

Special Classification Rates

Alcohol and Tobacco Advertising

The Courier-Journal accepts alcohol beverage and tobacco advertising. Such advertising will be charged at the earned display advertising contract rate.

Political and Issue Advertising

Political and issue advertising will be charged at the earned display advertising contract rate. We require cash in advance for all political advertising. Advertisers placing issue ads may apply for credit. Political advertising must contain the name and address of the Treasurer and/or person/committee (preceded with "Paid for by") on whose behalf the advertisement is published. All such advertisements must be approved for publication and must be identified with the words "Political Advertisement" prominently displayed at the top of the ad.

Expanded Travel Section

Our Sunday Travel section is a broadsheet section with regular features that include: "Let's Go" travel briefs, "Travel Gear," "World Wide Web," "Trip Clicks," photos from readers' trips, "Information Desk" Q&A, and Featured vacation destination. As part of the Sunday paper, our Travel section reaches nearly 700,000 Kentucky and Southern Indiana adults. It's a perfect advertising venue that can make your travel business soar! You'll also benefit from online exposure on courier-journal.com.

Expanded Travel Section Rates*

Quarter page or larger	Local/Regional: \$67.26	National: \$94.14
Less than quarter page	Local/Regional: \$84.07	National: \$117.68

Rates are net non-commissionable.
*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:
1/11/11, 5/5-7/11, 5/30/11, 7/4/11, 9/5/11, 11/24-25/11, 12/24/11.

Effective 11/28/11