

REGIONAL

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.

Regional Color Rates (Non-commissionable - Open Rate)

The following color charges apply to ads running daily, Sunday, holiday or bonus days.

Ad Size	1-color	2-color	4-color
Less than 8 inches(flat rate)	\$221.00	\$246.00	\$340.00
8-14 inches (per inch)	\$15.00	\$22.00	\$32.00
15-35 inches (per inch)	\$13.00	\$21.00	\$25.00
36-108 inches (per inch)	\$12.00	\$16.00	\$22.00
Full page(118.5 inches, flat rate)	\$1,306.00	\$1,866.00	\$2,539.00

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.