

# SHOW 'N TELL

## Want Ads ADVERTISING RATE CARD

Number 8  
Effective November 5, 2008

**660 E. Center St.  
Madisonville, Ky. 42431  
Phone (270) 825-0993  
Toll Free 1-800-462-2355  
Fax# (270) 825-8025**

### Display Advertising Rates

Rates are based on accumulated advertising inches in one calendar month.

1-19 inches.....	\$5.00
20-75 inches.....	\$4.90
76-130 inches.....	\$4.80
131-190 inches.....	\$4.70
191-252 inches.....	\$4.60
253-335 inches.....	\$4.50
336-700 inches.....	\$4.40

**Front Page - 5x12 only - \$450  
includes Full color.**

**Business Reader Ad:** This ad runs in with the want ads and cost \$11.00 for the first 15 words and 20¢ per extra word. For each consecutive issue thereafter, with no changes, the ad will cost \$8.00 per week.

- Church and Civic is \$4.40 per column inch.
- POLITICAL RATE is earned rate, cash in advance.  
4 color same ad \$1.00 additional inch minimum \$30.00
- Xerox copies of ad - \$20 per ad - \$20 each color separation

## MECHANICAL SPECIFICATIONS

1 column.....	1 3/8 inches
2 column.....	2 7/8 inches
3 column.....	4 3/8 inches
4 column.....	5 7/8 inches
5 column.....	7 3/8 inches
6 column.....	8 7/8 inches
7 column.....	10 3/8 inches

**Double truck is charged as 2 Full pages  
(14 columns)**

**Full Page Depth - 14.5 inches**

## General Information

Show 'N Tell is a Want Ad Shopper distributed in Hopkins, Muhlenberg, McLean, Webster, Caldwell, Christian, Trigg, Lyon, Union, Henderson & Daviess counties every Wednesday. Primary marketing areas are Madisonville, Dawson Springs, Providence, Clay, Sebree, Central City, Greenville, Calhoun, Livermore, Hopkinsville, Crofton, Princeton, Eddyville, Cadiz, Morganfield, Henderson, Owensboro, Hartford & Beaver Dam. Show 'N Tell is distributed FREE to the public in all major grocery stores and numerous other business establishments

• All rights reserved for Show 'N Tell, Penny Pincher and Newscene. Any advertisement produced for you by Show 'N Tell using art work and/or typography furnished or arranged by us shall be the property of Show 'N Tell. No such ad or any such part thereof may be reproduced without prior written consent of Show 'N Tell.

• All advertising charges are due the 15th of the month following the month of insertion. A late finance charge of 2% will be added to payments not received by the last Wednesday of the month following insertion.

• Should you want your ad on a specific page, you will be charged an additional 25% of the ad cost.

• Every effort is made to eliminate any errors in composing advertising copy. Should an error occur in your advertisement, please contact our office immediately. We will gladly supply you with a letter you can show your customers that the error occurred.

• A reasonable amount of tearsheets of advertisements will be furnished to advertiser upon request. When tearsheets are unavailable, Show 'N Tell will furnish an affidavit as proof of publication

### Inserts Rates and Information

10,000 Minimum

- Single sheet, 4 page tab, 2 page broadsheet, 8 page tab or 4 page broadsheet - \$25 per thousand.
- 12 page tab or 6 page broadsheet - \$30 per thousand
- 16 page tab or 8 page broadsheet - \$35 per thousand
- 20 Page tab or 10 page broadsheet - \$40 per thousand

All pre-print tabs must be quarter folded to fit in 6 1/2"x10 1/2" area. If we have inserts folded the cost will be \$5 per thousand. Deadline for inserts is 1 week prior to insertion date. If we have to fold them, the deadline is 2 weeks prior to insertion date. Sizes and shapes are subject to approval.

Pre-prints already quarter folded are to be sent to:

Quality Web Printing  
101 Commerce St,  
Elkton, KY 42220  
(270) 265-0118

Pre-prints not quarter folded are to be sent to:

Show 'N Tell  
660 East Center Street  
Madisonville, KY 42431  
Between 8 am. - 4 pm. Monday - Friday  
Phone # (270) 825-0993

We will prepare a custom insert for your business. Call us for more information.

