

LOCAL Comics

Rates for Sunday Comics advertising are based upon whether or not you have a contract, the frequency with which your ad runs during the contract year, and, for ads within the section, on the size of the ad. Rates are net.

Comics Rates (insertions within contract)*

*Rates include flat charge of \$20 for LouieDeals.com.

	Open	6x	13x	26x	52x
Page	\$26,020	\$23,420	\$19,910	\$15,932	\$11,954
1/2	\$13,120	\$11,810	\$10,042	\$8,037	\$6,033
1/3	\$8,670	\$7,805	\$6,637	\$5,314	\$3,990
1/4	\$6,620	\$5,960	\$5,069	\$4,059	\$3,049
1/6(front strip)	\$4,220	\$3,800	\$3,422	\$3,082	\$2,776

	Open	3x
Gatefold	\$5,352.50	\$5,352.50
Mini-wrap	\$15,254	\$14,011

Comic Press Insert: Have your own tab section inserted into the Sunday comics! Rates are based upon the number of pages in your tab, the frequency with which it runs, and the quantity distributed. We offer two distribution options.* the 18-county metro Louisville area or the full-run of the paper. Our capacity is limited to one comics insert per Sunday.

Sunday Comic Press Inserts (cost per thousand, full-run)**

**Please add \$20 to total insert cost for LouieDeals.com.

	#Tab Pages						
	4	8	12	16	20	24	28
Open	\$51.83	\$79.21	\$94.60	\$108.95	\$130.14	\$153.46	\$180.35
3 or more	\$43.22	\$63.73	\$76.03	\$87.85	\$105.05	\$122.77	\$146.78

times annually

Sunday Comic Press Inserts (cost per thousand, 18 County Metro Area)**

**Please add \$20 to total insert cost for LouieDeals.com.

	#Tab Pages						
	4	8	12	16	20	24	28
Open	\$53.02	\$81.51	\$97.90	\$113.33	\$135.49	\$159.85	\$187.81
3 or more	\$44.39	\$66.04	\$79.34	\$92.24	\$105.85	\$129.19	\$154.22

times annually

Sunday Free-Standing Comic Press Inserts (cost per thousand, full-run or 18 county Metro area)**

**Please add \$20 to total insert cost for LouieDeals.com.

If comic inserts are at capacity (one per week), we will offer additional free-standing inserts at the following rates:

	#Tab Pages						
	4	8	12	16	20	24	28
Open	\$64.58	\$93.38	\$108.82	\$124.26	\$162.72	\$187.55	\$210.98
3 or more	\$55.94	\$77.59	\$90.29	\$103.16	\$134.65	\$153.77	\$175.71

times annually

Ask your account executive for dimensions, mechanical specs and deadlines.

STREET ADDRESS
525 West Broadway
Louisville, KY 40202

MAILING ADDRESS
P.O. Box 740031
Louisville, KY 40201-7431

MAIN LINE
502.582.4011

RETAIL ADVERTISING
502.582.4711

ADVERTISING FAX
502.582.7111

ONLINE ADDRESS
courier-journal.com



Sunday rates apply for all advertising that runs on the following bonus days:
1/1/11, 5/5-7/11, 5/30/11, 7/4/11, 9/5/11, 11/24-25/11, 12/24/11.

Effective 11/28/11