

NATIONAL COLOR RATES

New, state-of-the-art offset color presses mean four-color availability on nearly every page of the paper and exceptional reproduction. **You can get the extra impact of color for a small investment!**

A color premium will be added to the cost of your advertising based upon the product used and color type used. Note that color charges apply to each page of a double-truck ad (a single ad encompassing two full, facing pages). Frequency/pick-up discounts do apply to color charges.

The following color charges apply to ads running daily, Sunday, Holiday or Bonus Days.

Commissionable Open Rate

Ad Size	1-color	2-color	4-color
Less than 8 inches(flat rate)	\$575.00	\$623.00	\$715.00
8-14 inches (per Inch)	\$36.00	\$58.00	\$66.00
15-35 inches (per inch)	\$33.00	\$53.00	\$58.00
36-108 inches (per inch)	\$29.00	\$42.00	\$47.00
Full page (118.5 inches, flat rate)	\$3,413.00	\$4,727.00	\$5,336.00

Note: Receive 70% discount for four+ consecutive pages in one edition (discount is applicable to color rate only on full-space rate only).

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.