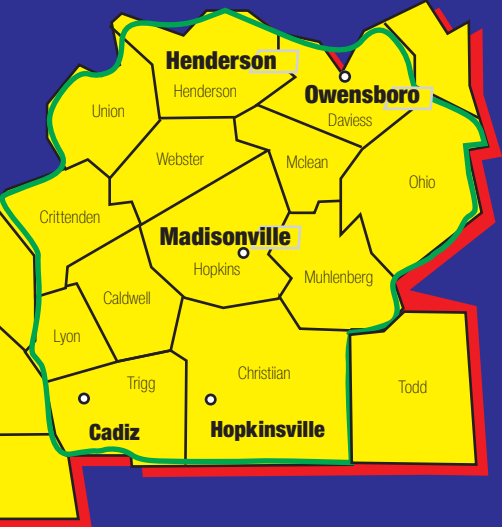


SHOW 'N TELL Want Ads Inc.

660 E. Center St. Madisonville, Ky. 42431

Phone (270) 825-0993 Toll Free 1-800-462-2355 Fax# (270) 825-8025

**30,000 We Cover
Western Kentucky**
Show 'N Tell is
Distributed in
Hopkins, Henderson,
Daviess, Union,
Webster, McLean,
Caldwell, Christian,
Ohio, Muhlenberg,
Trigg, Todd, Lyon and
Crittenden Counties.



Display Advertising Rates

Rates are based on accumulated advertising inches in one calendar month.
Deadline - Monday 4:00 p.m. prior to Wednesday Publication

ACCUMULATED RATES	
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 - \$450 Includes Full color.	

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, Todd, McLean, Webster, Caldwell, Ohio, Christian, Crittenden, 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

Browse *SHOW 'N TELL* Online at www.showntell.info



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 8 1/2"x11" 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 Street
Elkton, KY 42220

E-mail Showntell@Showntell.net

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

Show 'N Tell
660 East Center Street
Madisonville, KY 42431

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
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7 column.....	10 3/8 inches

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(14 columns)**

Full Page Depth - 14.5 inches

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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 NewsScene. 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
1	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
2	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
3	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
4	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
5	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
6	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
7	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
8	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
9	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
10	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
11	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
12	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
13	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
14	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
1	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
2	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
3	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
4	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
5	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
6	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
7	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
8	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
9	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
10	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
11	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
12	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
13	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
14	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

SHOW 'N TELL

(270) 825-0993
TOLL FREE 1-800-462-2355
Fax (270) 825-8025

660 E Center St.
Madisonville, Kentucky 42431

SPECIAL

13 WEEKS CONTRACT

Advertiser agrees to advertise

- 1/4 Page w/color\$125.00**
- 1/2 Page w/color\$250.00**
- Full Page w/color\$475.00**

- Advertiser agrees to advertise weekly for 13 weeks.
- If after the 13 weeks period of this contract, the advertiser has used less than the amount of inches agreed to in this contract, the cost per column inch would revert back to the proper rate indicated on the current Show 'N Tell rate card.
- Insert inches do not apply to contract inches.
- Weekly deadline is 4pm Monday prior to publication date.

Company Name _____

Billing Address _____

City _____ State _____ Zip _____

Authorized Signature _____ Title _____

Show 'N Tell Salesperson _____

Date _____

End Date _____

SHOW 'N TELL

(270) 825-0993
TOLL FREE 1-800-462-2355
Fax (270) 825-8025

660 E Center St.
Madisonville, Kentucky 42431

SPECIAL

4 WEEKS CONTRACT

Advertiser agrees to advertise

- 1/4 Page w/color\$125.00**
- 1/2 Page w/color\$250.00**
- Full Page w/color\$475.00**

- Advertiser agrees to advertise weekly for 13 weeks.
- If after the 13 weeks period of this contract, the advertiser has used less than the amount of inches agreed to in this contract, the cost per column inch would revert back to the proper rate indicated on the current Show 'N Tell rate card.
- Insert inches do not apply to contract inches.
- Weekly deadline is 4pm Monday prior to publication date.

