

Herald-Citizen

The Daily Newspaper of the Upper Cumberland

Rate Card #49 • Effective January 1, 2018



Harry Holmes

Holmes Furniture Repair & Restoration

Holmes Furniture Repair and Restoration has recently been using the newspaper to get the word out about our furniture repair and restoration services. We have gotten great results from advertising in the Herald-Citizen, and it has helped us to really grow our business. We're looking forward to continuing our partnership with the Herald-Citizen in the years to come. It's a great way to get your message out to over 20,000 readers in the Upper Cumberland.

Why Choose Newspaper?

80% of People Read Supermarket Ads or Ad Inserts In Their Local Paper*

75% Read Department Store Ads or Ad Inserts In Their Local Paper*

72% Read Home Improvement or Hardware Ads or Ad Inserts*

*Statistics provided by National Newspaper Association Survey

1300 Neal Street, Cookeville, TN, 38501

P.O. Box 2729, Cookeville, TN, 38502

Phone: 931-526-9715 Fax: 931-526-1209

Daily Readership 21,000*

Reach 50,000*



Herald-Citizen is a member of the Tennessee Press Association; source USPS Form 3526.

CIRCULATION TOTALS:
Herald-Citizen Sunday 8,961
Herald-Citizen Daily 7,648
Regional Buyers Guide 6,609

2018 ADVERTISING RATES

- All accounts will be billed promptly at the end of each month and are due for payment by the 10th of the month following service. A 15 day grace period is allowed after the payment due date before a service charge of 1.5% per month (18% per year) is added.
- A classified display ad of 1x3" or larger will be dummied at the bottom of the page in the same manner as other display ads. In this case, it is not possible to assure adjacency to any particular classification.
- On a double truck ad, the gutter is billed as 1/2 of a column (times the actual depth of the ad).
- In order to avoid confusing or misleading our readers, any advertisement which appears similar to editorial must be clearly labeled as an advertisement.
- If and when it seems necessary, the Herald-Citizen will exercise its constitutional right to refuse any or all of an ad at any time.
- Political advertising is accepted at current open rates and must be paid in advance. Non-political advertisers may not use their current advertising agreements for political advertising.
- Pick up advertising of the same ad, up to 5 days, without changes, will be eligible for a discount of 25%.

DISPLAY AD DEADLINES

Monday DEADLINE

Thursday, 5 p.m.

Tuesday DEADLINE

Friday, Noon

Wednesday DEADLINE

Monday, Noon

Thursday DEADLINE

Tuesday, Noon

Friday DEADLINE

Wednesday, Noon

Sunday

School Section DEADLINE

Wednesday, 10 a.m.

Sunday Main, Living, Business, Classified and Sports sections DEADLINES

Thursday, Noon

REGIONAL BUYERS GUIDE

Friday, Noon

DISPLAY SIZE

1 Column = 1.604"

2 Column = 3.333"

3 Column = 5.062"

4 Column = 6.792"

5 Column = 8.521"

6 Column = 10.25"

TABLOID SIZE

1/8 PAGE = 5.062" x 2.531"

1/4 PAGE = 5.062" x 4.812"

1/2 PAGE VERTICAL = 5.062" x 9.75"

1/2 PAGE HORIZONTAL = 10.25 x 4.812"

FULL PAGE = 10.25" x 9.75"

All sizes listed as Width x Height

LOCAL RETAIL OPEN RATE – \$11.29

Local Retail ROP Contract Rates:

| | | <u>SAVINGS</u> |
|----------|--------------|----------------|
| \$4,000 |\$10.09 | (11%) |
| \$9,000 |\$9.87 | (13%) |
| \$14,000 |\$9.53 | (15%) |
| \$21,000 |\$9.35 | (17%) |
| \$30,000 |\$9.19 | (19%) |
| \$42,000 |\$8.96 | (21%) |
| \$63,000 |\$8.73 | (23%) |
| \$75,000 |\$8.50 | (25%) |

Benevolent (Non-profits & Churches) \$8.50

Political \$11.29

Regional Buyers Guide \$3.00

3 COL X 5 INCHES

(At Open Rate 1-Day=\$169.35)

2 COL X 2 INCHES

(At Open Rate 1-Day=\$45.16)

2 COL X 3 INCHES

(At Open Rate 1-Day=\$67.74)

2 COL X 4 INCHES

(At Open Rate 1-Day=\$90.32)



