

2018



Publication Days: Tuesday-Saturday

Deadlines:

Tuesday publication - Friday 11am
Wednesday publication - Monday 11am
Thursday publication - Tuesday 11am
Friday publication - Wednesday 11am
Saturday publication - Thursday 11am

Independence Daily Reporter

Display Advertising Rates

Weekly (Non- Contract) Per Column Inch Rate:

1x	2x	3x	4x	5x
\$8.50	\$6.55	\$6.10	\$5.60	\$5.15

4 weeks - 5%

8 weeks - 10%

12 weeks - 15%

26 weeks - 20%

52 weeks - 25%

Classified Display Rates

Weekly (Non-Contract) Per column Inch Rate:

1x	2x	3x	4x	5x
\$8.95	\$6.85	\$6.35	\$5.85	\$5.45

Contract Discounts:

4 weeks - 5%

8 weeks - 10%

12 weeks - 15%

26 weeks - 20%

52 weeks - 25%

Mechanical Specifications and Standards:

1 column - 1.75"
 2 columns- 3.667"
 3 columns- 5.58"
 4 columns - 7.5"
 5 columns - 9.41"
 6 columns - 11.3335"

Advertisers are encouraged to use .pdf or .jpg format with fonts embedded. All color advertising should be CMYK and 300 dpi. We will not be responsible for black type that is CMYK; it should be saved as 100% black before it is transmitted

Advertising policies and procedures:

- We will reserve the right to refuse any advertising
- Position requests will be met when possible. Guaranteed placement will be charged an additional 20% of the cost of advertisement.
- Color is limited on a first come first serve basis
- We assume no responsibility for errors when proof has been shown or advertising was submitted after deadline.
- Political advertising must be prepaid, comply with state & federal regulations & must display the name of the person who placed the advertisement.

Classified Line Deadlines:

11am Tuesday-Friday;
3pm Friday for Saturday publication

Color Rates

Full color \$150 flat rate
One color \$70

Classified Line Rates

Call classifieds at 620-331-3550 or email classifieds at classifieds@indydailyreporter.com

Insert Rates

Rates based on cost per thousand (CPM)

No zoning of preprints.

1-4 pg \$65 CPM

6-12 pg \$70 CPM

14-24 pg \$75 CPM

28+ pg \$80 CPM

Full run only

Obituary Policy:

All obits must be sent to obits@indydailyreporter.com
Free death notice - includes name, age, date of death, and service information. Anything more than that is \$60 without a photo and \$70 with a photo (up to 500 words).
Deadline for Tuesday-Saturday publication is 11am.