

# COMET

Joe Moss, Advertising Director  
 comet@carrollcountycomet.com  
 14 E. Main St. 114 E. Franklin  
 P.O. Box 26 Delphi, IN 46923  
 Flora, IN 46929  
 Phone (574) 967-4135 Phone (765) 564-2222  
 Fax (574) 967-3384 Fax (765) 564-2010

Your local advertising and news source for Carroll County, Indiana

## RETAIL, CLASSIFIED & INTERNET ADVERTISING RATES

(Effective Calendar Year 2010)

### PRINT DISPLAY RATES - *Sliding Scale*

(All rates are net and are uploaded to our web site)

<b>Local Rate from 1 to 16 inches</b> .....	<b>\$9.44</b>
16 inches to 32 inches (12.5%).....	8.26
32 inches to 64 inches (25%).....	7.08
64 inches to 129 inches (37.5%).....	5.90
129 inches - Full Page (50%).....	4.72
National Rate .....	Local Rate Plus Commission

### Frequency or Repeating an ad

Ads must be placed with one order and run without changes.  
 2<sup>nd</sup> through 12<sup>th</sup> week .....20%  
 Three Months/13 Weeks .....25%  
 Call for bulk inch and/or contract rates

### Color Charges:

One, two, three or Full Color.....\$50.00

### Other Information

- No guaranteed positioning
- One tear sheet per bill cycle provided upon request
- Additional tear sheets \$1 each

### BUSINESS & SERVICE DIRECTORY

• Minimum four week run • Thursday noon deadline  
 Weekly Rate.....\$15.84

### LEGAL ADVERTISING

Rates available upon request

### CLASSIFIED RATES

• Out-of-state classifieds must be paid in advance  
 Line Ad Rate: (Up to 25 words)  
 First Week (Includes internet advertising).....\$10.00  
 25¢ per additional word  
 Subsequent Weeks.....(no changes).....25% Off  
 Miscellaneous Charges:  
 Blind Box Number.....(per insertion).....\$5.00  
 Logo Placement.....(per insertion).....\$5.00  
 Tear Sheet.....(1 upon request).....\$1.00  
 Billing Fee - if not prepaid by cash or check.....\$1.00

### PREPRINTED INSERTS

• Total circulation 4100 •  
 Rates below based on Carroll County circulation of 3500  
 • Frequency discounts available •

Pages	Ea.	Per 1,000	Net Total
Single Sheet (8 1/2"x11")	.055	\$55.00	\$192.50
4 Page Tab	.060	\$60.00	\$210.00
8 Page Tab	.065	\$65.00	\$227.50
12 Page Tab	.070	\$70.00	\$245.00
16 Page Tab	.075	\$75.00	\$262.50
20 Page Tab	.080	\$80.00	\$280.00
24 Page Tab	.085	\$85.00	\$297.50

Zoned Distribution available: (Based on zone)  
 \$25.00 processing fee for zoning less than 3,500,  
 500 preprints minimum

### INTERNET RATES

**Banner & Button.....Call 574-967-4135**

### ADVERTISING DEADLINES: ADS 1/2 PAGE & LARGER - FRI. AT NOON, ALL OTHER ADS - MON. AT NOON

Acceptance of late display advertising subject to time & space availability; 15% surcharge on Monday afternoon, 25% surcharge on Tuesday.  
 Please remember that holidays may advance deadlines by one full day!

### MECHANICAL SPECIFICATIONS

The newspaper is a standard six (6) column broad sheet format, using Standard Advertising Unit (46 inch web) sizes.  
 Image area is 10.389" wide by 21 1/2" deep. All ads over 19 1/2" billed at 21 1/2".

Minimum size for double trucks is four (4) columns on each page by 5" deep. Gutter is counted as one (1) full column.

WIDTH	POINTS*	INCHES	WIDTH	POINTS*	INCHES	WIDTH	POINTS*	INCHES
1 column.....	118.....	1.639	3 columns.....	370.....	5.139	5 columns.....	622.....	8.639
2 columns.....	244.....	3.389	4 columns.....	496.....	6.889	6 columns.....	748.....	10.389

\* 72 points per inch

### GENERAL ADVERTISING POLICY

- A. Copies of ads may be proofed at your business upon request. Second proofs, if necessary, may be seen at the Comet office.
- B. Ads scheduled but not run will be billed \$50 per hour composition charge.
- C. Payment for all advertising in the Comet becomes due upon receipt of monthly statement and will become delinquent on the 15th day of the month after publication. Delinquent accounts will be assessed a service charge of 1 1/2% per month (18% per year) on all charges remaining past due. (Minimum service charge of \$3 per month.)
- D. Liability for errors in advertising shall not exceed the cost of space occupied by the error. The Comet will not be liable for non-insertion of any advertisement beyond the amount prepaid for such advertisement. The Comet is responsible for only one incorrect insertion or omission and requests that errors be reported immediately and prior to next deadline.
- E. All advertising is accepted subject to approval of the publishers. Advertising simulating news copy will carry the word "ADVERTISEMENT." The Comet will not knowingly publish any false, misleading, obscene or defamatory ads.