

The News-Democrat The Trimble Banner River City Trading Post

2021 Rates, Circulation & Deadlines

P.O. Box 60 • 122 6th St. • Carrollton, KY 41008 • 502-732-4261 — P.O. Box 289, Bedford, KY 40006 • 502-255-3205

AGREEMENTS

Level 1: Run 1x

Level 2: Run 6 weeks WITHIN 12 WEEKS

Level 3: Run 13 weeks WITHIN 26 WEEKS

SALES REPRESENTATIVES

Jeff Moore Publisher
jmoore@mycarrollnews.com

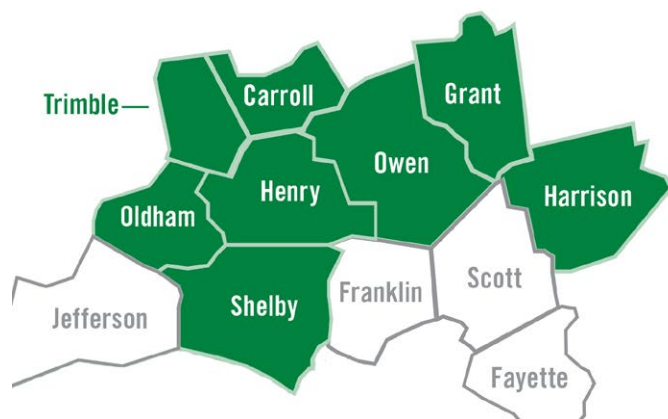
Deborah Garrett Sales Consultant
dgarrett@mycarrollnews.com

Non-Modular Local Rates

- \$9.50 pci The News-Democrat (ND)
- \$6.50 pci The Trimble Banner (TB)
- \$9.50 pci The River City Trading Post (RCTP)
- \$16.50 pci Double Play — ND or TB & RCTP
- \$19.50 Triple Play — ND, TB, RCTP
- Non-Profits are billed at Level 2
- In Memory/Thank You ads billed at Level 2

All modular rates include our online Marketplace.

2021 Modular Rates - January 1, 2021



NORTHERN Kentucky Cluster

1 MARKET BUY

NEWSPAPER OR SHOPPER	Non-Modular OPEN	Level 1						Level 2 (6 week rates)						Level 3 (13 Week Rates)					
		2x2 or 1x4 Business Card	2x5.25 1/12	3x5.25 1/8	3x10.5 or 4x8 1/4	1/2 Page	Full Page	2x2 or 1x4 Business Card	2x5.25 1/12	3x5.25 1/8	3x10.5 or 4x8 1/4	1/2 Page	Full Page	2x2 or 1x4 Business Card	2x5.25 1/12	3x5.25 1/8	3x10.5 or 4x8 1/4	1/2 Page	Full Page
The News-Democrat (Thurs)	9.50	45	90	120	215	380	680	40	75	105	175	330	545	35	65	85	150	300	475
The Trimble Banner (Thurs)	6.50	35	70	90	165	285	500	30	55	75	130	230	410	25	50	65	115	205	360
River City Trading Post (RCTP) monthly	9.50	45	90	120	215	380	680	40	75	105	175	330	545	35	65	85	150	300	475
News-Democrat & RCTP	16.50	70	140	210	340	590	950	60	120	180	295	520	840	50	100	150	250	450	730
Trimble Banner & RCTP	16.50	70	140	210	340	590	950	60	120	180	295	520	840	50	100	150	250	450	730
News-Democrat, Trimble Banner & RCTP	19.50	100	195	260	470	785	1395	90	170	230	420	695	1200	80	145	200	370	600	1000
The News-Herald (Wed)	9.50	45	90	120	215	380	680	40	75	105	175	330	545	35	65	85	150	300	475
Grant County News (Thurs)	12.10	55	100	130	225	410	725	45	80	105	190	340	615	40	70	95	165	305	540
Henry County Local (Wed)	11.25	45	90	115	205	370	650	40	75	100	175	330	580	35	65	90	155	300	530
Oldham Era (Thurs)	13.09	60	135	175	305	515	915	50	110	135	235	405	725	45	100	125	215	380	680
The Sentinel News (WorF) or Shopper	14.02	60	105	140	265	445	795	50	90	120	225	380	680	45	80	110	185	335	600
The Sentinel News (Any 2 editions)	21.89	85	160	210	390	675	1205	70	130	175	325	565	1015	60	115	155	275	500	900
The Sentinel-News (All 3 editions)	28.35	105	200	270	500	885	1595	90	170	230	430	755	1355	80	155	205	365	665	1195
Color Rates		\$40	\$50	\$50	\$75	\$125	\$200	\$40	\$50	\$50	\$75	\$125	\$200	\$40	\$50	\$50	\$75	\$125	\$200

2+ MARKET BUY

NEWSPAPER OR SHOPPER	Non-Modular OPEN	Level 1						Level 2 (6 week rates)						Level 3 (13 Week Rates)					
		2x2 or 1x4 Business Card	2x5.25 1/12	3x5.25 1/8	3x10.5 or 4x8 1/4	1/2 Page	Full Page	2x2 or 1x4 Business Card	2x5.25 1/12	3x5.25 1/8	3x10.5 or 4x8 1/4	1/2 Page	Full Page	2x2 or 1x4 Business Card	2x5.25 1/12	3x5.25 1/8	3x10.5 or 4x8 1/4	1/2 Page	Full Page
The News-Democrat (Thurs)	9.50	40	80	110	195	345	615	35	65	85	155	275	490	30	55	75	145	245	435
The Trimble Banner (Thurs)	10.00	35	65	105	145	260	455	30	55	75	120	205	370	25	45	65	110	185	325
River City Trading Post (Mon-monthly)	9.50	40	80	110	195	345	615	35	65	85	155	275	490	30	55	75	145	245	435
News-Democrat & RCTP	16.50	65	130	190	320	560	795	55	110	160	290	520	735	50	100	150	280	490	680
Trimble Banner & RCTP	16.50	65	130	190	320	560	795	55	110	160	290	520	735	50	100	150	280	490	680
News-Democrat, Trimble Banner & RCTP	19.50	125	185	240	440	745	1150	110	165	220	410	705	1100	105	145	190	360	590	900
The News-Herald (Wed)	9.50	40	80	110	195	350	625	35	65	85	155	275	490	35	60	75	135	245	435
Grant County News (Thurs)	11.00	50	90	120	220	395	710	45	80	110	185	345	615	40	75	95	165	300	540
Henry County Local (Wed)	10.00	45	80	105	180	340	890	35	65	85	155	275	490	35	60	75	135	245	435
Oldham Era (Thurs)	12.00	60	125	160	270	460	820	45	100	120	210	365	655	40	90	115	195	345	615
The Sentinel News (WorF) or Shopper	12.85	55	95	125	235	400	715	45	80	110	205	345	615	40	75	95	175	300	540
The Sentinel News (Any 2 editions)	20.60	80	145	190	355	610	1085	65	120	160	305	510	915	55	105	140	260	450	810
The Sentinel-News (All 3 editions)	27.00	95	180	245	465	795	1435	80	155	210	395	680	1220	75	140	185	345	600	1075
Color Rates		\$40	\$50	\$50	\$75	\$125	\$200	\$40	\$50	\$50	\$75	\$125	\$200	\$40	\$50	\$50	\$75	\$125	\$200

Above Color Rates are Per Paper, Per Pub Date. Non-Modular Color Rates are 30% of Ad Cost (\$40 Minimum). All Non-Modular Ad Sizes available at Open Rates listed Above + \$13 per publication for Online Marketplace.