FREQUENCY CAMPAIGN

| 2x2 | Per Ad | SAVINGS | Average Rate |
|---------|--------|---------|-------------------|
| 13 Week | \$33 | 27% | \$8.25 pci |
| 26 Week | \$30 | 50% | \$5.63 pci |
| 52 Week | \$27 | 64% | \$4.05 pci |

Requires 3 paid ads per week.

| 2x4 | Per Ad | SAVINGS | Average Rate |
|---------|--------|---------|-------------------|
| 13 Week | \$55 | 39% | \$6.88 pci |
| 26 Week | \$50 | 58% | \$4.69 pci |
| 52 Week | \$45 | 70% | \$3.38 pci |

Requires 3 paid ads per week.

| 2x3 | Per Ad | SAVINGS | Average Rate |
|---------|--------|---------|-------------------|
| 13 Week | \$46 | 32% | \$7.67 pci |
| 26 Week | \$43 | 52% | \$5.38 pci |
| 52 Week | \$40 | 65% | \$4.00 pci |

Requires 3 paid ads per week.

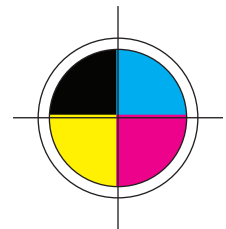
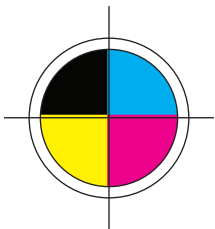
| 3x5 | Per Ad | SAVINGS | Average Rate |
|---------|--------|---------|-------------------|
| 13 Week | \$90 | 47% | \$6.00 pci |
| 26 Week | \$85 | 62% | \$4.25 pci |
| 52 Week | \$80 | 72% | \$3.20 pci |

Requires 3 paid ads per week.

COLOR RATES

Color is available on any size ad for the following additional charge.

| | REGULAR | CONTRACT |
|----------------------------|---------|----------|
| Process | \$275 | \$225 |
| Black plus two colors..... | \$195 | \$175 |
| Black plus one color..... | \$100 | \$90 |



For ads in the Herald-Citizen only, which are smaller than 32 column inches, color may be purchased by the inch: \$8 per column inch color.

CLAIM YOUR SHARE

of DIGITAL ADVERTISING!

4 SLOTS PER POSITION

2 POSITIONS TO CHOOSE FROM

BANNER AD
on herald-citizen.com

\$250 Per month with 12 month contract.
\$300 Per month without contract.

RIGHT PANEL AD
on herald-citizen.com

\$125 Per month with 12 month contract.
\$155 Per month without contract.

Website averages **85,000** unique users per month!

BANNER AD POSITION | 728 X 90



Speak to Your Audience!

PREPRINTED INSERT RATES

| | |
|--------------|----------------------|
| Single Sheet | \$42.00 per thousand |
| 4 tab pages | \$44.75 per thousand |
| 8 tab pages | \$50.00 per thousand |
| 12 tab pages | \$55.25 per thousand |
| 16 tab pages | \$60.50 per thousand |
| 20 tab pages | \$65.75 per thousand |

Single sheet up to 11.375" x 11". More than 20 tab pages, add \$4 per four tab pages per thousand.

Volume Discounts Available

- 12-23 preprints per year = 10% discount
- 24-51 preprints per year = 15% discount
- 52 or more preprints per year = 20% discount

- Circulation for computation of preprint costs is based on our most recent Statement of Circulation for the same period.
- We request delivery 7 days in advance. They may be bundled, boxed, or on skids of any reasonable size. Delivery hours Monday-Friday, 8-5.
- Due to the additional circulation on Wednesday prior to Thanksgiving, we request and invoice for the press run of 8,961.
- Preprints combine with R.O.P. and classified display advertising in the Herald-Citizen towards fulfilling advertising contracts

H-C FRONT PAGE BANNER RATES

Front page process color 6x1.5" banners are now available on the front page and also on the front of the Sports, Business, Living and School sections!

OPEN RATE
13 TIMES
26 TIMES
52 TIMES

| | SUNDAY | MON-FRI. |
|------------------|--------------|--------------|
| OPEN RATE | \$450 | \$350 |
| 13 TIMES | \$219 | \$189 |
| 26 TIMES | \$179 | \$149 |
| 52 TIMES | \$149 | \$119 |