

National Preprinted Insert Rates

The Courier-Journal is the perfect way to distribute your preprinted brochures, magazines, and fliers! Inserts in the newspaper are read and acted upon more frequently than direct mail – at a fraction of the cost. And, unlike direct mail, you precisely control the day of receipt. We will deliver your preprinted advertising message Tuesday through Sunday to subscribers in our entire distribution area, a single county, or just one metro area zip code. Plus, your insert can also be delivered to non-subscribers in the metro area for total market coverage. The Courier-Journal reserves the right to deliver the non-subscriber inserts on either Tuesday or Wednesday.

Subscriber Insert Program: Rates for preprinted inserts to newspaper subscribers and single copy readers are based upon the number of pages in the insert. Counts are given in tab pages and their full-size equivalent (e.g. A 12-page tab is the same as a 6-page full-size section). Other sizes are available upon request.

All rates are commissionable based on cost per thousand circulation for our full circulation. Rates and conditions for flexi/mini-sized inserts are available upon request.

National Preprint Rates (cost per thousand full circulation)

Page size	Daily	Sunday/Holiday
Single Sheet	\$60.17	\$60.49
4 tab/2 full	68.03	69.99
8 tab/4 full	74.58	80.15
12 tab/6 full	75.24	88.01
16 tab/8 full	78.51	90.30
20 tab/10 full	81.46	94.23
24 tab/12 full	81.79	94.57
32 tab/16 full	82.12	94.90

Zoned preprints: Add \$7 cost per thousand. Minimum quantity 8,000. Available Sunday and Weekday. Details upon request.

Split run insert program available. Add \$991.06 gross to total order.

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.

TMC is available on Wednesday and Sunday and will be charged the appropriate earned rates.