

# OUR HISTORY



Celebrating over fifteen years sharing the good news of Jesus, *The Southeast Outlook* reaches Southeast Christian Church members and thousands of other readers throughout the Kentuckiana area with faith stories, church news, thought-provoking editorials, a weekly devotional and much more. In today's times it can feel as if the media delivers only bad news, but our award-winning paper offers a refreshing alternative that inspires and brings hope to our 70,000 weekly readers.

## A TRUSTED RESOURCE

*The Southeast Outlook* is a trusted publication, and readers depend on us to deliver content of the highest integrity. This can be good news for our advertisers, whose credibility can benefit from our reputation and loyal readership.

## WE KEEP YOU TOP OF MIND

With an abundance of competing businesses, consumers are becoming less loyal to specific products and services. You know that's why it's more important than ever before to keep your good name in front of your customer base, and you can do just that through the pages of *The Southeast Outlook*—the nation's only weekly church newspaper.

## THE PREFERRED MEDIUM

Research shows that consumers trust newspaper advertisements more than ads delivered by any other medium, and most shoppers check the newspaper before they buy (source: Newspaper Association of America). In addition, 70% of Christian newspaper readers prefer to do business with its advertisers because they want to support those who assist faith-based publications (source: *Changing Times Newspaper*, 2008). When you look at the facts, we think you'll agree that *The Southeast Outlook* is a winning venue for your message.



# *The Southeast Outlook* RATE CARD

Each Thursday, *The Southeast Outlook* is distributed to over 27,000 households in the Kentuckiana area. Our family of readers includes over 18,000 families and friends of Southeast Christian Church, who receive their weekly copy in the mail, plus 9,000 residents of Louisville and adjoining counties, who pick up a copy each week from one of over 300 rack locations throughout the area. *The Southeast Outlook* is an integral marketing solution for hundreds of local merchants every year.

THE WEEKLY NEWSPAPER OF SOUTHEAST CHRISTIAN CHURCH  
**The Southeast Outlook**

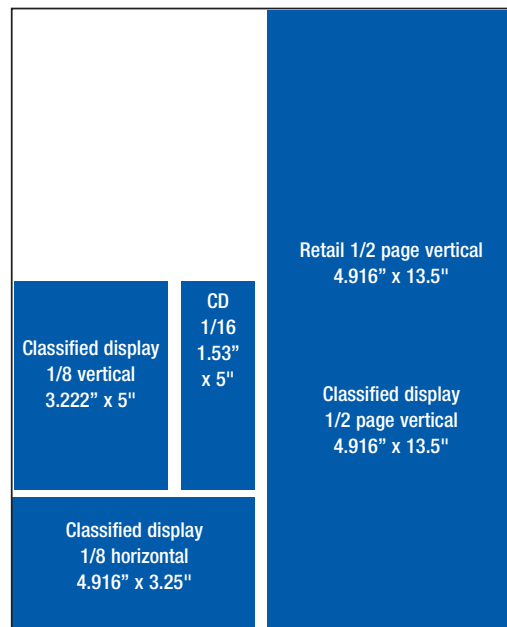
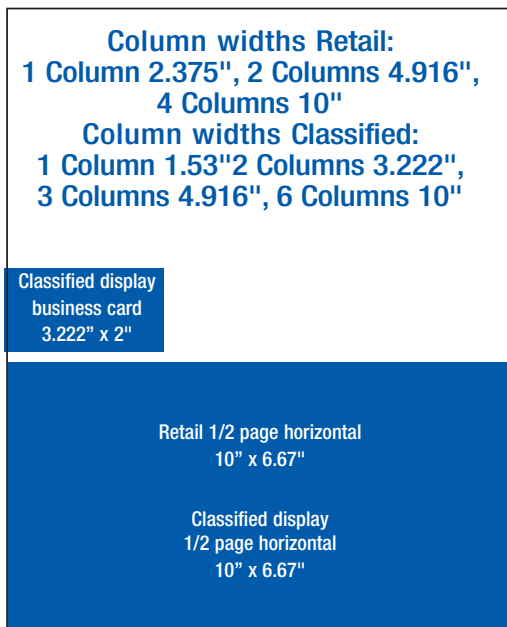
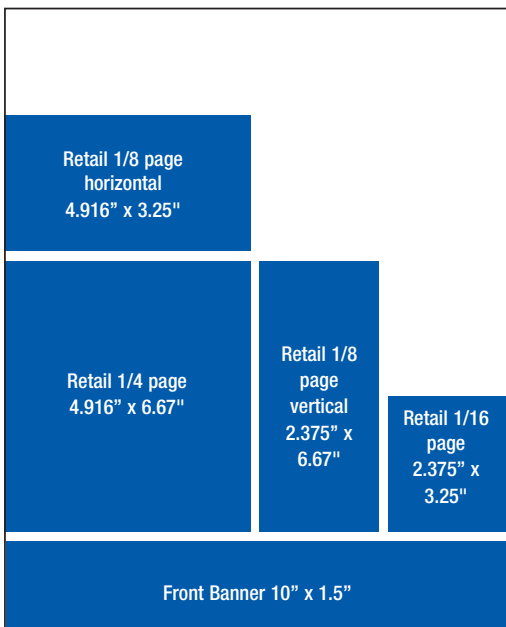
THE WEEKLY NEWSPAPER OF SOUTHEAST CHRISTIAN CHURCH  
**The Southeast Outlook**

