

ADVERTISING INFORMATION

AD RATES

All rates are based on "column inches." To figure out the area of an ad, multiply its height by the number of columns. Example: 2 columns by 5 inches equals 10 column inches. Minimum depth of an ad is 2" for a 2-4 column ad. 5 or 6 column ads must have a minimum depth of 4".

RETAIL DISPLAY RATES*

	Daily	Saturday
Open Rate	\$19.80	\$20.20
Local Rate	\$15.49	\$15.71

CLASSIFIED DISPLAY RATES*

	Daily	Saturday
Open Rate	\$18.35	\$19.20
Local Rate	\$13.58	\$13.91

HELP WANTED CLASSIFIED DISPLAY RATES*

	Daily	Saturday
Open Rate	\$19.73	\$19.73
Local Rate	\$18.20	\$18.20

NON PROFIT RATES

To receive a non profit rate you must provide a non profit number.

*All display ads are automatically placed online in the E-Edition at www.dailyjournal.net for an additional \$5 flat fee per insertion.

*Retail Advertisers will be charged \$12 per ad run in a month for OWN Local Services. This service helps to increase a business's SEO (Search Engine Optimization) in Google searches. Copy changes within the month will be charged \$12 each change. All ads are uploaded to a Business Directory on DailyJournal.net.

Saturday rate applies to all holidays.

*Local rates apply only to businesses which maintain a store within our market area running a minimum of 30 inches per month.

Annual contracts are available, call 317-736-2730 for more details.

PREMIUM POSITIONS ADDITIONAL \$5.25 per column inch

We make every attempt to honor your specific position requests. However, if a specific position is imperative to the placement of your ad, a position guarantee MAY be available on ads at the stated surcharge. Priority is given by frequency of program, ad size, and contract. Advertising cannot be accepted based on exact placement requirements.

DEADLINES FOR ADS

CLOSING TIMES

RUN DATE	DEADLINE
Monday	Thursday, Noon
Tuesday	Thursday, 5 p.m.
Wednesday	Friday, 5pm
Thursday	Monday, 5 p.m.
Friday	Tuesday, 5 p.m.
Saturday	Wednesday, 5 p.m.

AD CANCELLATION DEADLINE

Same as closing times. Advertising cancelled after deadlines will be charged a cancellation fee of 50% of the cost of the ad space.

GROUP OR DOUBLE TRUCK DEADLINES

One working day in advance of normal deadline.

MECHANICALS

1. Minimum depth is 2 inch
2. All advertisements charged to the nearest one half inch. Advertisements over 18" in depth will be billed at 20" in depth. Tabloid ads over 9.75" in depth will be billed at 9.75" in depth.
3. One column is charged for the gutter on double truck ads. Tabloid double truck ad will be billed at 79".

RETAIL

Columns	Inches
1	1.5625"
2	3.25"
3	4.9375"
4	6.625"
5	8.3125"
6 (full pg)	10"
Dbl Trk	21"

Full page depth is 20.3"
Dbl. Trk. gutter width is 1 inch.

CLASSIFIED

Columns	Inches
1	1.1406"
2	2.4062"
3	3.6718"
4	4.9375"
5	6.203"
6	7.4686"
7	8.7342"
8 (full pg)	10"

Full page depth is 20.3"

MINI - TAB

Full	7.25"x9.75"
1/2 Page H	7.25"x4.875"
1/2 Page V	3.563"x9.75"
1/4 Page	3.563"x4.875"
1/8 Page	3.563"x2.438"

TABLOID

Full	9.7 x 9.75"
1/2 Page	9.7 x 4.825"
1/4 Page	4.7894 x 4.825"
1/8 Page	4.7894 x 2.3575"

Full page depth is 9.75".
Double truck gutter width is 1 inch.

COLOR

Color sells 64% better than black and white. The power of color is available and affordable—every day! Your cost is based on the standard black and white or contract inch rate, plus these additional charges:

Contract:	Ads up to 27"	Ads 27" +	Open
One Color	\$6 per column inch	\$165 flat rate	\$195 flat rate
Process Color	\$10 per column inch	\$270 flat rate	\$360 flat rate

Color frequency rates are available on a contract basis only and are not retro-active. One color minimum charge is \$36. Process color minimum charge is \$60.

SERVICES

We can help you identify new prospects, target your most valuable customers, and help you to use your advertising budget more effectively. Our team of creative professionals will create ads that will make your message memorable and effective. Take advantage of our services. Let us work for you!

We shall make every effort to follow your original instruction as to layout and copy. Should you make extensive changes in the ad after it has been composed, it will be necessary to charge you for the extra time and materials needed to make the changes. The rate will be based on ad size. Only one proof will be given for changes.

ad submission

Email	djads@dailyjournal.net
Email	dj-classifieds@dailyjournal.net
Fax	(317) 736-2754
Retail Phone	(317) 736-7101
Classified Phone	(317) 736-2700