

The State Journal

1216 Wilkinson Blvd.
 P.O. Box 368
 Frankfort, KY 40601
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advertising@state-journal.com



Our Sales Staff, front row, from left, Jack Watson, Jim Wainscott; back row, Lloyd Lynch, Susie Hockensmith, Janna Tanner, Luke Hosley.

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

Circulation

Daily 8,150
 Sunday 9,130

Add our total market coverage product, AdVantage, and reach over 85% of households in the 40601 ZIP code!

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

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

Column Inch Rates

Classified & Retail

Open rate	\$11.50	5000 Inches	\$6.90
150 Inches	\$8.15	7500 Inches	\$6.70
300 Inches	\$7.85	10000 Inches	\$6.47
500 Inches	\$7.60	Charity	\$7.00
1000 Inches	\$7.45	Legal	\$7.75
3000 Inches	\$7.25	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.

Insert Rates

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

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.

*MarketPlaceKentucky.com

This is an internet display and interactive search directory ad program. MarketPlaceKentucky.com automatically places every print display ad online. (Charges range from \$2 to \$8 for each ad based on the print ad size.) Its search capability enables consumers who are looking for your type of products and services to readily find your ad and your accompanying business directory listing. Enhanced options and services are available.

Other Publications

The AdVantage is our total market coverage product, published every Saturday. Circulation is 11,000. Nine thousand copies are mailed to households not subscribing to The State Journal, one thousand copies are delivered to state government office buildings, and one thousand additional copies are delivered to select apartment buildings.

Rates

Cost Per Column Inch	\$11.50
Pick-up Rate (From State Journal)	\$5.50
Inserts/Preprints <i>per thousand, single sheet</i>	\$34.00

(Bulk rates available by contract)

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: 53,366 / mo. Page views: 532,983 / mo.
 Google Analytics, September 2010

Insert Printing Available

Call for Available Sizes and Pricing