

THE REPUBLIC

2021 PRINT ADVERTISING INFORMATION

AD RATES

All rates are based on "column inches." To figure out the area of an ad, multiply its height by the number of columns. Example: 2 columns by 5 inches equals 10 column inches. Minimum depth of an ad is 2" for a 1-4 column ad. 5 or 6 column ads must have a minimum depth of 4".

RETAIL DISPLAY RATES*

	Daily	Sunday
Open Rate	\$29.90	\$31.40
Local Rate	\$21.00	\$21.85

CLASSIFIED DISPLAY RATES*

	Daily	Sunday
Open Rate	\$22.75	\$23.55
Local Rate	\$16.30	\$16.85

HELP WANTED CLASSIFIED RATES*

..... \$36.05 per column inch

The following charges will be added to advertisements:

***All display ads are automatically placed online in the E-Edition at www.therepublic.com for an additional \$5 flat fee per insertion.**

****SEO Enhancement: retail advertisers will be charged \$12 for Search Engine Optimizations Services per new ad each month. This service helps to increase a business's ranking in Google searches. All ads are also uploaded to a Business Directory on TheRepublic.com.**

*Local rates apply only to businesses which maintain a store within our market area running a minimum of 30 inches per month.

Annual contracts are available, call 812-379-5655 for more details.

REPEAT YOUR AD AND SAVE UP TO 20%

Run the same ad, with no changes, within six days and receive a 20% discount on the ad space and color charge. Run the same ad a third time within the same six days and receive a 30% discount. Sorry, no discounts for Sunday, holiday or premium position charges.

GUARANTEED POSITIONS

\$5.60

per column inch

We make every attempt to honor your specific position requests. However, if a specific position is imperative to the placement of your ad, a position guarantee may be available on ads at the stated surcharge. Priority is given by frequency of program, ad size, and contract. Advertising cannot be accepted based on exact placement requirements.

DEADLINES FOR ADS

CLOSING TIMES

RUN DATE	DEADLINE
Monday	Thursday, Noon
Tuesday	Thursday, Noon
Wednesday	Monday, 10 a.m.
Thursday	Monday, Noon
Friday	Tuesday, Noon
Saturday	Wednesday, Noon
Sunday	Wednesday, Noon

AD CANCELLATION DEADLINE

Same as closing times. Advertising cancelled after deadlines will be charged a cancellation fee of 50% of the cost of the ad space.

GROUP OR DOUBLE TRUCK DEADLINES

One working day in advance of normal deadline.

MECHANICALS

1. All advertisements charged to the nearest one half inch. Advertisements over 18" in depth will be billed at 20" in depth.

2. One column is charged for the gutter on double truck ads. Minimum double truck ad size is 130". Tabloid double truck will be billed at 143".

RETAIL

Columns	Inches
1	1.56"
2	3.25"
3	4.93"
4	6.625"
5	8.31"
6 (full page)	10"
Doubletruck	21"

Full page depth is 20"

Doubletruck gutter width is 1 inch.

CLASSIFIED

Columns	Inches
1	1.1406"
2	2.4062"
3	3.6718"
4	4.9375"
5	6.203"
6	7.4686"
7	8.7342"
8 (full page)	10"

Full page depth is 20"

MINI - TAB

Full	7.25"x9.75"
1/2 Page H	7.25"x4.875"
1/2 Page V	3.563"x9.75"
1/4 Page	3.563"x4.875"
1/8 Page	3.563"x2.438"

TABLOID

Full	9.7" x 9.75"
1/2 Page	9.7" x 4.825"
1/4 Page	4.7894" x 4.825"
1/8 Page	4.7894" x 2.3575"

Full page depth is 9.75".

Double truck gutter width is 1 inch.

