The Falmouth Outlook
Pendleton County and Adjoining County Coverage Map

Gray area indicates 100% Total Market Coverage

Falmouth is located about 45 minutes from Cincinnati & about 1 hour from Lexington, Ky. on US 27
County Population 13,806

8,800 Homes Each Week!

Combo Run In Both Publications Goes Into

Affordable Advertising That Really Works!
Call today to find out about other special rates, discounts and programs!

Advertising: ads@falmouthoutlook.com
News/Articles: news@falmouthoutlook.com

Mechanicals
Pages are 6 columns wide, 21.25 inches tall
1 Column..................................................1.56”
2 Column..................................................3.22”
3 Column..................................................4.89”
4 Column..................................................6.56”
5 Column..................................................8.22”
6 Column..................................................9.89”

Insert Rates Per Thousand
Single Sheet..................................................$51/th
4 Tab / 2 Full..................................................$51/th
8 Tab / 4 Full..................................................$51/th
12 Tab / 6 Full...............................................$60/th
16 Tab / 8 full.................................................$60/th
20 Tab / 10 Full..............................................$60/th
24 Tab / 12 Full..............................................$65/th

Circulation........................3,417
City..............................................Zip..................................Circulation
Falmouth............................41040...............................694
Butler......................................41006...............................365
Cynthiana...............................41031..............80
Alexandria..............................41001.............225
Brooksville..............................41004................60
California................................41007..............80
DeMossville............................41033..............50
Williamstown..........................41097..............60
California................................41007..............80
Crittenden..............................41030...............25

Misc. KY. & Out-of-State....................................494
Total ................................................................1,861

Single Copy Sales
Falmouth............................41040................700
Butler......................................41006.............196
Cynthiana...............................41031...............80
Alexandria..............................41001.............225
Brooksville..............................41004.............60
California................................41007...............50
DeMossville............................41033..............50
Williamstown..........................41097..............60
California................................41007..............80
Crittenden..............................41030...............25

Total News stand.....................................1,556
Online Paid Subscriptions.........................72
MAILING ADDRESS
The Falmouth Outlook
P.O. Box 111
Falmouth, KY 41040

PHONE
(859) 654-3332

FAX
(859) 654-4365

WEBSITE
www.falmouthoutlook.com

CONTACT
Neil Belcher, Publisher
e-mail: neilb@falmouthoutlook.com

PUBLICATION DAY
Tuesday - Delivered by Mail

ADVERTISING DEADLINE
Thursday, 5 p.m.

COLUMN INCH RATE
Newspaper open rate........$15.51
Shopper open rate.........$18.32
Combo open rate.........$21.36
TMC Classified Rate.....$15.51
Talk to us about a Contract Rate

ONLINE RATES PER MONTH
- Leaderboard (728 x 90 pixels)..........$55
- Large Rectangle (300 x 250 pixels)....$40
- Regular Rectangle (180 x 150 pixels)....$25

Circulation
Total Circulation 5,200

City..................Zip........Circulation
Falmouth........41040........2,586
Butler........41006........1,469
DeMossville.....41033........855
Misc..................200

Mechanicals
Pages 6 columns wide, 21.5 inches tall
1 Column........................1.56”
2 Column........................3.22”
3 Column........................4.89”
4 Column.........................6.56”
5 Column.........................8.22”
6 Column.........................9.89”

Shopper Delivery
Total Circulation 5,200

Our Shopper's Outlook is a non-duplicating Shopper. It only goes to those in county that do not subscribe to The Falmouth Outlook.

ads@falmouthoutlook.com
news@falmouthoutlook.com
neilb@falmouthoutlook.com

www.falmouthoutlook.com
Serving Pendleton County Since 1907
**The Falmouth OUTLOOK**

Neil Belcher, Publisher  
210 Main Street P.O. Box 111  
Falmouth, KY 41040  
Cell 859.951.8654  
Office 859.654.3332

Sam McClanahan, Sales Rep  
210 Main Street P.O. Box 111  
Falmouth, KY 41040  
Cell 859.496.7341  
Office 859.654.3332

