

# APPALACHIAN NEWS-EXPRESS

THE CONSCIENCE OF EASTERN KENTUCKY

## 2009 ADVERTISING RATES & MECHANICAL REQUIREMENTS



### ABOUT THE APPALACHIAN NEWS-EXPRESS

The *Appalachian News-Express*, a daily morning paper, publishes Tuesday through Friday with a Weekend Edition and a circulation of over 45,000. The *Appalachian News-Express* has won numerous awards from the Kentucky Press Association and was voted Kentucky's Best Newspaper eleven years in a row.

The *Appalachian News-Express* is distributed by U.S. Postal carriers and through various retail outlets both in and outside the Pike County area.

### ABOUT THE MOUNTAIN BARGAIN HUNTER

The *Mountain Bargain Hunter*, is a free publication that is entertaining and evenly distributed in the Eastern Kentucky region that enables people to buy, swap, trade or sell their personal belongings.

More than 20,000 copies are printed each week and delivered by carriers to more than 500 distribution points in Kentucky, Virginia, and West Virginia providing advertisers an opportunity to reach a large audience. The *Mountain Bargain Hunter* does the same job as eight papers and 14 radio signals for a *fraction* of the cost.

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**Publisher's Note:** The *Appalachian News-Express* reserves the right to edit or reject any advertising or submitted material.

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WWW.NEWS-EXPRESSKY.COM  
**APPALACHIAN NEWS-EXPRESS**  
129 CAROLINE AVENUE  
P.O. Box 802  
PIKEVILLE, KY 41502  
(606) 437-4054  
FAX: (606) 437-4246

# **N**APPALACHIAN **NEWS-EXPRESS**



## **Newspaper Information**

Appalachian News-Express  
129 Caroline Avenue  
P.O. Box 802  
Pikeville, KY 41502

**Phone:** (606) 437-4054

**Fax:** (606) 437-4246

**Website:** [www.news-expressky.com](http://www.news-expressky.com)

**Contact:** Mike Davis,  
Advertising Director  
[mdavis@news-expressky.com](mailto:mdavis@news-expressky.com)

**E-mail:** [ads@news-expressky.com](mailto:ads@news-expressky.com)

**Publication Days:** Wednesday, Friday and Weekend  
**Edition**

## **Deadlines:**

### Classified

Wednesday.....Noon Monday  
Friday.....Noon Wednesday  
Weekend.....Noon Friday

<u>ROP</u>	<u>New Ads</u>	<u>Pickup Ads</u>
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Wednesday.....3:00 pm Monday.....10:00 am Tuesday  
Friday.....3:00 pm Wednesday.....10:00 am Thursday  
Weekend.....Noon Friday.....3:00 pm Friday

## **Column Inch Rates - Retail**

Local.....\$9.40  
Second Pickup.....\$7.05  
Third Pickup.....\$4.70  
Fourth and Fifth Pickup.....\$3.75  
Political (Cash).....\$9.40  
Community and Civic.....\$7.95  
Personal Ads.....\$6.60  
Legal Display.....\$7.20  
National.....\$11.75

## **Column Inch Rates - Classified**

Local.....\$7.20  
Second Pickup.....\$6.55  
Third Pickup.....\$5.20  
Fourth Pickup.....\$4.45  
Fifth Pickup.....\$3.75  
National.....\$11.75

## **Color Rates**

Process (one time).....\$240.00  
Process (two-four times).....\$120.00  
Process (five).....\$78.00  
Spot (one time).....\$120.00  
Spot (two-four times).....\$65.00  
Spot (five times).....\$40.00

Prime Placement adds 10%

## **Insert Rates Per Thousand**

1-9 insertions annually.....\$55.00  
10-19 insertions annually.....\$50.00  
20 or more insertions annually.....\$47.00  
Zoning Fee.....\$50.00

## **Insert Zones**

Zone 1.....Pikeville Area  
Zone 2.....Belfry, Kimper, Phelps Area  
Zone 3.....Elkhorn City, Virgie Area  
Zone 4.....Miscellaneous

Terms net 10 days. All rates are net. Zoning fee of \$50.00 net will apply for insertions that must be zoned. Minimum insertion amount 1,000 pieces.

**CALL TODAY TO FIND OUT  
ABOUT OTHER SPECIAL  
RATES, DISCOUNTS  
AND PROGRAMS!**

**[WWW.NEWS-EXPRESSKY.COM](http://WWW.NEWS-EXPRESSKY.COM)**

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## HOW TO FIGURE COLUMN INCHES

A column inch is the amount of space within an area that is 1 column wide by 1 inch deep.

For example, an ad that is 2 columns wide by 3 inches deep is a 6-column-inch ad. All display advertising rates are based on column inches.

Minimum Size Ad Accepted: 1 column inch

Ads are measured to the nearest half inch.

