

# THE JESSAMINE JOURNAL

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

## RETAIL DISPLAY ADVERTISING

(Rates Per Column Inch, 2 column inch minimum)

ROP Contract Levels	Single Run	FULL COLOR	SPOT COLOR	Online	Magazines
OPEN RATE – NO CONTRACT	\$12.10	\$7.00	\$3.00	100%	100%
13 TIMES IN 26 WEEKS	\$10.26	\$7.00	\$3.00	90%	90%
26 TIMES IN 52 WEEKS -OR- \$5,000–\$15,000	\$9.68	\$6.00	\$3.00	85%	85%
52 TIMES IN 52 WEEKS -OR- \$15,001–\$25,000	\$8.49	\$6.00	\$3.00	80%	80%
\$25,001–\$35,000	\$7.24	\$6.00	\$3.00	75%	75%
\$35,001–\$50,000	\$6.65	\$6.00	\$3.00	70%	70%
\$50,001–	\$6.15	\$6.00	\$3.00	70%	70%
		\$215 MAX.	\$100 MAX.		

## CLASSIFIED DISPLAY ADVERTISING

(Rates Per Column Inch, 2 column inch minimum)

Classified Contract Levels	Single Run	Online	Magazines
OPEN RATE - NO CONTRACT	\$12.50	100%	100%
13 TIMES IN 26 WEEKS	\$11.25	90%	90%
26 TIMES IN 52 WEEKS	\$10.00	85%	85%
52 TIMES IN 52 WEEKS	\$9.00	80%	80%
\$25,001+	\$8.13	75%	75%

## OTHER ADVERTISING RATES

CARD OF THANKS*	\$33.50 FLAT
IN MEMORIAM ADS*	\$33.50 FLAT
BIRTHDAY ANNOUNCEMENTS*	\$33.50 FLAT
*Flat rate at 4 column inches. Larger ads charged at open rate.	
ABC LEGALS	\$33.50 FLAT
MISC PERSONAL LEGALS	\$33.50 FLAT
CHURCH PAGE*	\$15.00 FLAT
*Six month contract required	
NON-PROFIT RATE	\$8.49 PCI

## PERSONNEL

Scott Shurz, *Publisher*  
Mike Moore, *Editor*  
Brad Toy, *Advertising Director*  
Peggy Adkins, *Account Executive*  
Dawn Pennington, *Account Executive*  
M. Allison Francis, *Account Executive*  
Heath Braley, *Advertising Assistant*

## REPRESENTATIVE

Kentucky Press Association  
101 Consumer Lane  
Frankfort, Kentucky 40601

## COMMISSION AND RATES

A. 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.

B. 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.

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

D. 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 there with, 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.

## PREPRINTS

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 JESSAMINE JOURNAL

c/o The Winchester Sun  
20 Wall Street, Maple Express Entrance  
Winchester, Kentucky 40391  
859.744.3121

## DEPTH SPECIFICATIONS

A. STANDARD PAGES: Minimum display advertisement acceptable: 1 column by 4 inches. 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

TUESDAY, NOON

## 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 10.5 inches by 21.5 inches. The newspaper is produced in six-column format with the exception of the Classified section which is eight-columns.

## ROP COLUMN WIDTHS:

1 COLUMN - 1.642"	4 COLUMNS - 6.957"
2 COLUMNS - 3.413"	5 COLUMNS - 8.728"
3 COLUMNS - 5.185"	6 COLUMNS - 10.500"

## CLASSIFIED COLUMN WIDTHS:

1 COLUMN - 1.199"	5 COLUMNS - 6.514"
2 COLUMNS - 2.528"	6 COLUMNS - 7.843"
3 COLUMNS - 3.856"	7 COLUMNS - 9.171"
4 COLUMNS - 5.185"	8 COLUMNS - 10.500"

## 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 placement of your ad on*  
**jessaminejournal.com**

## CLASSIFIED READER (LINE ADS)

CALL FOR QUOTES.

## CLASSIFIED RATES

*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.*