# ADVERTISING RATES

ALL RATES PER INSERTION  
RATES EFFECTIVE SEPT. 1, 2009

AD SIZES	48 times*	24 times*	13 times	8 times	4 times	One time
<b>Full Page Color</b>	<b>\$541</b>	<b>\$743</b>	<b>\$879</b>	<b>\$946</b>	<b>\$1,013</b>	<b>\$1,351</b>
Black on White	\$470	\$646	\$764	\$823	\$881	\$1,175
Space Discount	60%	45%	35%	30%	25%	
<b>Half Page Color</b>	<b>\$445</b>	<b>\$624</b>	<b>\$668</b>	<b>\$713</b>	<b>\$758</b>	<b>\$891</b>
Black on White	\$388	\$543	\$581	\$620	\$659	\$775
Space Discount	50%	30%	25%	20%	15%	
<b>1/4 Page Color</b>	<b>\$358</b>	<b>\$383</b>	<b>\$408</b>	<b>\$433</b>	<b>\$460</b>	<b>\$510</b>
Black on White	\$298	\$319	\$340	\$361	\$383	\$425
Space Discount	30%	25%	20%	15%	10%	
<b>1/8 Page Color</b>	<b>\$202</b>	<b>\$216</b>	<b>\$230</b>	<b>\$245</b>	<b>\$259</b>	<b>\$288</b>
Black on White	\$168	\$180	\$192	\$204	\$216	\$240
Space Discount	30%	25%	20%	15%	10%	
<b>1/16 Page Color</b>	<b>\$131</b>	<b>\$141</b>	<b>\$150</b>	<b>\$160</b>	<b>\$169</b>	<b>\$188</b>
Black on White	\$105	\$113	\$120	\$128	\$135	\$150
Space Discount	30%	25%	20%	15%	10%	
<b>Double Card Color</b>	<b>\$131</b>	<b>\$141</b>	<b>\$150</b>	<b>\$160</b>	<b>\$169</b>	<b>\$188</b>
Black on White	\$105	\$113	\$120	\$128	\$135	\$150
Space Discount	30%	25%	20%	15%	10%	
<b>Business Card Color</b>	<b>\$74</b>	<b>\$80</b>	<b>\$85</b>	<b>\$90</b>	<b>\$96</b>	<b>\$106</b>
Black on White	\$60	\$64	\$68	\$72	\$77	\$85
Space Discount	30%	25%	20%	15%	10%	
<b>Front Page Banner</b>	<b>\$350</b>	<b>\$375</b>	<b>\$400</b>	<b>\$425</b>	<b>\$450</b>	<b>\$500</b>
Space Discount	30%	25%	20%	15%	10%	

