

Country Peddler

Community Shopping Guide Since 1971

730 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
Front thru 12/11.....\$880			
Back thru 12/11.....\$770			
1 Page\$682.....	\$603.....	\$569.....	\$516
3/4 Page\$535.....	\$472.....	\$443.....	\$403
1/2 Page\$366.....	\$322.....	\$301.....	\$276
1/4 Page\$232.....	\$207.....	\$197.....	\$175
1/8 Page\$130.....	\$117.....	\$110.....	\$97
1/16 Page\$77.....	\$77.....	\$77.....	\$77

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
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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, 2011

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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.