



Independence Daily Reporter

Publication Days: Tuesday-Friday & Sunday

Deadlines:

Tuesday publication - Friday 5pm
Wednesday publication - Monday 5pm
Thursday publication - Tuesday 5pm
Friday publication - Wednesday 5pm
Sunday publication - Wednesday 5pm

Display Advertising Rates

Weekly (Non- Contract) Per Column Inch Rate:

1x	2x	3x	4x	5x
\$8.50	\$5.95	\$5.55	\$5.10	\$4.70

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	\$6.25	\$5.80	\$5.35	\$4.95

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

Classified Line Deadlines:

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

Color Rates

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

Classified Line Rates

\$7.50 minimum-
Call or email for pricing

Insert Rates

Rates based on cost per thousand (CPM)

No zoning of preprints.

- 1-4 pg \$60 CPM
- 6-12 pg \$65 CPM
- 14-24 pg \$70 CPM
- 24-32+ pg \$75 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-Friday publication is 10am; deadline for Sunday publication is 5pm on Saturday.

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.