



For the **January 2024** issue, there will be 5,000-copy print run.

Our publication is 11" x 11" (inch) tabloid-style newsprint, with a 1/2" margin on all sides. The ad and text space equals 10" x 10". See below for pricing:

## **COLOR**

Front page bottom banner: \$650  
Back page: \$625  
Full page: \$600  
Inserts: \$500 (you must provide the printed inserts)  
Inserts: \$650 (we will print and provide the inserts)  
3/4 Page (7.5" x 10"): \$500  
1/2 Page (5" x 10"): \$400  
1/4 Page (5" x 5"): \$300  
1/8 Page (5" x 2.5"): \$200  
Business Card size: \$150

## **PACKAGE DEALS**

- 1.** Your ad in print edition **PLUS** one e-newsletter sponsorship  
**AD PRICE + \$100**
- 2.** Your ad in print edition **PLUS** two e-newsletter sponsorship  
**AD PRICE + \$150**
- 3.** Your ad in print edition **PLUS** e-newsletter sponsorship **PLUS** Facebook posts with articles  
**AD PRICE + \$150**

## **BLACK/WHITE**

1/2 Page (5" x 10"): \$300  
1/4 Page (5" x 5"): \$225  
1/8 Page (5" x 2.5"): \$150  
Business Card size: \$100

# **AD SIZE COMPARISON**



**PLEASE MAKE ALL CHECKS PAYABLE TO THE HENDERSONIAN.  
THEY CAN BE MAILED TO THE HENDERSONIAN, P.O. BOX 1602, HENDERSON, KY 42419.**



## **LOCAL TARGETING**

According to a study by Nielsen, newspapers are particularly effective for reaching a local audience. Local businesses can benefit from advertising in newspapers to target specific geographic areas and connect with their immediate community (Nielsen Local Watch Report, 2016).

## **TANGIBLE PRESENCE**

The physical format of newspapers provides a tangible presence that readers can hold and engage with. This tactile experience can enhance the memorability of the advertised content. Research published in the Journal of Consumer Research suggests that physical materials can create a deeper impression on the human mind compared to digital stimuli (Journal of Consumer Research).

## **DEMOGRAPHIC TARGETING**

Newspapers often have specialized sections catering to different demographics, allowing advertisers to tailor their messages to specific target audiences. This flexibility enables businesses to reach the demographic groups most relevant to their products or services (ResearchGate, 2014).

## **CREDIBILITY AND TRUST**

Newspapers are perceived as credible sources of information. A study by the Trust Project found that people still trust traditional news sources, including newspapers, more than digital platforms. This credibility can extend to the advertisements placed within newspapers, enhancing the trustworthiness of the advertised content (Trust Project).

## **LONGER SHELF LIFE**

Compared to other forms of media like radio or television, newspapers have a longer shelf life. Newspapers are often kept for more extended periods, allowing advertisements to be seen multiple times by the same reader. This increased exposure can contribute to better retention of the advertising message (Business.com).

## **CROSS-PLATFORM INTEGRATION**

Many newspapers have embraced digital platforms, providing advertisers with the opportunity for cross-platform advertising. Advertisers can extend their reach by combining print and online advertising strategies, creating a more comprehensive and integrated marketing approach (MediaPost, 2015).