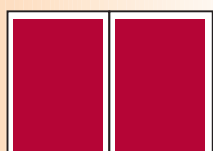
Ads deeper than 19.5 inches will be billed and displayed at 21.5 inches

Electronic ads should be submitted in .PDF format.

**Publication Size: 11" wide x 21 1/2" high**



**DOUBLE TRUCK**  
23" wide  
21.5" high



**FACING PAGES**  
11" wide  
21.5" high  
for each page



**FULL PAGE**  
11" wide  
21.5" high



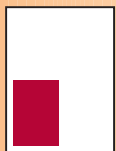
**HALF PAGE HORIZONTAL**  
11" wide  
10.75" high



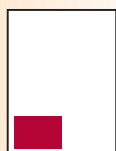
**HALF PAGE VERTICAL**  
5.41" wide  
21.5" high



**HALF PAGE ISLAND**  
7.28" wide  
16" high



**1/4 PAGE BLOCK**  
5.41" wide  
10.75" high



**1/8 PAGE BLOCK**  
5.41" wide  
5" high

## MECHANICAL REQUIREMENTS

### Broadsheet

(term for page size of newspaper)

- Page Size: 6 columns wide X 21.5 inches deep
- Column Width: 10p1 picas or 1.69 inches
- Column Depth: 21.5 inches
- Gutter Width: 1 pica or 1/6 inch
- Space Per Page: 11 inches wide X 21.5 inches deep
- Column Inches Per Page: 236.5 inches

### Tabloid

- Page Size: 4 columns wide X 11 inches deep
- Column Width: 13p5 picas or 2.25 inches
- Column Depth: 11 inches
- Gutter Width: 1/2 pica or 1/12 inch
- Space Per Page: 10.25 inches wide X 11 inches deep
- Column Inches Per Page: 44 inches

*“Let Our Classifieds Work For You”*

*9-Column Format*

*Price also includes placement on the Internet Web Site*

### CLASSIFIED WORD BUSINESS RATES

Words	Per Day	2 Days	3 Days	5 Days	10 Days	15 Days	20 Days
10	\$10.00	\$17.00	\$22.50	\$27.00	\$48.00	\$63.00	\$72.00
15	\$15.00	\$25.50	\$33.75	\$40.50	\$72.00	\$94.50	\$108.00
20	\$20.00	\$34.00	\$45.00	\$54.00	\$96.00	\$126.00	\$144.00
25	\$25.00	\$42.50	\$56.25	\$67.50	\$120.00	\$157.50	\$180.00
30	\$30.00	\$51.00	\$67.50	\$81.00	\$144.00	\$189.00	\$216.00
35	\$35.00	\$59.50	\$78.75	\$94.50	\$168.00	\$220.50	\$252.00
40	\$40.00	\$68.00	\$90.00	\$108.00	\$192.00	\$252.00	\$288.00
45	\$45.00	\$76.50	\$101.25	\$121.50	\$216.00	\$283.50	\$324.00
50	\$50.00	\$85.00	\$112.50	\$135.00	\$240.00	\$315.00	\$360.00
55	\$55.00	\$93.50	\$123.75	\$148.50	\$264.00	\$346.50	\$396.00
60	\$60.00	\$102.00	\$135.00	\$162.00	\$288.00	\$378.00	\$432.00
65	\$65.00	\$110.50	\$146.25	\$175.50	\$312.00	\$409.50	\$468.00
70	\$70.00	\$119.00	\$157.50	\$189.00	\$336.00	\$441.00	\$504.00
75	\$75.00	\$127.50	\$168.75	\$202.50	\$360.00	\$472.50	\$540.00
80	\$80.00	\$136.00	\$180.00	\$216.00	\$384.00	\$504.00	\$576.00
85	\$85.00	\$144.50	\$191.25	\$229.50	\$408.00	\$535.50	\$612.00
90	\$90.00	\$153.00	\$202.50	\$243.00	\$432.00	\$567.00	\$648.00
95	\$95.00	\$161.50	\$213.75	\$256.50	\$456.00	\$598.50	\$684.00
100	\$100.00	\$170.00	\$225.00	\$270.00	\$480.00	\$630.00	\$720.00
105	\$105.00	\$178.50	\$236.25	\$283.50	\$504.00	\$661.50	\$756.00
110	\$110.00	\$187.00	\$247.50	\$297.00	\$528.00	\$693.00	\$792.00
115	\$115.00	\$195.50	\$258.75	\$310.50	\$552.00	\$724.50	\$828.00
120	\$120.00	\$204.00	\$270.00	\$324.00	\$576.00	\$756.00	\$864.00
125	\$125.00	\$212.50	\$281.25	\$337.50	\$600.00	\$787.50	\$900.00
130	\$130.00	\$221.00	\$292.50	\$351.00	\$624.00	\$819.00	\$936.00
135	\$135.00	\$229.50	\$303.75	\$364.50	\$648.00	\$850.50	\$972.00
140	\$140.00	\$238.00	\$315.00	\$378.00	\$672.00	\$882.00	\$1,008.00

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