COLOR

Color sells 64% better than black and white. The power of color is available and affordable—every day! Your cost is based on the standard black and white or contract inch rate, plus these additional charges:

	Ads 6"-14"	Ads 15" - 29"	Ads 30" & More
One Color	\$5.50 per column inch	\$6.00 per column inch	\$189 flat rate
Process Color	\$10 per column inch	\$12.00 per column inch	\$355 flat rate

Color frequency rates are available on a contract basis only and are not retroactive. One color minimum charge is \$33. Process color minimum charge is \$60.

SERVICES

We can help you identify new prospects, target your most valuable customers, and help you to use your advertising budget more effectively. Our team of creative professionals will create ads that will make your message memorable and effective. Take advantage of our services. Let us work for you!

We shall make every effort to follow your original instruction as to layout and copy. Should you make extensive changes in the ad after it has been composed, it will be necessary to charge you for the extra time and materials needed to make the changes. The rate will be based on \$45.00 per hour. Only one proof will be given for changes.

ad submission

Email	advertise@therepublic.com
Email	classified@therepublic.com
Fax	(812) 379-5776
Retail Phone	(812) 379-5655
Classified Phone	(812) 379-5600

THE REPUBLIC

2021 PRE-PRINT ADVERTISING INFORMATION

CONTRACTED PREPRINT RATES

Preprints	Cost per thousand			
	1x	6-23	24-48	49+
• Single Sheet	\$59	\$51	\$47	\$45
• 4-8 Pages	\$72	\$64	\$61	\$59
• 10-18 Pages	\$73	\$65	\$62	\$60
• 20-32 Pages	\$78	\$66	\$65	\$63
• Over 32 Pages	\$86	\$73	\$70	\$67

Quantities needed for complete coverage:

Monday through Friday	9,500
Saturday	10,500
Sunday	10,500
The Republic Shopper	20,000

*** For current audited quantities please contact your sales representative.**

Zoned inserts will be billed an additional \$7.00 per thousand.

MINIMUM INSERTING CHARGE—\$500.00

MINIMUM/MAXIMUM SIZES—the minimum acceptable dimension is 5" x 8" on 70 lb. paper; the maximum size is 10.5" x 10.5" on 70 lb. paper.

COMBO RATES: _____ THE REPUBLIC AND THE REPUBLIC SHOPPER (TMC)

The Republic Shopper is mailed to non-subscriber homes in Bartholomew County on Tuesday to be received on Wednesday/Thursday.

Number of Pages	Cost per thousand			
	1x	6-23	24-48	49+
Single Sheet	\$52	\$48	\$44	\$43
4-8 Pages	\$62	\$58	\$55	\$52
10-18 Pages	\$63	\$59	\$56	\$54
20-32 Pages	\$66	\$62	\$59	\$57
Over 32 Pages	\$71	\$67	\$63	\$60

INSERT GUIDELINES

1. Inserts can appear any day.
2. Inserts should be delivered prepaid to Gannett Publishing Services and plainly labeled for The Republic. Inserts may be boxed or on skids.
3. For accurate count, please package in turns of 100, interlocking and double strapped both ways.
4. Skid tag requirements:
Advertiser Name
The Republic or The Shopper
Publication Date Quantity
5. Ship inserts to:
Pulliam Production Center
ATTN: (The Republic)
8278 Georgetown Road
Indianapolis, IN 46268
317-444-3835

Packaging Manager contact info:
Max Wilkerson
317-444-3800
6. Gannett Publishing Services will accept insert delivery from 7:00 am to 5:00 pm Monday through Friday, except on major holidays. Daily inserts should be scheduled to arrive no later than 5 business days prior. Sunday insertions should be scheduled to arrive 7 business days prior.
7. Inserts for The Republic Shopper must arrive before Friday prior to insertion date.
8. Insert reservation deadline is 10 days prior to insertion date.

Full run quantities needed to qualify for combination rates.

The Republic: Daily	30,000
Saturday	29,500
Sunday	29,500

Frequency rates are available by contract and are not retroactive

THE  REPUBLIC
Your town. Your community.
Your media company.

2980 N. National Rd., Suite A, Columbus, IN 47201

812) 379-5655

TheRepublic.com