

DISPLAY ADVERTISING

Display Ad Rate

Open Rate, No Contract

13²⁵ per col. inch

COST BREAKDOWN AT OPEN RATE AT 1000 INCHES

Full Page
1,165.50
990.00
2/3 Page
787.50
660.00
1/2 Page
582.75
495.00
1/3 Page
388.50
330.00
1/4 Page
291.38
247.50
1/6 Page
194.25
165.00

Volume Discounts
Lower Rates / Increased Exposure

| Annual Inches (52 issues) | Min. Avg. In./Weekly | Earned Rate |
|---------------------------|----------------------|--------------|
| 200 & Over | 4 | 12.00 |
| 500 & over | 10 | 11.50 |
| 1000 & over | 20 | 11.25 |
| 3000 & over | 58 | 10.75 |
| 3900 & over | 75 | 10.50 |
| 7800 & over | 150 | 10.00 |

Copy changes permitted. No Double Trucks
Premium position for large ads - Rates Below -
Guaranteed one-time page placement for smaller ads - add 25% to open or earned rate.

6 Week Contract B&W...10.75
SAME AD (6) consecutive weeks -
Size and shape must remain the same.
- 4" min. NO COPY CHANGES

VOLUME DISCOUNTS REQUIRE SIGNED CONTRACT

OTHER RATES - PCI

- National Rate** **18.50**
Commissionable - Local Agency rates - 15.00 p.c.i. (gross)
- Real Estate Display** B/W **10.00**, Color **11.50**
- Employment** **13.25**
- Nonprofits** **11.25**
Churches and civic groups
- Political** **13.25**
- Personal** **10.00**
Lost pets, Memorials, Anniversaries, etc.
- Preferred One-Time Ad Placement**
+ 25%
First come pgs. 3, 5, 7 - Ad size, color may determine actual positioning
- Spot Color** **95.00**
Choice of blue, red, yellow, green, purple, orange - priced per page.
- Full Color** **245.00**
- 6 Week Color Blast (FREE COLOR)** **13.95**
Choice of up to two spot colors. 6 consecutive weeks, same size ad. Copy changes allowed. Selected size increments-minimum depth 3 inches - Random placement - Ads over 30 inches receive full color option.
- COMMUNITY COLOR: pci rates SPOT \$2 FULL \$3**
2 col x 3" min. ad size. Certain sizes excluded - Random Placement
- On Location Photography** **15.00**

CIRCULATION

The Shoals' Largest Circulation & Alabama's Largest Non-Daily Newspaper Circulation

| Florence | | Muscle Shoals | | Tuscumbia | | Sheffield | | Leighton | | Killen | | Lexington | | Rogersville | | Waterloo | | Anderson | | Cherokee | |
|--------------------------------|--------|----------------|-------|---------------------------|-------|---------------|-------|---------------|-------|----------------------|-------|--------------|-------|---------------------|-------|--------------|-----|----------|-----|----------|-------|
| City | 15,817 | City | 5,844 | City | 3,735 | City | 4,411 | City | 2,193 | City | 5,373 | City | 1,854 | City | 3,965 | City | 930 | City | 926 | City | 2,271 |
| Rural | 11,537 | Rural | 1,675 | Rural | 4,373 | Rural | 1,675 | Rural | 2,193 | Rural | 5,373 | Rural | 1,854 | Rural | 3,965 | Rural | 930 | Rural | 926 | Rural | 2,271 |
| Total Mail Distribution | | 69,327* | | 2 COUNTY BREAKDOWN | | 40,453 | | 24,502 | | Town Creek | | 1,940 | | Athens-Rural | | 2,432 | | | | | |
| | | | | Lauderdale Homes | | | | | | Colbert Homes | | | | | | | | | | | |

*As of May 6, 2011 Total includes mailings of 60 papers to Cloverdale P.O. Boxes. DOES NOT INCLUDE subscriptions and papers available at local grocery advertisers.



www.courierjournal.net

COURIER JOURNAL

Rate Card 2012

MAILED DIRECT TO OVER 69,000 NORTHWEST ALABAMA HOMES



1828 DARBY DRIVE FLORENCE, AL 35630 TEL. 256.764.4268 FAX 256.760.9618

REACHING EVERY LOCAL CONSUMER... every week, at *their* leisure

ADVANTAGES OF PRINT

- Newspaper advertisements are welcomed into the home. People turn to newspaper advertising first when they are ready to buy, unlike TV, where people actively avoid 6 out of 10 commercials, and radio, where stations often get changed during commercials.
- Radio and TV programming tastes vary. A business would have to place tens of \$1,000's in advertising each month in this market to cover the same area as each issue of the Courier Journal.
- TV and radio ads air, then they are gone. One can refer to print again and again as needed and when the time is convenient.
- Ad changes are much easier and less costly to make with a newspaper ad than with radio or TV.
- A locally produced video of poor quality, appearing in a high quality national ad environment can do irreparable damage to the image of your business.
- Radio and TV cannot easily prove that a given ad ran and ran correctly. Newspaper tearsheets provide permanent proof.
- Surveys indicate that people have a tendency to tune out commercials or leave during a commercial block. With print, you have the full attention of a potential customer. Your point and your products make an impression.

