

# South Gibson Star-Times

203 S. McCreary Street  
P.O. Box 70  
Fort Branch, Indiana 47648-0070

Member Hoosier State Press Association

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Serving Owensville, Haubstadt and Fort Branch communities

## ADVERTISING RATES

Effective January 1, 2016

### RETAIL ADVERTISING:

#### Deadlines:

Space reservation ..... noon Friday  
Copy deadline ..... 4 p.m. Friday  
Cancellations ..... 4 p.m. Friday

#### Local Display Advertising Rates:

# of col. inches per month	Price/column inch
0- 29 .....	\$6.80
30- 79 .....	6.65
80- 159 .....	5.85
160- 299 .....	5.05
300- 499 .....	4.65
500- 699 .....	4.40
700-1099 .....	4.15
1100-1499 .....	3.95
1500+ .....	3.55

#### 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 Press-Dispatch\*for \$3.25 col. in

\* The Press-Dispatch offers you the addition of near-total coverage of the Pike County market, an extra 4,300 paid circulation every Wednesday morning.

#### 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: 2,300 quantity

Single sheet .....	\$135.00
Up to 4 full pages .....	150.00
8 full pages .....	161.00
12 full pages .....	170.00
16 full pages .....	175.00

Two tabloid pages count as one full page. Supplement must be no larger than 10.5" x 10.5" folded.

If supplements must be folded to meet requirements, add \$70. Quantity contracts available.

#### COLOR RATES:

1 color .....	\$ 50.00
2 colors .....	100.00
3 colors .....	150.00

### 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: \$4.00 up to 20 words, additional words 10¢ each. Deadline: 2 p.m. Friday. 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 advertisement 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 judgment, 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 is assessed on past due accounts. Additional charges will be made for excessive copy alterations, at publisher's discretion.

### MECHANICAL GUIDELINES:

COLUMN WIDTHS				
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
			51 p1	8.52
			58p6	9.75

Page depth is 21 inches