

Carroll County COMET

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Published Weekly on Wednesday ~ Your best advertising & news source for Carroll County, Indiana

RETAIL, CLASSIFIED & INTERNET ADVERTISING RATES

(Effective January 1, 2017)

PRINT DISPLAY RATES - *Sliding Scale*

(All rates are net and are uploaded to our web site at no additional charge)

Local Rate from 1 to 32 inches	\$9.00
32 inches to 64 inches	\$8.00
64 inches to 129 inches	\$7.00
129 inches - Full Page	\$6.00
National Rate	Local Rate Plus Commission

Frequency or Repeating an ad

Ads must be placed with one order and run without changes.

3-5 times within 13 weeks.....	15%
6-9 times within 13 weeks	20%
10-13 times within 13 weeks	25%
Call for bulk inch and/or contract rates	

Color Charges (Process):

> 25" \$2⁰⁰ pci, 1/4 page \$50, 1/2 page \$75, Full page \$100

Other Information

- Guaranteed positioning 25% surcharge (some space limitations)
- One tear sheet per bill cycle provided - *upon request*
- Additional tear sheets \$1⁰⁰ each

BUSINESS & SERVICE DIRECTORY

- 13 week minimum run • Thursday noon deadline

Weekly Rate.....	\$12.50
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PUBLIC NOTICE (LEGAL) ADVERTISING

Rates available upon request. subs@carrollcountycomet.com

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
Cancellation of line classified by Monday noon entitles you to in-house credit.

Miscellaneous Charges:

Highlight Classified ad in yellow (per insertion).....	\$10.00
Logo Placement.....(per insertion).....	\$10.00
Blind Box Number.....(per insertion).....	\$5.00
Tear Sheet.....(1 upon request).....	\$1.00
Billing Fee - if not prepaid	\$2.00

PREPRINTED INSERTS

Call for rates

Distributed as follow

- Total circulation 3,600 •
- Carroll County circulation 3,050 •
- By Zip Code •

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 (22 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 2" deep.

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 \$5 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.