

# Country Peddler

Community Shopping Guide Since 1971

774 College Street  
 P. O. Box 492  
 Bowling Green, KY 42102  
 270-842-3314  
 FAX - 270-842-4220  
 www.countrypeddlerbg.com

Home Delivered  
 Warren County

Newsstand Delivered  
 Allen, Barren,  
 Butler, Edmonson,  
 Logan, Ohio &  
 Simpson Counties

Audited  
 circulation:  
 34,466



## ROP | CONTRACT FREQUENCY DISCOUNTS

OPEN RATE	13 ADS	26 ADS	52 ADS
<b>Front</b> thru 12/10.....\$860			
<b>Back</b> thru 12/10.....\$750			
<b>1 Page</b> .....\$665.....	\$588.....	\$555.....	\$503
<b>3/4 Page</b> .....\$522.....	\$460.....	\$432.....	\$393
<b>1/2 Page</b> .....\$357.....	\$314.....	\$294.....	\$269
<b>1/4 Page</b> .....\$226.....	\$202.....	\$192.....	\$171
<b>1/8 Page</b> .....\$127.....	\$114.....	\$107.....	\$95
<b>1/16 Page</b> .....\$75.....	\$75.....	\$75.....	\$75

**Spot Color - \$100 • Process Color - \$250** All pricing includes online ad and benefits.

### PRE-PRINTED INSERT RATES

Single Sheet up to 8 1/2 x 11.....	\$34/m
4-12 Page Tabloid.....	\$45/m
16-24 Page Tabloid.....	\$54/m
28 Page and up Tabloid.....	\$62/m

### CONTRACT FREQUENCY DISCOUNTS

6 times per year.....	Deduct \$3/m
12 times per year.....	Deduct \$4/m
18 times per year.....	Deduct \$5/m
24 times per year.....	Deduct \$6/m
52 times per year.....	Deduct \$7/m

— Minimum insertion order - 5,000 —  
 \*5-10% preprint overrun is recommended  
 for skip & duplication allowance.  
 All tabs must be 1/4 folded.

### ZIP CODE BREAKDOWN FOR PRE-PRINT INSERT ZONING

**Warren County Home Delivery**

42101 - Bowling Green.....	13,662
42102 - Post Office Boxes.....	-0-
42103 - Bowling Green.....	6,239
42104 - Bowling Green.....	7,093
42122 - Alvaton.....	1,396
42170 - Woodburn.....	550
42171 - Smiths Grove.....	948
42159 - Oakland.....	700
42274 - Rockfield.....	1,432
	<hr/>
	32,020
Newsstand Delivery*.....	2,446
	<hr/>
TOTAL.....	34,466

\*Newsstand delivery cannot be zoned

Preprint  
 Shipping  
 Address:

**Country Peddler**  
 c/o Daily News  
 804 Center Street  
 Bowling Green, KY 42101

All rates are net.  
 Rates effective thru June 30, 2010

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**Deadline: Tuesday, 5:00 p.m. • Home Delivered Each Thursday**

## PAYMENT POLICY

### **NEW ACCOUNTS**

Payment in advance requested until credit is established during a six (6) month period.

### **ESTABLISHED ACCOUNTS**

Payment is due 15 days after statement is received. A service charge of 2% will be added to unpaid balance after 30 days. 60 days overdue will result in cash-in-advance advertising.

## CONTRACTS

### **FREQUENCY DISCOUNTS**

Payment must be current or contract can be defaulted by Country Peddler.

### **DEFAULTED CONTRACTS**

Advertiser must pay difference between open rate and contract rate for each ad run.

### **E-MAIL ADDRESS:**

**ads@countrypeddlerbg.com**

## **AD SIZES**

First measurement indicates ad width.

**COLUMN WIDTH - 2 3/8" • COLUMN LENGTH - 11 7/16"**

FRONT PAGE.....10 1/4" x 9 13/16"

FULL OR BACK PAGE.....10 1/4" x 11 7/16"

3/4 PAGE..... Vertical - 7 5/8" x 11 7/16"  
.....Horizontal - 10 1/4" x 8 1/2"

1/2 PAGE.....Vertical - 5" x 11 7/16"  
.....Horizontal - 10 1/4" x 5 5/8"

1/4 PAGE.....Regular - 5" x 5 5/8"  
.....Vertical - 2 3/8" x 11 7/16"  
.....Horizontal - 10 1/4" x 2 11/16"

1/8 PAGE.....Vertical - 2 3/8" x 5 5/8"  
.....Horizontal 5" x 2 11/16"

1/16 PAGE.....Vertical - 2 3/8" x 2 11/16"  
.....Horizontal - 5" x 1 1/4"

## ELECTRONIC ADS

PDF files submitted must have all fonts embedded.

e-mail to:

ads@countrypeddlerbg.com

**ALL PROCESS COLOR FILES  
MUST BE CMYK**

## PROOF TERMS

If a proof is required:

Ad copy must arrive by 12PM Tuesday.

Proofs are for correction only.

Customer must OK the proof by 5PM - or it will run as is.