



THE HOPE STAR-JOURNAL



Subscription Rates: In Bartholomew County - \$25 Per Year Outside of Bartholomew County - \$30 Per Year

2010 RATE CARD & PRINT SPECIFICATIONS

The Hope Star-Journal will proudly celebrate a century in business in just a few short years. Founded in 1912, HSJ is Bartholomew County's one and only weekly newspaper. Originating from the historic town square in Hope, Indiana, the HSJ covers topics of importance to our corner of the county – Hawcreek and Flat Rock Townships.

Please utilize this rate and print specifications card when planning your advertising buy. Remember, we are considered the local newspaper by our over 2,500 loyal readers. Targeting this market area is more affordable through The Star-Journal than nearly any other media options available.

Nobody covers our corner of the county better than The Hope Star-Journal. Our pages are filled with news, entertainment, ads, and school district coverage for the communities that dot the rural landscape in northeast Bartholomew County... Hope, Hartsville, Flat Rock, Clifford, Rugby, St. Louis Crossing, and Nortonburg.

We welcome your questions, comments, and suggestions. Simply use the contact information shown at right.

Thank you for considering The Hope Star-Journal as part of your marketing endeavors.

- Larry D. Simpson, Publisher/Editor

DEADLINE INFORMATION

Ad Deadline: Mondays - 5:00 p.m.

**Includes full use of our free ad design services*

(Camera-Ready): Tuesdays - Noon

News Submissions: Tuesdays - Noon



We'll help you market your goods and services. You'll help us to keep a dream alive... the dream of a small town publisher who, in 1912, sought to give these rural communities a voice of their very own. **We thank you!**

CONTACT INFORMATION



Newspaper Offices:
615 Harrison Street
Hope, IN 47246

On the historic
Hope Town Square

Mailing Address: P.O. Box 65, Hope, IN 47246
Phone: (812) 546-4940 Fax: (812) 546-4944

News: news@hopestarjournal.com

Ads: ads@hopestarjournal.com

Circulation: steph@hopestarjournal.com

Editor: lsimpson@hopestarjournal.com

Tech: webmaster@hopestarjournal.com

Web: www.hopestarjournal.com

ADVERTISING RATES

Print Standard Rate \$6.50 per column inch

Print Non-Profit Rate \$5.50 per column inch

Frequency Discounts Available

Spot Color \$30 per run

Full Color \$60 per run

Inserts Call for quote

Legals (# Of Runs) (1) \$50 - (2) \$70 - (3) \$90

Website Banner Ads

125 x 125 pixels \$25 per month

160 x 300 pixels \$30 per month

728 x 90 pixels \$35 per month

PRODUCT INFORMATION

1,000 Copies published every Thursday

Delivery by U.S. MAIL to Subscribers

Single-Copy Sales in Hope and Hartsville
at Restaurants and Convenience Stores

Rates subject to change without notice. The Star-Journal reserves the right to refuse any advertisement. The Star-Journal cannot be held liable for assumed damages due to errors of omission or incorrect content.

1 COLUMN
= 1.833"

2 COLUMNS
= 3.792"

3 COLUMNS
= 5.75"

4 COLUMNS
= 7.708"

5 COLUMNS
= 9.776"

6 COLUMNS
= 11.75"

1 Col. x 1"
\$6.50 (Standard Rate)
\$5.50 (Non-Profit Rate)

2 Col. x 2"
\$26.00 (Standard Rate)
\$22.00 (Non-Profit Rate)

3 Col. x 4"
\$78.00 (Standard Rate)
\$66.00 (Non-Profit Rate)

2 Col. x 8"

\$104.00 (Standard Rate)
\$88.00 (Non-Profit Rate)



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Phone: (812) 546-4940

Full Height = 21"

EXAMPLE
ad sizes and their costs.
Call for more info.

Full Width = 11.75"

Half Page
6 Col. x 10.5"
\$409.50 (Standard Rate)
\$346.50 (Non-Profit Rate)

Quarter Page
3 Col. x 10.5"
\$204.75 (Standard Rate)
\$173.25 (Non-Profit Rate)

Full Page
6 Col. x 21"
\$819.00 (Standard Rate)
\$693.00 (Non-Profit Rate)