The 48 and 24 times agreement includes a free ad of like size after the twelfth ad, (four free for the 48 times agreement and two free ads for the 24 times agreement). Reservation and artwork deadline is noon on the Monday the week of publication. Noon on Monday is also the cancellation deadline for that week. Special section and holiday deadlines may vary. Ads submitted on disk or email should be in .pdf, .tif, or high quality .jpg format (all at least 300 dpi and 85 dot line screen) or an Adobe InDesign file that includes the fonts and art for that document. Ads submitted by disk should be stored on a compact disk. Ads submitted by email should be sent directly to your sales representative.



## CLASSIFIED LINE ADS

\$2.80 per line (3 line minimum)  
• Border around ad \$5  
• Reverse background on ad \$10  
• Deadline to place or cancel a classified line ad for Thursday publication is Monday by noon.\*  
\*Special section and holiday deadlines may vary.

## PREPRINTED INSERTS\*

8 1/2 x 11 \$40 per thousand  
4 page tab \$48 per thousand  
8 page tab \$52 per thousand  
12 page tab \$58 per thousand  
16 page tab \$62 per thousand

Rates for higher page count and frequency discounts available upon request

## WEBSITE ADVERTISING

For Internet advertising, contact your sales representative

## ADVERTISING POLICY

For more information on our advertising policies and restrictions, please refer to our website, [www.southeastoutlook.org](http://www.southeastoutlook.org).

# DEMOGRAPHICS



<b>Gender:</b>		<b>Age Breakdown by Gender:</b>	
Men	45%	Men 25-50	42%
Female	55%	Men 35-65	53%
<b>Marital Status</b>		Men 65+	10%
Married	60%	Female 25-50	42%
Single	40%	Female 35-65	54%
		Female 65+	10%

Source: 2008 Southeast Christian Church Membership

# TESTIMONIALS

"We advertise in *The Southeast Outlook* in order to reach a broad audience that appreciates excellent service. Throughout the past ten plus years, we have used *The Southeast Outlook* to increase our sales and to solidify our reputation. Their readers are loyal and have been a good source of business for all of the Bachman Auto Group."  
- Teresa Bachman, Bachman Auto Group

"Nancy and I have found *The Southeast Outlook* to be one of the best ways to reach the customers who fit our demographics and who respond to our ads."  
- Ken & Nancy Martin, Carrell Rogers

"We use *The Southeast Outlook* to generate new customers and increase our tire and service sales throughout the Louisville and Southern Indiana areas. The relationship we have built over the years has put our advertising dollars to good use and has shown positive results."  
- Ken & Joanne Towery, Ken Towery's Autocare

"I advertise weekly in your newspaper because I get results. I tell my clients that I put the advertising dollars where the job of selling their home gets done."  
- Teresa Morgan, ERA Kepple Keene Realtors

# SPECIAL SECTIONS

**BUSINESS DIRECTORY** Advertise in our exclusive "yellow pages" of businesses from A to Z. This annual directory is inserted into the paper in February, and it's available all year long in racks throughout the church.

**GRADUATION ISSUE** The cream of the academic and community service crop is represented in our annual graduation special section. Proud parents, grandparents and the students themselves are sure to save this milestone keepsake, so your message has a long shelf life ahead!

**EASTER ISSUE** The most anticipated issue of the year begins flying off the racks the Thursday before Easter Sunday. In addition, thousands of extra copies are printed to meet the demand of guests who visit Southeast during six worship services over Easter weekend.

**BABY DEDICATION ISSUE** Three times a year in the spring, summer, and fall, the family at Southeast Christian Church is blessed to welcome over 100 to 150 new babies. This is a keepsake for family and friends.



920 Blankenbaker Pkwy • Louisville, KY 40243 • Phone (502) 253-8654 • [www.southeastoutlook.org](http://www.southeastoutlook.org)