

2008 DAILY JOURNAL AD RATES (NET)

Rates/Deadlines/Mechanicals

All rates are based on "column inches". To figure out the area of an ad, multiply its height by the number of columns. Example: 2 columns by 5 inches equals 10 column inches. Minimum depth of an ad is 2".

RETAIL DISPLAY RATES	Saturday	Daily
Open column inch rate.....	\$18.85	\$18.49
*Local column inch rate.....	\$14.97	\$14.75

HELP WANTED RATES		
Open column inch rate.....	\$18.59	\$18.28
*Local column inch rate.....	\$17.41	\$17.10

CLASSIFIED RATES		
Open column inch rate.....	\$17.61	\$17.30
*Local column inch rate.....	\$13.30	\$12.99

*Local rates apply only to businesses which maintain a store within our market area running a minimum of 20 inches per month.
We offer small business builder packages and dollar volume contracts. For more information, please call 317-736-2750.

NON-PROFIT		
Non-profit includes churches, community and civic organizations.		
Column inch rate	Weekend \$14.70 ..	Daily \$14.45

POLITICAL ADVERTISING		
Column inch rate	Weekend \$18.85.	Daily \$18.49
Each ad must carry proper identification as required by law in order to be published. All ads must be paid in advance of publication.		

*All display ads are automatically placed online in the E-Edition at www.thejournalnet.com for an additional \$3 flat fee per insertion.

Color Rates	Open Rate	Contract Rate
Spot color.....	\$168	\$135
Two color.....	\$240	\$203
Full color	\$313	\$260

National Rate		
National rate is commissioned at the rate of 15%	Saturday	Daily
Classified display rate per column inch....	\$20.30	\$19.98
Retail display rate per column inch....	\$26.60	\$21.26

Extended Market Coverage Products
With Go!, Daily Journal and Center Grove Journal, reach over 80% of all the households in Greenwood, Whiteland, and Franklin.

GO! (EMC)		
Column inch rate	\$5.30	
Rate per color.....	\$60	
Go! is distributed every Thursday to 10,000 non-subscribers in addition to Daily Journal subscribers.		

CENTER GROVE JOURNAL (EMC)		
Reach 7000 homes in the Center Grove school district every Thursday with this new product.		
Column inch rate	\$5.50	
Rate per color.....	\$60	
Take advantage of our combo rates with Daily Journal, Go! and Center Grove Journal and reach over 34,000 households.		
Deadline: 5 p.m. Monday, prior to run date.		

Specialty Product Rates		
EDINBURGH COURIER		
Reach the southeast section of Johnson County with our weekly Thursday publication of the Edinburg Courier. Add an extra 12,000 readers every week.		
Deadline: 5 p.m. Friday, prior to run date.		
Open column inch rate.....	\$7.20	
Contract/Non-profit column inch rate..	\$5.50	
Rate per color.....	\$60	

FACES AND PLACES
One of the most popular pages in the Daily Journal. Faces and Places is published every Tuesday and the back page of Section A. Ask your sales representative for details on this proven business builder. Rate \$120 per week with 12 week commitment

Deadlines	
RUN DATE	DEADLINE
Monday.....	Thursday, Noon (proof) - Thursday, 5 p.m. (no proof)
Tuesday.....	Thursday, 5 p.m. (proof) - Friday, Noon (no proof)
Wednesday.....	Friday, 5 p.m. (proof) - Monday, Noon (no proof)
Thursday.....	Monday, 5 p.m. (proof) - Tuesday, Noon (no proof)
Friday.....	Tuesday, 5 p.m. (proof) - Wednesday, Noon (no proof)
Saturday.....	Wednesday, 5 p.m. (proof) - Thursday, Noon (no proof)
Note: All Daily Journal proofs must be released by 2 p.m. the day before the publish date.	

AD CANCELLATION POLICY
Advertising canceled after deadlines will be charged a cancellation fee of 50% of the cost of the ad space.

GROUP or MERCHANT PAGE DEADLINES
One working day in advance of normal deadline.

Mechanicals

1. Minimum depth is 1 inch.
2. All advertisements charged to the nearest one half inch. Advertisements over 19 inches in depth will be billed at 21 inches in depth. Tabloid ads over 10.5 inches in depth will be billed at 12.5 inches in depth.
3. One column is charged for the gutter on double truck ads. Tabloid double truck ad will be billed at 143 inches.

BROADSHEET - RETAIL		
Columns	PICAS	INCHES
1	11p	1.833"
2	22p9	3.792"
3	34p6	5.750"
4	46p3	7.708"
5	58p	9.667"
6	66p9	11.625"
double truck	144p4	24.056"
Full page depth is 21 inches		
Double truck gutter width is 3/4 of an inch.		

TABLOID		
Columns	PICAS	INCHES
1	11p9	1 15/16
2	24p9	4 1/16
3	37p	6 1/8
4	50p3	8 3/8
5	62p6	10 3/8
double truck	128p6	24 1/4
Full page depth is 11.625 inches		
Double truck gutter width is 3/4 of an inch.		

CLASSIFIED		
Columns	PICAS	INCHES
1	7p3	1.203"
2	15p	2.506"
3	22p10	3.808"
4	30p8	5.111"
5	38p6	6.414"
6	46p4	7.717"
7	54p1	9.019"
8	61p11	10.322"
9	69p9	11.625"
Full page depth is 21 inches		

DAILY JOURNAL
2575 N. Morton, Franklin, IN 46131
(317) 736-2750 or toll free 1-888-736-7101