

The State Journal

1216 Wilkinson Blvd.
P.O. Box 368
Frankfort, KY 40601

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advertising@state-journal.com



Our Sales Staff, from left, Lloyd Lynch, Susie Hockensmith, Jim Wainscott, Janna Tanner, Lindsey Dawson, Jack Watson

Publication Days

Monday through Friday afternoons
Sunday mornings

Ad Deadlines

Deadline	Issue
Thursday, Noon	Sunday
Friday, Noon	Monday
Friday, 4 PM	Tuesday
Monday, Noon	Wednesday
Tuesday, Noon	Thursday
Wednesday, Noon	Friday

Insert Rates

Single Sheet..... flat rate \$430.00
Bulk Rates available by contract

Circulation

Daily9,330
Sunday 10,533

Mechanicals: Main News & Classifieds 6 columns wide, 21.5" depth

1 Column.....	1.75"
2 Column.....	3.625"
3 Column.....	5.5"
4 Column.....	7.375"
5 Column.....	9.25"
6 Column.....	11.125"

Upcoming Pages/Sections:

Pastor Appreciation	October 11
Spooky Halloween	October 30
Cooking Missteps	November 5
Holiday Gift Guide	November 25
Last Minute Gift Guide	December 21
2010:	
Ky Legislative Guide	January 14

Column Inch Rates

Classified & Retail

Open rate	\$11.50
150 Inches	\$8.15
300 Inches	\$7.85
500 Inches	\$7.60
1000 Inches	\$7.45
3000 Inches	\$7.25
5000 Inches	\$6.90
7500 Inches	\$6.70
10000 Inches	\$6.47
Charity	\$6.55
Legal	\$7.75
National	\$13.00

Frequency Program

6 Consecutive Weeks.....	\$8.00
13 Consecutive Weeks.....	\$7.75
26 Consecutive Weeks.....	\$7.25
52 Consecutive Weeks.....	\$7.00

2-inch or larger ad; rates are per col. inch.

Color Per Column Inch

Black plus one color	\$3.00
Black plus three colors (full color).....	\$6.00

Color Rates

Black plus one color	\$85 extra
Black plus three colors (full color).....	\$190 extra

Business Builder Package \$675⁰⁰

- Thirteen ads in the State Journal
- Four ads in the AdVantage
- Box ad on our web site (state-journal.com)

* Print ads are 2 col. x 4-inches and must run within 30 days; Box ad runs for four weeks.

Other Publications

The AdVantage

The AdVantage is a weekly publication with editorial content geared toward state employees and non-subscribers. It is published every Wednesday.

Over 5,000 copies of The AdVantage are distributed in state office buildings and selected retail establishments in Franklin County.

Rates

Cost Per Column Inch	\$9.00
Pick-up Rate (From State Journal) ..	\$5.50
Inserts/Preprints (per thousand) ...	\$34.00

www.state-journal.com

Banner Ad (300 x 120 pixels).....	\$80
Leader Board (728 x 90 pixels)	\$200
Box Ad (300 x 250 pixels).....	\$200

These are monthly rates.

Unique visitors: 49,874 / mo.

Page views: 493,256 / mo.

Google Analytics, August 2009