## Black and white ads

Inches Down	Columns Across						
	1	2	3	4	5	6	7
<b>1</b>	5.00	10.00	15.00	20.00	25.00	30.00	35.00
1 1/2	7.50	15.00	22.50	30.00	37.50	45.00	52.50
<b>2</b>	10.00	20.00	30.00	40.00	50.00	60.00	70.00
2 1/2	12.50	25.00	37.50	50.00	62.50	75.00	87.50
<b>3</b>	15.00	30.00	45.00	60.00	75.00	90.00	102.90
3 1/2	17.50	35.00	52.50	70.00	87.50	105.00	120.05
<b>4</b>	20.00	40.00	60.00	80.00	98.00	117.60	137.20
4 1/2	22.50	45.00	67.50	90.00	110.25	132.30	154.35
<b>5</b>	25.00	50.00	75.00	98.00	122.50	147.00	171.50
5 1/2	27.50	55.00	82.50	107.80	134.75	161.70	188.65
<b>6</b>	30.00	60.00	90.00	117.60	147.00	176.40	205.80
6 1/2	32.50	65.00	97.50	127.40	159.25	191.10	222.95
<b>7</b>	35.00	70.00	102.90	137.20	171.50	205.80	240.10
7 1/2	37.50	75.00	110.25	147.00	183.75	220.50	257.25
<b>8</b>	40.00	80.00	117.60	156.80	196.00	235.20	274.40
8 1/2	42.50	85.00	124.95	166.60	208.25	249.90	291.55
<b>9</b>	45.00	90.00	132.30	176.40	220.50	264.60	308.70
9 1/2	47.50	95.00	139.65	186.20	232.75	279.30	325.85
<b>10</b>	50.00	98.00	147.00	196.00	245.00	294.00	343.00
10 1/2	52.50	102.90	154.35	205.80	257.25	308.70	360.15
<b>11</b>	55.00	107.80	161.70	215.60	269.50	323.40	369.60
11 1/2	57.50	112.70	169.05	225.40	281.75	338.10	386.40
<b>12</b>	60.00	117.60	176.40	235.20	294.00	352.80	403.20
12 1/2	62.50	122.50	183.75	245.00	306.25	367.50	420.00
<b>13</b>	65.00	127.40	191.10	254.80	318.50	374.40	436.80
13 1/2	67.50	132.30	198.45	264.60	330.75	388.80	453.60
<b>14</b>	70.00	137.20	205.80	274.40	343.00	403.20	470.40
14 1/2	72.50	142.10	213.15	284.20	355.25	417.60	487.20

## Full color ads 1.00 an inch Minimum of \$30.00

Inches Down	Columns Across						
	1	2	3	4	5	6	7
<b>1</b>	35.00	40.00	45.00	50.00	55.00	60.00	65.00
1 1/2	37.50	45.00	52.50	60.00	67.50	75.00	82.50
<b>2</b>	40.00	50.00	60.00	70.00	80.00	90.00	100.00
2 1/2	42.50	55.00	67.50	80.00	92.50	105.00	117.50
<b>3</b>	45.00	60.00	75.00	90.00	105.00	120.00	132.90
3 1/2	47.50	65.00	82.50	100.00	117.50	135.00	150.05
<b>4</b>	50.00	70.00	90.00	110.00	128.00	147.60	167.20
4 1/2	52.50	75.00	97.50	120.00	140.25	172.30	185.85
<b>5</b>	55.00	80.00	105.00	128.00	152.50	177.00	206.50
5 1/2	57.50	85.00	112.50	137.80	164.75	194.70	227.15
<b>6</b>	60.00	90.00	120.00	147.60	177.00	212.40	247.80
6 1/2	62.50	95.00	127.50	157.40	191.75	230.10	268.45
<b>7</b>	65.00	100.00	132.90	167.20	206.50	247.80	289.10
7 1/2	67.50	105.00	140.25	177.00	221.25	265.50	309.75
<b>8</b>	70.00	110.00	147.60	188.80	236.00	283.20	330.40
8 1/2	72.50	115.00	154.95	200.60	250.75	300.90	351.05
<b>9</b>	75.00	120.00	162.30	212.40	265.50	318.60	371.70
9 1/2	77.50	125.00	169.65	224.20	280.25	336.30	392.35
<b>10</b>	80.00	128.00	177.00	236.00	295.00	354.00	413.00
10 1/2	82.50	132.90	185.85	247.80	309.75	371.70	433.65
<b>11</b>	85.00	137.80	194.70	259.60	324.50	389.40	446.60
11 1/2	87.50	142.70	203.55	271.40	339.25	407.10	466.90
<b>12</b>	90.00	147.60	212.40	283.20	354.00	424.80	487.20
12 1/2	92.50	152.50	221.25	295.00	368.75	442.50	507.50
<b>13</b>	95.00	157.40	230.10	306.80	383.50	452.40	527.80
13 1/2	97.50	162.30	238.95	318.60	398.25	469.80	548.10
<b>14</b>	100.00	167.20	247.80	330.40	413.00	487.20	568.40
14 1/2	102.50	172.10	256.65	342.20	427.75	504.60	588.70