Company Name _____

Billing Address _____

City _____ State _____ Zip _____

Authorized Signature _____ Title _____

Show 'N Tell Salesperson _____

Date _____

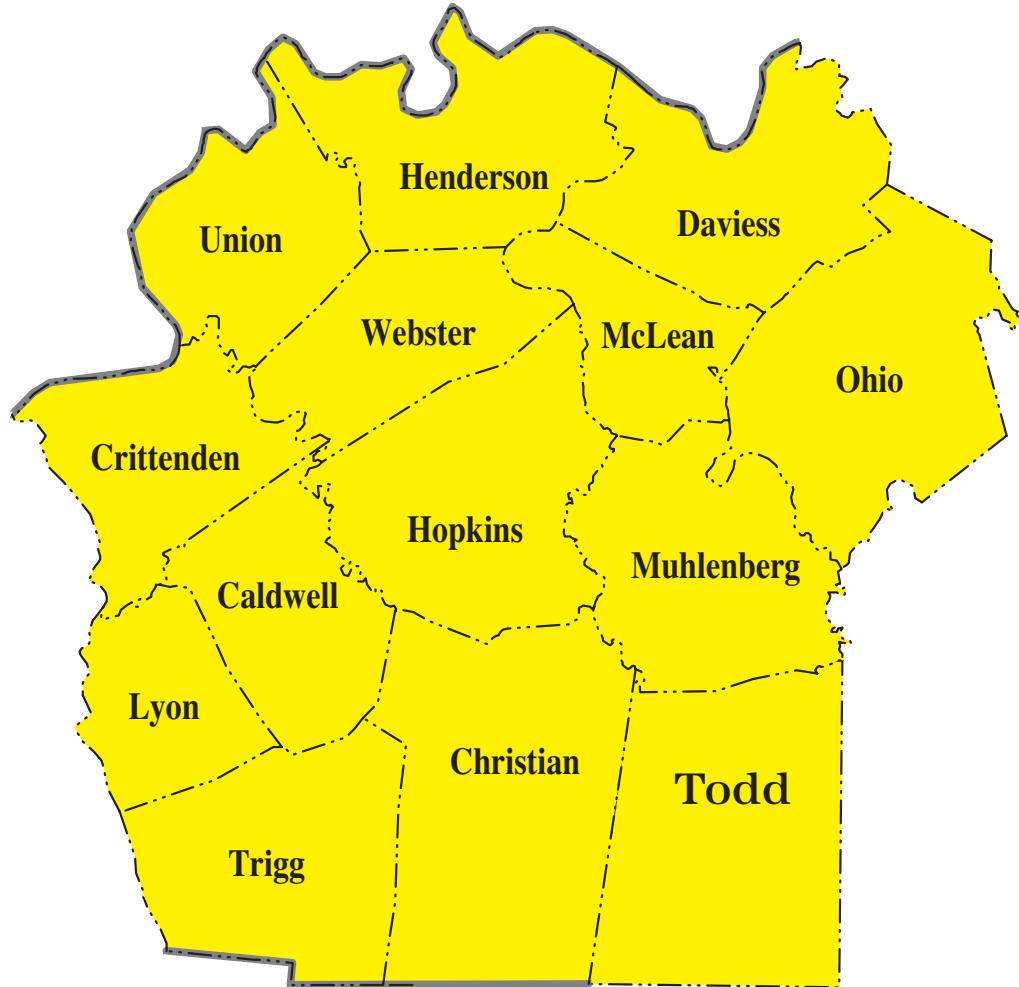
End Date _____

SHOW 'N TELL

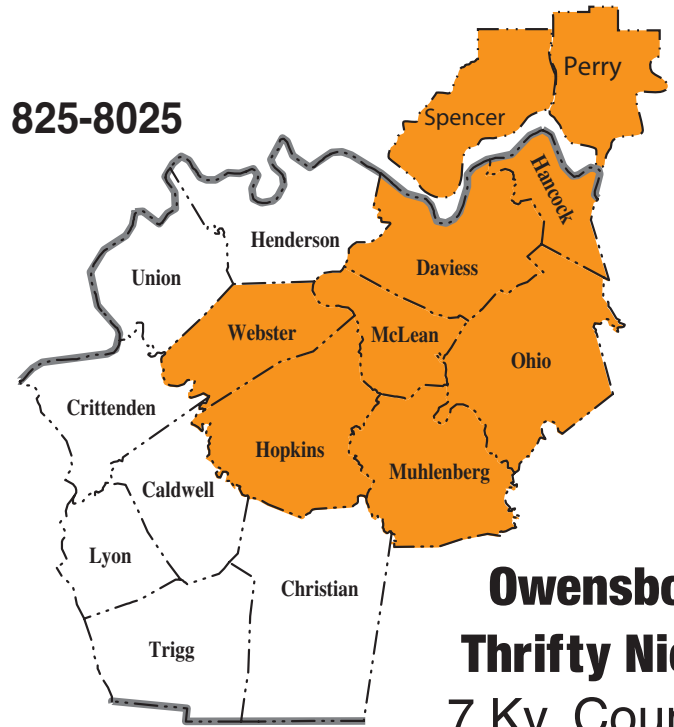
Want Ads Inc.

660 E. Center St. Madisonville, Ky. 42431

Phone (270) 825-0993 Toll Free 1-800-462-2355 Fax# (270) 825-8025



SHOW 'N TELL
14 Ky. Counties



Owensboro Thrifty Nickel
7 Ky. Counties
2 In. Counties



The Peddler
5 Ky. Counties
6 Tn. Counties