

# The Press-Dispatch

820 Poplar Street  
 P.O. Box 68  
 Petersburg, IN 47567-0068  
 Member National Newspaper Association

Phone: 812-354-8500  
 Fax: 812-354-2014  
 E-mail: ads@pressdispatch.net  
 Member Hoosier State Press Association

## Advertising Rates

Effective January 1, 2017

### RETAIL ADVERTISING:

#### Deadlines:

Space reservation ..... noon Tuesday  
 Copy deadline ..... noon Tuesday  
 Cancellations ..... noon Tuesday

#### Local Display Advertising Rates

# of col. inches per month	Price/column inch
1 - 29 .....	\$6.80
30- 69 .....	6.65
70- 139 .....	6.05
140- 249 .....	5.75
250- 399 .....	5.60
400- 549 .....	5.40
550- 799 .....	5.30
800- 999 .....	5.20
1000-1499 .....	5.10
1500-1999 .....	4.95
2000 & over .....	4.90

Additional 2.5% discount, provided account is paid by 10th of month following receipt of statement, for ads run weekly during month. Ads less than 8 column inches do not apply toward the 2.5% discount, but will be figured as part of the total column inches for the month.

#### Non-Profit Rate:

Church functions, clubs and non-commercial advertising of benefits, charitable entertainment and community enterprises are eligible for Non-profit rate ..... **\$4.85**

#### Add the South Gibson Star-Times \$3.25/col. inch

National Line Rate ..... Agate line \$5.50

#### Display Advertising Position:

We consider requests for ad placement and try to honor such requests; however, we cannot guarantee position of an ad. Failure to meet position requests will not constitute cause for adjustment, refund, or re-run.

#### Pre-Print Ad Inserts: 4,200 quantity

Up to 4 full pages .....	202.50
6 full pages .....	243.00
8 full pages .....	253.00
10 full pages .....	264.00
12 full pages .....	278.50

Two tabloid pages count as one full page.

Supplements should be no longer than 11" x 10"

#### Color Rates:

Black & 1 color .....	\$ 50.00
Black & 2 colors .....	100.00
Black & 3 colors .....	150.00
Process color .....	150.00

#### Personnel

Mr. & Mrs. Frank Heuring ..... Publishers  
 John B. Heuring ..... Advertising Manager

### CLASSIFIED ADVERTISING:

#### Display Classified Advertising:

Col. in. per month	Price/column inch
1 - 9 .....	\$6.10
10- 29 .....	5.65
30- 49 .....	5.40
50- 69 .....	5.10
70- 89 .....	4.90
90- 119 .....	4.85
120- 139 .....	4.80
140+ .....	4.75

#### Line Classified Ads:

One Week: \$4 up to 20 words, additional words 10¢ each.

Deadline: Noon Tuesday. 3 week special: Buy two weeks and get third week free. Non-commercial ads only. Reader classifieds should be paid prior to publication.

#### Advertising Policies:

Publisher reserves the right to reject any and all advertising. Acceptance of copy and/or payment does not constitute approval for publication. Only publication of an ad shall constitute final acceptance of the advertiser's order. Beer, wine or liquor ads will not be published, nor will 'R' or 'X' rated movie ads. Although every effort is made to avoid wrong insertions, omissions and typographical errors, the advertiser and his agent(s) recognize that occasionally such mistakes do occur. In such events, Publisher may cancel its charges for such portion of an advertisement as, in Publisher's judgement, have been rendered valueless by the mistake. The advertiser and his agent(s) acknowledge that Publisher does not assume any further responsibility for mistakes, is in no way responsible for any consequential damages, and cancellation of charges shall be the sole and complete right and remedy for any such mistakes.

#### Terms:

Payment is due 30 days from date of statement. A finance charge of 1.5% per month (18% Annual percentage rate) is assessed on past due accounts. Additional charges may be made for excessive copy alterations.

#### Mechanical Requirements:

Regular Display			Classified Display	
Cols.	Picas	Inches	Picas	Inches
1 .....	9p2 .....	1.52	6p9 .....	1.13
2 .....	19 .....	3.17	14p2 .....	2.35
3 .....	28p11 ...	4.81	21 p6 .....	3.58
4 .....	38p9 .....	6.46	28p11 .....	4.82
5 .....	48p8 .....	8.1	36p4 .....	6.05
6 .....	58p6 .....	9.75	43p9 .....	7.28
7 .....			51 p1 .....	8.52
8 .....			58p6 .....	9.75

Page depth is 21 inches