

Country Peddler

— Your Community Shopping Guide Since 1971 —

730 College Street
Bowling Green, KY 42101
270-842-3314
FAX - 270-842-4220
www.countrypeddlerbg.com

Home Delivered
Warren County

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

Audited
circulation:
21,000



ROP	CONTRACT FREQUENCY DISCOUNTS			
OPEN RATE	13 ADS	26 ADS	52 ADS	FULL COLOR
Front thru 12/18..... \$930				
Back thru 12/18..... \$820				
1 Page \$750	\$650	\$610	\$550	\$150
3/4 Page \$590	\$510	\$480	\$430	\$150
1/2 Page \$410	\$350	\$330	\$300	\$150
1/4 Page \$270	\$230	\$220	\$190	\$75
1/8 Page \$150	\$130	\$125	\$110	\$25
1/16 Page \$90	\$85	\$83	\$82	\$20

All pricing includes online ad

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 over 11 1/2" x 12 1/2" must be 1/4 folded.

ZIP CODE BREAKDOWN FOR PRE-PRINT INSERT ZONING

42101 - Bowling Green.....	8,867
<i>Includes Smiths Grove & Oakland</i>	
42102 - Post Office Boxes.....	-0-
42103 - Bowling Green.....	5,133
<i>Includes Alvaton</i>	
42104 - Bowling Green.....	6,250
<i>Includes Woodburn & Rockfield</i>	

**Preprint
Shipping
Address:**

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

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All rates are net.
Rates effective thru June 26, 2019

NEW

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Deadline: Monday, 5:00 p.m. • Home Delivered Each Wednesday

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 Monday.

Proofs are for correction only.

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