

# The Index

23638 Polk St., P.O. Box 127, Hermitage MO 65668 • 417-745-6404 • Fax: 417-745-2222

	Newspaper Circulation	Cost Per Column Inch
Display Advertising (bordered ad)	2,650	\$5.75
Display Advertising Deadline is 3 p.m. Monday • Printed Tuesday • Publication Date is Wednesday.		

## Word Classified Rate

Word Classified Ads cost \$6.00 for the first 20 words and 30¢ per word thereafter.  
 +\$10.00 per photo.  
 Word Classified Advertising Deadline is noon Monday.

## Display Classified Rate

Display Classified Ads cost \$6.00 per column inch.  
 Display Classified Advertising Deadline is noon Monday.

## Pre-printed Insert Rate

12 pages or less ..... \$70/thousand  
 Ask Your Advertising Representative for Details

## Color Charges

Full color = regular cost of ad + ..... \$25.00  
 One week advance notice required for all color.  
 Minimum size ad for color - 31.5 column inches.

## Public Notice Rate

Public notice rate is 25 cents per word.  
 Deadline is noon Monday.

## Subscription Prices

For 1 year:

	Print & Website	Web Only*
In Hickory County.....	\$36.00	NA
Elsewhere in Missouri.....	\$44.00	NA
Out of state.....	\$53.00	\$36.00

\*Web only is available to out-of-state subscribers only.  
 Price includes Local and State Sales Tax.

Ask your advertising representative about combination rates.

## Page Measurements

The Index  
 Broadsheet Format  
 Full page size • 6 col. (10.875") wide x 21" tall  
 Column width • 1.729 inches  
 Space between columns • .10 inch

## Newspaper Policies

The publisher reserves the right to refuse any advertising, including the right to do so after the ad has been accepted for publication but before publication occurs.

Position requests are never guaranteed, however, every effort will be made to honor position requests.

Advertisements partially or completely composed, but cancelled before publication will be charged according to composition time involved and materials used.

Advertisers are responsible for checking advertisements on first insertion. Vernon Publishing, Inc. shall only be liable for mistakes in the first insertion. Vernon Publishing, Inc. shall not be liable for slight changes or typographical errors that do not lessen the value of the advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or refund of any monies paid for the advertisement.

Bills are mailed at the end of the month. The advertiser is expected to pay by the 10th of the month. Accounts are considered overdue the first of the following month, and may be turned over to a collection agency.

Advertising will be billed in 1/4 inch height increments. There is a 2-inch minimum on all display and display classified advertising.

The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expense arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents, or proprietary rights or violation of rights of privacy, resulting from the publication of the advertiser's advertisement.

Advertiser will be provided one tearsheet of each advertisement free of charge upon request. Additional tearsheets are available at actual cost of the tearsheet plus delivery.

Advertisements created by the publisher are not considered a work for hire and the publisher retains the copyright.

Vernon Publishing, Inc. 2018 Display Ad Order Form

Advertiser's Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip Code \_\_\_\_\_

Owner's/Manager's Name & Telephone # \_\_\_\_\_

Newspapers in Which Ad Should Run \_\_\_\_\_

Dates Ad Should Run \_\_\_\_\_

Type of Payment & Price Quoted \_\_\_\_\_

AD SIZE

Salesperson's  
Initials

Add \$2 for  
Website Button  
Ad  
YES / NO

Count the number of boxes you use for your ad, and multiply that number by newspaper col. in. rate to get the total cost.

The Advertiser=\$6.25, The Advertiser Display Classified=\$6.50, The Index=\$5.75, The Index Display Classified=\$6.00, The Times=\$5.25, The Times Display Classified=\$5.75

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