

REGIONAL DISPLAY

Regional rates will be offered to those companies that are located in one of the contiguous states bordering Kentucky.

Rates for regional display advertisements are dependent upon the contract size. Non-contract advertisers pay the open rate for all regional display ads. Contract rates are based on total advertising spending for the contract year. The total advertising spending will include expenditures for display ads and preprinted inserts.

All rates are non-commissionable, per column inch. A signed insertion order, noting your planned expenditure level, is required for your first insertion to qualify for annual expenditure rates. Signed contracts are required.

Regional Display Rates (per column inch)*

Open Rate	Daily \$190.43	Sunday/Holiday/Bonus Days \$265.70
Annual expenditure contract		
\$3,500	\$130.70	\$171.52
\$5,000	\$126.61	\$160.92
\$10,000	\$124.77	\$158.98
\$25,000	\$122.77	\$156.41
\$50,000	\$121.42	\$155.68
\$100,000	\$119.45	\$152.41
\$250,000	\$118.63	\$151.29

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

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