

LOCAL DISPLAY Rates*

Local Display Rates (per column inch)

	Daily	Sunday/Holiday/Bonus Days
Open Rate	\$166.76	\$232.71
Annual Expenditure Contract		
\$5,000	\$108.79	\$138.27
\$10,000	\$108.24	\$137.92
\$25,000	\$107.52	\$137.00
\$50,000	\$106.35	\$136.36
\$75,000	\$105.58	\$135.35
\$100,000	\$103.63	\$132.21
\$150,000	\$103.33	\$131.98
\$200,000	\$103.05	\$131.70
\$250,000	\$102.90	\$131.24
\$350,000	\$102.21	\$129.17
\$500,000	\$101.58	\$128.63
\$750,000	\$100.85	\$126.73
\$1,000,000	\$98.57	\$121.62
\$1,250,000	\$97.89	\$120.97
\$1,500,000	\$96.30	\$119.47

*Please add \$20 to total of each ad cost for LouieDeals.com.

Display Frequency Discount

This cost-efficient plan offers substantial savings for advertisers that schedule the same ad more than one day during the week. All ads must run within a seven-day period.

- No discounts apply to Sunday/Holiday/Bonus Days Ads.
- The first daily or Sunday insertion is billed at the regular contract rate or open rate.
- The second daily insertion earns a 25% space and color discount.
- The third daily insertion earns a 30% space and color discount.
- Subsequent daily insertions earn a 40% space and color discount.

Run a Sunday ad and repeat that ad on Monday or Tuesday and receive a 40% space and color discount off the daily insertion.

Color Rates

Non-Commissionable	Black + 1-color	Black + 2-color	4-color
Daily (per in.)	\$10.00	\$15.00	\$20.00
Sunday, Holiday or Bonus Day (per in.)	\$10.00	\$15.00	\$20.00
Full page (flat rate)	\$1,037.00	\$1,481.00	\$2,015.00
Indiana Edition (per in.)	\$3.00	\$4.00	\$5.00

Frequency Contract Discounts

20-59 insertions	10%	120-199 insertions	25%
60-119 insertions	15%	200+ insertions	35%

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