

# DAILY JOURNAL

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

## 2010 DAILY JOURNAL AD RATES (NET)

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.....	\$19.42	\$19.04
*Local column inch rate.....	\$15.19	\$14.97

HELP WANTED RATES	Saturday	Daily
Open column inch rate.....	\$19.15	\$18.82
*Local column inch rate.....	\$17.67	\$17.36

CLASSIFIED RATES	Saturday	Daily
Open column inch rate.....	\$18.14	\$17.82
*Local column inch rate.....	\$13.50	\$13.18

\*Local rates apply only to businesses which maintain a store within our market area running a minimum of 20 inches per month. Saturday rate applies to all holidays.

We offer small business builder packages and dollar volume contracts. For more information, please call 317-736-2730.

NON-PROFIT	Saturday	Daily
Column inch rate.....	\$14.92	\$14.67

POLITICAL ADVERTISING	Saturday	Daily
Column inch rate.....	\$15.19	\$14.97

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.dailyjournal.net](http://www.dailyjournal.net) for an additional \$5 flat fee per insertion.

Color Rates	Open Rate	Contract Rate
Spot color.....	\$171	\$137
Two color.....	\$244	\$205
Full color.....	\$318	\$262

National Rate	Saturday	Daily
<i>National rate is commissioned at the rate of 15%</i>		
Classified display rate per column inch....	\$20.92	\$20.59
Retail display rate per column inch....	\$27.42	\$21.91

**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.....	\$7.35
Contract/Non-profit column inch rate..	\$5.60
Rate per color.....	\$60

**THE CRUER**  
Camp Atterbury's official monthly publication - also serving Muscatatuck. Support our troops!

Column inch rate.....	\$8.35
Spot color.....	\$60
Two color.....	\$120
Full color.....	\$180
Back cover (w/full color).....	\$690

**Guaranteed Positions**  
We make every attempt to honor your specific position requests. However, if a specific position is imperative to the placement of your ad, a position guarantee may be available on ads at the stated surcharge. Priority is given by frequency of program, ad size, and contract. Advertising cannot be accepted based on exact placement requirements.

Per column inch.....	\$5.25
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**FACES AND PLACES**  
One of the most popular pages in the Daily Journal. Faces and Places is published every Tuesday on the back page of Section A. Ask your sales representative for details on this proven business builder. Rate \$125 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 18 inches in depth will be billed at 21.5 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.

RETAIL	CLASSIFIED
Columns.....Inches	Columns.....Inches
1..... 1.833"	1..... 1.203"
2..... 3.792"	2..... 2.506"
3..... 5.750"	3..... 3.808"
4..... 7.708"	4..... 5.111"
5..... 9.667"	5..... 6.414"
6..... 11.625"	6..... 7.717"
Double truck..... 24.056"	7..... 9.019"
Full page depth is 21.5 inches.	8..... 10.322"
Double truck gutter width is 3/4 of an inch.	9..... 11.625"
	Full page depth is 21.5 inches.

TABLOID	MINI-TAB
Columns.....Inches	Full..... 7.375"x9.50"
1..... 1.938"	1/2 H..... 7.375"x4.625"
2..... 4.063"	1/2 V..... 3.5"x9.5"
3..... 6.125"	1/4..... 3.5"x4.625"
4..... 8.375"	1/8..... 3.5"x2.25"
5..... 10.375"	
Double truck..... 24.250"	
Full page depth is 11.625 inches.	
Double truck gutter width is 3/4 of an inch.	