

# NATIONAL DISPLAY RATES\*

National Display Rates (per column inch)

Rates for national display ads depend upon whether or not you have a contract with The Courier-Journal and the amount you spend annually with us. Non-contract advertisers pay the open rate for all national display ads. The rates for advertisers with contracts are based upon their total advertising spending for the contract year, which includes expenditures for display ads, preprinted inserts and certain other Courier-Journal advertising options. The more you spend, the lower your rate. Plus, we offer discounts based upon the size, volume and frequency of ads that you run. Standard Ad Units (SAUs) are preferred.

All rates are commissionable, per column inch. All National display ads are billed in half inch increments. Minimum one inch ad size.

	Daily	Sunday/Holiday/Bonus Days
Open Rate	\$327.66	\$409.02
<b>Annual Expenditure Contract</b>		
\$12,500	\$301.24	\$350.50
\$30,000	\$297.77	\$345.83
\$60,000	\$295.39	\$343.11
\$120,000	\$287.47	\$334.10
\$300,000	\$284.33	\$330.91
\$600,000	\$281.31	\$327.30
\$885,000	\$268.18	\$312.39
\$1,200,000	\$266.46	\$310.24

\*Please add \$23.53 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.

## Split Run Advertising

The Courier-Journal offers advertisers the opportunity to run two different ads concurrently, alternating them in every other newspaper printed. Split run advertising is also available for preprints.

### Additional Charge for Split-Run (Gross)

	Daily	Sunday/Holiday/Bonus Days
In-Paper Ads	\$375	\$375



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

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