COURIER JOURNAL ADVANTAGES

- A larger circulation than all the local, subscriber-based publications combined and Alabama's largest non-daily paper.
- Direct Mail Distribution provides prompt, reliable delivery of your advertising material to over 69,000 area homes.
- **22 of the 26 MAJOR AREA GROCERY STORES** advertise in the Courier Journal every week as compared to NONE of which advertise weekly in the local daily paper. (as of Dec. 2009)
- The average shelf life of the Courier Journal is 5-7 days as compared to the average shelf life of a daily newspaper at 37 minutes. (Gannett Media Effectiveness Survey)
- A given size ad provides more impact on our compact, tabloid page than on a larger, broadsheet page... at a much lower cost.
- The largest verifiable, direct mail circulation in Alabama ensures maximum exposure in the Shoals' market and the lowest cost per household rate in Alabama. (Alabama Press Assn. figures 2009)

AD DEADLINES

ALL Real Estate Advertising5pm, Thursday
Display Advertising.....5pm, Thursday
Pre-Printed Inserts noon, Wednesday
All Other Classifieds5pm, Friday
Papers go to the post office Monday for Wednesday delivery.

ADVERTISING IN THE RIGHT DIRECTION

RATE CARD 2012

Business Ads \$6⁵⁰

15 WORDS OR FEWER - 50¢ for each additional word. CASH PRICE - OVER THE COUNTER - APPLIES TO ANYONE engaged in selling materials or services for a profit, work at home and network marketing licensed or not. (Salesperson assistance price - \$8.50) Includes real estate and pets for sale. NO CASH REFUNDS.
6 Week Business Rate \$33
 15 word maximum PAYMENT IN ADVANCE, no copy changes.

Real Estate Ads \$6⁵⁰

15 WORDS OR FEWER - 50¢ for each additional word. CASH PRICE - OVER THE COUNTER - Includes Real Estate Agencies, Developers, and all individuals engaged in selling, renting, or leasing structures and/or properties in Real Estate or General Section of the paper. (Salesperson assistance price - \$8.50) NO CASH REFUNDS.

Private Party Ads \$4⁰⁰

10 WORDS OR FEWER - 50¢ for each additional word. Applies ONLY to individual or family ads referring to the sale of or need for single items, placed on a non-recurring basis. NO REAL ESTATE, PET SALES, CASH REFUNDS.
4 Week Private Rate \$12
 PAYMENT IN ADVANCE, same ad - no changes, 10 word maximum, may cancel by phone when sold - NO CASH REFUNDS.

Employment Opportunity Ads \$10⁰⁰

20 WORDS (50¢ each additional word) - Exclusively for individuals seeking employment or established businesses advertising openings. Business & Personal. Excludes work at home opportunities, network marketing and other ads as deemed better suited to the general section by the publisher.

Yard Sales Ads \$10⁰⁰

An exclusive grouping of the better yard and garage sales in the area, prominently placed toward the front of the paper. 20 word allowance for detailed listings (50¢ each additional word). This section is seasonal (April-October)



Sell It Fast with a RED LINE AD
 only \$3 additional

USE RED CAPS ON THE FIRST LINE OF ANY CLASSIFIED AD FOR ONLY \$3 MORE

Place Classified ads through our website www.courierjournal.net

PRE-PRESS PAGE SPECS *

| Width... 10.25" | Depth... 15.25" | Column inches per Page |
|-----------------|---|------------------------|
| Ad Widths: | GENERAL REAL ESTATE | General Format |
| 1 column | 1.60" - 10 picas 1.35" - 8.5 picas | 90 |
| 2 columns | 3.33" - 20.5 picas 2.83" - 17.5 picas | Real Estate |
| 3 columns | 5.06" - 31 picas 4.316" - 26.5 picas | 105 |
| 4 columns | 6.80" - 41.5 picas 5.80" - 35.5 picas | |
| 5 columns | 8.52" - 52 picas 7.283" - 44.5 picas | |
| 6 columns | 10.25" - 61.5 picas 8.766" - 53.5 picas | |
| 7 columns | 12.25" - 61.5 picas 10.25" - 61.5 picas | |

There is .0833" (1/12 pica) space between columns.
 *Ads reduced 2% going to plate. Finished page: 10.05" x 15"

The Courier Journal is only responsible for errors for one week of the amount of advertising space containing the error. Advertisers are responsible for noticing an error on the first week of publication and bringing it to our attention in time for corrections or adjustments to be made the following week.

