

Brown County Democrat Advertising Rate Card

P.O. Box 277 Nashville, IN 47448

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www.bcdemocrat.com or www.browncountyindiana.com

Monday – Friday 8:00 a.m. to 5:00 p.m.

Saturday 8:00 a.m. to 12 noon

Brown County Democrat has roots that date back to 1870. The Democrat is Brown County's only newspaper. (And, although we are proud of our historic name, the newspaper is politically - and in every other way -independent.) Winner of many state and national awards for excellence, it is published every Wednesday by **Home News Enterprises, LLC**. The paper has a paid circulation of nearly 4,500 and is read in more than 60 percent of Brown County homes - more than all other newspapers combined.

DEMOCRAT DISPLAY AD RATES PER COLUMN INCH

OPEN RATE	\$7.00	
SMALL CONTRACT (ALL 52 ISSUES)	\$6.80	
MEDIUM CONTRACT	\$6.10	
LARGE CONTRACT	\$5.80	
ONE SPOT COLOR	\$2.00	1 inch to 40 inches
(red, green, blue, yellow)	\$1.00	41 inches to 80 inches
	\$0.50	81 inches to full page
FULL COLOR	\$3.00	1 inch to 40 inches
	\$2.00	41 inches to 80 inches
	\$1.00	81 inches to full page

The Marketplace is an advertising section of the **Brown County Democrat** that includes the classified ads and specially-requested display advertising. This publication is available to non-subscribers at locations in Brown County and surrounding areas. With a circulation of 7,500, **The Marketplace** provides regular and consistent total-market coverage of Brown County.

THE MARKETPLACE DISPLAY AD RATE PER COLUMN INCH

OPEN RATE	\$9.50	
SMALL CONTRACT (ALL 52 ISSUES)	\$9.00	
MEDIUM CONTRACT	\$8.20	
LARGE CONTRACT	\$7.60	
ONE SPOT COLOR	\$3.00	1 inch to 40 inches
(red, green, blue, yellow)	\$2.00	41 inches to 80 inches
	\$1.00	81 inches to full page
FULL COLOR	\$4.00	1 inch to 40 inches
	\$3.00	41 inches to 80 inches
	\$2.00	81 inches to full page

THE MARKETPLACE CLASSIFIED DISPLAY AD RATE PER COLUMN INCH

1 inch	\$18.00	Second run	\$16.00	5 inches	\$90.00	Second run	\$80.00
2 inches	\$36.00	Second run	\$32.00	6 inches	\$108.00	Second run	\$96.00
3 inches	\$54.00	Second run	\$48.00	7 inches	\$126.00	Second run	\$112.00
4 inches	\$72.00	Second run	\$64.00	8 inches	\$144.00	Second run	\$128.00

HAPPY ADS

\$11.00 per column inch
Full process color included

THE MARKETPLACE CLASSIFIED LINE AD RATES

# of words	First run	Second Run	# of words	First run	Second run
20	\$14.00	\$13.00	31	\$22.80	\$20.70
21	\$14.80	\$13.70	32	\$23.60	\$21.40
22	\$15.60	\$14.40	33	\$24.40	\$22.10
23	\$16.40	\$15.10	34	\$25.20	\$22.80
24	\$17.20	\$15.80	35	\$26.00	\$23.50
25	\$18.00	\$16.50	36	\$26.80	\$24.20
26	\$18.80	\$17.20	37	\$27.60	\$24.90
27	\$19.60	\$17.90	38	\$28.40	\$25.60
28	\$20.40	\$18.60	39	\$29.20	\$26.30
29	\$21.20	\$19.30	40	\$30.00	\$27.00
30	\$22.00	\$20.00			

*\$.80 per word on first run, \$.70 per word on second run

**WEEKLY and MONTHLY ADVERTISING SECTIONS
IN THE MARKETPLACE**

Area Church Directory	Listing	\$2.00
Area Church Directory	Sponsor	\$4.00
Healthcare Directory	Single Box	\$11.45 month
Healthcare Directory	Double Box	\$25.00 month
Phone Line Directory	Listing	\$2.00 and up weekly
Service Directory	Single Box	\$129.95 for 13 weeks
Service Directory		\$114.95 a quarter with 1 year contract

MECHANICAL MEASUREMENTS

Broad sheet Pages: 12-x-21 inches in a 6-column format. Column width is 1.8333 inches (11 picas) with 1/8 inch between columns. Total column inches per page measures 126.

DEADLINES

Legal Advertising	12 noon	Thursday
All Display Advertising	12 noon	Friday
News Releases	12 noon	Friday
Classified Line Advertising	5 p.m.	Friday

*Due to major holiday closings some deadlines may be moved up 24 hours.

ADVANCE PAYMENT is required on all new accounts until credit has been established. Political advertising must be paid in full when ordered.

BILLING STATEMENTS of accounts are mailed at the end of each month. A billing charge of 1.75 percent per month (21 percent annual percentage rate) will be imposed on past due accounts.

OVERDUE ACCOUNTS: Advertising from customers whose accounts are more than 60 days past due cannot be accepted by sales personnel until the entire overdue amount is paid. Formal collection proceedings begin on accounts 90 days past due.

Advertising Manager:	Keith Fleener	(812) 988-2221 ext. 1000	kfleener@bcdemocrat.com
Advertising & Special Products:	KJ Rondonanski	(812) 988-2221 ext. 1001	krondonanski@bcdemocrat.com
Advertising Director:	Sharon Shumate	(800) 876-7811 ext. 764	sshumate@bcdemocrat.com
Graphic Designer:	Darin Colwell	(800) 876-7811 ext. 651	dcolwell@bcdemocrat.com
Billing Questions:	Vicki Fields	(800) 876-7811 ext. 605	vfields@therepublic.com
General Manager:	Steve Marshall	(812) 988-2221 ext. 1002	smarshall@bcdemocrat.com