

The Scott County Herald The Clark County Herald The Washington County Herald

Amos Publishing, LLC

730 N. Gardner St. Scottsburg, IN 47170 • (812) 414-2511 • scottcountyherald@gmail.com

ADVERTISING RATE CARD

LOCAL DISPLAY AND CLASSIFIED ADVERTISING RATES

RATES EFFECTIVE JULY 1, 2024

Marcus Amos, Owner/Publishermrmarcusamos@gmail.com

scottcountyherald@gmail.com

Andrea Ratts, Sales Executive.....aratts@scottcountyherald.com

ADVERTISING DEADLINE

Display and Classified Deadline.....Friday @ 12 NOON EST

ADVERTISING COPY REGULATIONS

1. Amos Publishing reserves the right to reject any advertisement which we deem objectionable, either in subject matter or phrasing.
2. Any ad having the general appearance of a news item must carry the word "Advertisement" in the ad.
3. All political ads must have a disclaimer that includes name of who paid for the advertisement.

MECHANICAL REQUIREMENTS

Production Method - Offset	Column Width - 2 inches
Number of Columns - Five	Column Gutter - .125"
Page Depth - 21 inches	Page Width - 10 inches
105 Column Inches/Page	

ADVERTISING POLICY

1. It is agreed that the advertiser and/or advertising agency or agent accepts full responsibility and liability for advertisements in The Scott County Herald or The Clark County Herald.
2. Position requests will be granted where possible. Ads ordered for a specific position will be subject to the Specialty Rate Charge as listed.
3. Composition or artwork by Amos Publishing is the property of Amos Publishing and may not be reproduced without written permission. Material or creative ideas supplied by the advertiser remain the property of the advertiser.
4. When major error caused by Amos Publishing appears in a published ad, Amos Publishing will correct and rerun the ad. Any discrepancies must be reported within 30 days. Any ad changes that are made after ad deadline will be corrected in the next possible issue.
5. Proof to advertisers is for the purpose of correcting errors and for a total of one (1) addition or change to the original copy. Additional proof ads are subject to an additional charge. Where proof of ad is submitted to the advertiser, the advertiser assumes all responsibility for any errors not marked on the proof.

CREDIT POLICY

Our credit policy requires that the first two advertisements are paid in advance. We shall then extend credit on a 30-day basis as long as the monthly statement is paid by the 15th of the following month. Advertising not paid by the end of the following month will be considered past due. The first two ads must be representative of your typical advertising program or a longer paid-in-advance period may be required.

RATES

The Scott County Herald

Open Rate\$12.00 pci

Classified Display Rate.....\$13.00 pci

The Clark County Herald

Open Rate\$10.00 pci

Classified Display Rate.....\$11.00 pci

The Washington County Herald

Open Rate\$10.00 pci

Classified Display Rate.....\$11.00 pci

Special Section Rate\$14.00 pci

Specialty Rate applies to classified display advertising and special location advertising.

DISCOUNT RATES

A discount of \$1.00 pci will be applied to advertising scheduled to run in The Scott County Herald, The Clark County Herald AND The Washington County Herald

SPECIAL PLACEMENT RATES

Front Page Stamp.....\$25.00 pci

Front Page Stamp advertising limited to 1 Column width

Front Page Footer \$200

Front Footer is a fixed size of 5 Columns x 2 Inch Located at the bottom of the front page.

COLOR RATES

Single Color (run of press) \$1.00 pci (\$10.00 minimum)

Process Color

50 inches or less \$95.00

51 inches or more \$120.00

Color space is limited and will therefore be accepted on a first-come first-serve basis.

Speak to your sales representative to ensure color availability.

PRE-PRINTED INSERT PRICING

0-12 tab pages Open Rate \$49 per thousand

Contract Rate \$45 per thousand

13-23 tab pages Open Rate \$54 per thousand

Contract Rate \$50 per thousand

24-32 tab pages Open Rate \$59 per thousand

Contract Rate \$55 per thousand

Pre-print inserts requested one week in advance of insertion date.

All pre-print inserts are to be shipped to:

AIM Media Indiana Printing C/O Amos Publishing
22 W New Road, Greenfield, IN 46140

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CIRCULATION BREAKDOWN BY ZIP CODE

THE SCOTT COUNTY HERALD

47170	Scottsburg	5,000
47102	Austin	5,000
47138	Lexington/Blocher/Hardy Lake Area	750
47229	Crothersville	1,000
47126	Henryville	1,000
47230	Deputy	300
47243	Hanover	500
47250	Madison	500
47143	Memphis	200
47141	Marysville	100
46147	Nabb	100
47111/47172	Charlestown/Sellersburg	500
47162	Bethlehem/New Washington	250

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THE CLARK COUNTY HERALD

47111	Charlestown	1,750
47172	Sellersburg	1,750
47126	Henryville/Vienna	500
47162	New Washington/Chelsea	400
47143	Memphis	200
47163/47138	Otisco/Lexington	300
47106	Borden	100

THE WASHINGTON COUNTY HERALD

47167	Salem	4000
47165	Pekin	500
47108	Campbellsburg	500
47108	Livonia	225
47120	Fredericksburg	25
47125	Hardinsburg	300
47164	Palmyra	450

