



**THE**

# Banner

Covering Knightstown, Carthage, Shirley, Kennard, Greensboro and Dunreith  
Charles A. Beard, Eastern Hancock and South Henry Schools

## DISPLAY AD RATES

<b>1 Column Inch</b> .....	\$6.00
Full Page (80 inches).....	\$ 480
Half Page.....	\$ 240
Quarter Page.....	\$ 120
Business Card size.....	\$ 24

## INSERTS

\$0.10 per insert w/ inside ad.  
 \$0.12 per insert w/o inside ad.  
 Inserts > 10 pages require price quote.  
 Reservation required.  
 Please call for insert specifications.

## DISCOUNTS

The Banner offers a 10% advertising frequency discount on ads that run eight or more consecutive weeks. We also offer a 5% prepayment discount for ads that run two or more times. Contracts for 3 months, 6 months and 12 months also available.

### PAYMENT TERMS

All new advertisers are required to prepay. Billable advertising charges are payable within 30 days from invoice date. Delinquent accounts, at Publisher discretion, may not run until account is paid in full, including late charges.

### COPY REGULATIONS

The Banner reserves the right to reject any advertisement which does not conform to the standards of the publication. No financial responsibility is assumed for errors when copy or corrections are received over the telephone or for errors after the first insertion. If at fault, the publisher will reprint without charge that portion of the advertisement containing the error. Liability is limited to the cost of the advertisement in question. Publisher assumes no financial responsibility for advertisements inadvertently left out of the paper. The word "Advertisement" will be carried at advertiser's expense above any advertisement imitating The Banner.

## COLOR CHARGES

Four-color.....	N/A
1 page or less ROP.....	\$25 per color
Special Ad Placement.....	\$25 per ad/wk

## CLASSIFIED RATES

**45 cents per word, per week**

PRE-PAYMENT REQUIRED

"Lost", "Found" and "Free" Ads are FREE!

## NATIONAL RATE

**Per Column Inch.....\$6.90**

Recognized advertising agency commission is 15% allowable only on the open rate for camera-ready artwork, payable within 30 days. All other charges are non-commissionable. Both agency and advertiser are responsible for charges incurred in placement of ads.

**ERIC COX**

*Publisher / Owner*

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