

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
Mike Moore, 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)
\$11.50 per column inch

ROP NATIONAL RATE

(15% commissionable)
\$13.53 per column inch

BULK CONTRACT RATES

13 WEEKS

39 inches \$9.60 per inch
78 inches \$9.10 per inch

52 WEEKS

144 inches \$8.60 per inch
208 inches \$8.20 per inch
416 inches \$7.80 per inch
819 inches \$7.40 per inch
1638 inches \$7.00 per inch
3354 inches \$6.60 per inch
6708 inches \$6.20 per inch

STANDING CARD

\$8.60 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



Black plus one color - \$85,
Two colors - \$150, Three colors - \$215

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.

On the cover... 'Cannonade', from the July 27, 2006 edition of The Jessamine Journal

Members of the 12th United States Colored Heavy Artillery unit, which was based out of Camp Nelson, prepare to fire their cannon again during the July 22 Central Kentucky Civil War Heritage Trail re-enactment. PHOTO BY MIKE MOORE

• 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

COLUMN 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 MEMORIUM, HAPPY BIRTHDAY

\$31.95 per item

CHURCH PAGE

\$12.00 per block (six month contract)

CLASSIFIED DISPLAY

\$11.95 per column inch

COMBINATION RATES

Take advantage of a large segment of the affluent Central Kentucky market through our BANG! program. The Bluegrass Area Newspaper Group also offers you the use of 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, published every Thursday.

Contact your sales representative for details!

• CLASSIFIED RATES

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

CLASSIFIED READER (Line ads)

\$10.75 first 10 words, 15¢ each additional word

"TOO LATE TO CLASSIFY" READER

\$11.75 first 10 words, 15¢ each additional word

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.