FREE STANDING INSERTS



Low Price & Flexibility
 Reach Every Home or Target by Zip & Route

SINGLE PAGE
Open Rate
No Contract

only **\$39** /1000



8.5 x 11 #50-60 stock 30,000 pc. min.

| # of issues | 1x | 12x | 24x |
|-------------|------|------|------|
| 1-2 page | \$39 | \$37 | \$36 |
| 4 page | \$49 | \$46 | \$45 |

| # of issues | 1x | 12x | 24x |
|-------------|------|------|------|
| 8 page | \$56 | \$54 | \$53 |
| 12 page | \$63 | \$61 | \$60 |

*ALL INSERT PRICING is for insertion & direct mail delivery and is based on the weight of a standard 8.5" x 11" #60 paper (.012 lbs./sheet or approximately 1 lb.= 83 sheets). Prices quoted are subject to the advertiser delivering all inserts clearly dated and marked for the Courier Journal (8.5" x 11" max. folded size) to our printing facility (The Tennessean, 1100 Broadway, Nashville, TN 37203) by Thursday preceding date of insertion. Rates based on one year (52 week) period and a minimum of 30,000 pieces per issue. For 15,000-29,999, add \$2/m. *Heavier paper or larger page sizes will be higher. **Absolute Minimum of 5,000 (\$350 in insert charges) per issue.** All inserts, regardless of size, are priced according to weight. **NOTE: Add \$9/m** for ALL inserts not shipped directly to our printer in Nashville.



The Most Complete Printing & Mailing Program in the Shoals!

8.5"x11", full color on both sides, #60 gloss. 60,000 piece minimum circulation required for this rate. Includes two (2) hours of composing work and free-standing delivery inside Courier Journal. Heavier paper, larger page size, smaller quantities are higher. Min. 15,000 per issue. Rate sheet available.

CONCEPTION to DIRECTMAIL DELIVERY

Using your information, we develop a complete print promotion for your business...

SAVING YOU TIME & MONEY!

complete - for as low as

\$59 /1000

- DESIGN
-
- COMPOSING
-
- PRINTING
-
- INSERTING
-
- DIRECT MAIL DELIVERY

ADVERTISING IN YOUR COURIER JOURNAL

All printed material in the Courier Journal is copyrighted. Ads composed by its staff are the sole property of the Courier Journal and cannot be used in other publications without prior consent.
Ads composed by Courier Journal that go unpublished or are published in another publication without our authorization will be billed for composing at \$50/hour. (1/2 hr. min.) Includes spec ads run without permission of publisher. **We reserve the right to edit or refuse ANY advertisement.**
All display advertising must measure at least 2 col. inches in size. **The minimum display ad purchase is \$38.85 (1x3 ad).** A smaller display ad must run a minimum of two consecutive weeks.
Ads occupying 13 or more inches in depth will be billed for the full 15 inch page depth.
Proofing of Ads: Business display ads of 10 or more column inches SUBMITTED BEFORE 5pm Wednesday may be proofed electronically upon request prior to noon Friday. Other ads may be proofed at the Courier Journal office prior to noon Friday. REAL ESTATE display ads submitted before NOON WEDNESDAY may be proofed. **Note: Proofs are for the purpose of correcting production errors only. Layout changes are extra.**

The Publisher shall not be held accountable for any error other than the space occupied by an error or mistake or be held liable for any resulting costs other than the cost of the space occupied by the error for one issue. Advertiser is responsible for noticing errors on the first week ad is published.
Co-op Advertising: the Courier Journal encourages businesses to use all available Co-op Advertising dollars and your Courier Journal is the best Co-op value because ALL DISCOUNTS APPLY. We will provide necessary tear sheets and invoices to assure prompt reimbursement of Co-op dollars.
Terms of Payment: Payment is required in advance unless credit has been established prior to ad placement. CREDIT CUSTOMERS: Signed credit app. must be on file. The entire balance is due upon receipt of invoice/statement. Overdue accounts will be subject to a Finance Charge of 1.5% / month (18% annually). Any contractual obligations left unfulfilled will be back-billed at the Open Rate. Advertiser assumes all reasonable collection expenses.
Any advertisement submitted for publication shall be considered an unqualified acceptance of the rates, terms and conditions listed herein and/or included on any associated contract, rate card or product.

Courier Journal PERMA-NOTE

Our permanent version of the popular Front Page Post-It® Note



\$200 Below Invoice TENT SALE
 Thru April 30th Only!
 Check Out Our Pre-Owned & GM Certified Vehicles!
 Ray Miller
 246 COX CREEK PARKWAY FLORENCE • 256-764-9661
 For information about advertising in this spot, call 256-764-4268

- Full 3" x 3" Size
- Huge Page-One Exposure and Impact
- All 69,327 Homes!
- No Printing Costs
- No Fee to Apply
- **SAVE \$1,000's**

\$9⁰⁰ per 1000 4/color

Total cost \$625. Design included. Available on a 1st come basis. Only 1 Perma-Note allowed per issue. Limit one /month per advertiser.



Courier Journal Power Page
 A Courier Journal Exclusive

Full Page Impact for about 1¢ for Home

Save Over \$400!
 only \$745 for B&W ad. Color extra



page 3 Far-Forward, Right-Hand Read... **Guaranteed!**
 High-Visibility placement for those Special Occasions
 Available for premium on a 1st come basis