.m.

### "TOO LATE TO CLASSIFY"

### CLASSIFIED ADVERTISING

Tuesday, 5:00 p.m.

## • MECHANICAL

### PRINTING METHOD

Standard offset using digital composition and aluminum plates. No shrinkage. Camera-ready ads are accepted as pdf's via e-mail, AdSend or ftp.

Contact the newspaper for specifications on submission. Size of the printed area is 11.625 inches by 21.5 inches. The newspaper is produced entirely in six-column format.

### MEASUREMENTS

S.A.U. dimensions

BROADSHEET WIDTHS: 1 column - 1.833",  
2 columns - 3.792", 3 columns - 5.750",  
4 columns - 7.708", 5 columns - 9.667",  
6 columns - 11.625"

## • SPECIAL RATES

### CARD OF THANKS, ABC LEGALS IN MEMORIAM, HAPPY BIRTHDAY

\$29.95 per item

### CHURCH PAGE

\$12.00 per block (six month contract)

### CLASSIFIED DISPLAY

\$10.95 per column inch

### COMBINATION RATES

Available with our sister publications, The Advocate-Messenger, Danville, KY, published daily except Saturday, The Interior Journal, Stanford, KY, published every Thursday, The Winchester Sun, Winchester, KY, published daily except Sunday, and our partner publication, The Central Record, Lancaster, KY. Contact your sales representative for details.

## • CLASSIFIED RATES

Classified rates include **FREE**  
placement of your ad on  
**jessamineonline.com**

### CLASSIFIED READER (Line ads)

\$9.95 first 10 words, 10¢ each additional word

### "TOO LATE TO CLASSIFY" READER

\$10.95 first 10 words, 10¢ each additional word

## • CIRCULATION

*The Jessamine Journal was established in 1873 and is published each Thursday at Nicholasville, Kentucky. Subscriber copies are delivered via second class mail and entered at the U.S. Post Office - Nicholasville, KY 40356. The Jessamine Journal has a growing paid circulation and serves the entire Jessamine County market.*

### On the cover... 'Hot Iron', from the August 25, 2005 edition of The Jessamine Journal

Carter Moore of Keene worked on making a hand-rail picket. Carter has been an apprentice of blacksmith Jim Jones of Jessamine County for the last two years.

PHOTO BY ZOYA TERESHKOVA