Outlook Combo Modular/Frequency Pricing - Effective February 1, 2017

<table>
<thead>
<tr>
<th>Modular Sizing</th>
<th>ONE TIME</th>
<th>6 WEEKS</th>
<th>13 WEEKS</th>
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<tbody>
<tr>
<td>1 x 2 Business Builder</td>
<td>$35.00</td>
<td>$31.70</td>
<td>$26.00</td>
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<tr>
<td>2X2 Business Card</td>
<td>$60.00</td>
<td>$53.40</td>
<td>$42.00</td>
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<tr>
<td>3 X 3</td>
<td>$110.00</td>
<td>$90.00</td>
<td>$80.00</td>
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<tr>
<td>2 X 5.25 (1/12TH PG)</td>
<td>$120.00</td>
<td>$95.00</td>
<td>$85.00</td>
</tr>
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<td>3 X 5.25</td>
<td>199.00</td>
<td>$110.00</td>
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<td>3 X 10.5</td>
<td>$360.00</td>
<td>$205.00</td>
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<tr>
<td>½ PG</td>
<td>$510.00</td>
<td>$355.00</td>
<td>$310.00</td>
</tr>
<tr>
<td>FULL</td>
<td>$860.00</td>
<td>$605.00</td>
<td>$510.00</td>
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</table>

- Price includes the Outlook, Shopper’s Outlook, and falmouthoutlook.com Digitalized Program.
- Color Charge $50.00 (For 1-5 times running)
- Price includes color for frequency commitment.

Specs.

1 col. = 1.56 inches  
2 col. = 3.22 inches  
3 col. = 4.89 inches  
4 col. = 6.56 inches  
5 col. = 8.22 inches  
6 col. = 9.89 inches

Together, The Falmouth Outlook and the Shopper’s Outlook combine to blanket Pendleton County with a combined total distribution of 8,800. Outlook Publications provides the most complete, cost effective way to reach the Pendleton County Market, with an average Household income of $66,259.33 and a combined estimated Household income of $332,760,856.00.
### NEW AND USED CARS AND TRUCKS

<table>
<thead>
<tr>
<th>Zip Code</th>
<th>New</th>
<th>Used</th>
<th>% OF</th>
<th>Compared</th>
<th>New</th>
<th>Used</th>
<th>% OF</th>
<th>Compared</th>
</tr>
</thead>
<tbody>
<tr>
<td>PENDLETON COUNTY KY CUSTOM MARKET - 2016</td>
<td>MARKET</td>
<td>TO MKT AVG</td>
<td>MARKET</td>
<td>TO MKT AVG</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>41040 Falmouth</td>
<td>$4,981,000</td>
<td>47.50%</td>
<td>$5,177,000</td>
<td>49.34%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>41006 Butler</td>
<td>$3,935,000</td>
<td>37.53%</td>
<td>$3,704,000</td>
<td>35.30%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>41033 De Mossville</td>
<td>$1,570,000</td>
<td>14.97%</td>
<td>$1,612,000</td>
<td>15.36%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>$10,486,000</strong></td>
<td><strong>AVG/ZIP 3,495,333</strong></td>
<td><strong>$10,493,000</strong></td>
<td><strong>AVG/ZIP 3,497,667</strong></td>
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<td></td>
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<td></td>
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</tbody>
</table>


### FLOOR COVERING AND FLOOR COVERING

<table>
<thead>
<tr>
<th>Zip Code</th>
<th>Floor coverings</th>
<th>% OF</th>
<th>Compared</th>
<th>New</th>
<th>Used</th>
<th>% OF</th>
<th>Compared</th>
</tr>
</thead>
<tbody>
<tr>
<td>PENDLETON COUNTY KY CUSTOM MARKET - 2016</td>
<td>MARKET</td>
<td>TO MKT AVG</td>
<td>MARKET</td>
<td>TO MKT AVG</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>41040 Falmouth</td>
<td>$1,187,000</td>
<td>47.96%</td>
<td>$55,000</td>
<td>47.01%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>41006 Butler</td>
<td>$918,000</td>
<td>37.09%</td>
<td>$45,000</td>
<td>35.46%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>41033 De Mossville</td>
<td>$370,000</td>
<td>14.95%</td>
<td>$17,000</td>
<td>14.53%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>$2,475,000</strong></td>
<td><strong>AVG/ZIP 826,000</strong></td>
<td><strong>$117,000</strong></td>
<td><strong>AVG/ZIP 39,000</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


### MATTRESS AND SPRINGS

<table>
<thead>
<tr>
<th>Zip Code</th>
<th>% OF</th>
<th>Compared</th>
</tr>
</thead>
<tbody>
<tr>
<td>PENDLETON COUNTY KY CUSTOM MARKET - 2016</td>
<td>MARKET</td>
<td>TO MKT AVG</td>
</tr>
<tr>
<td>41040 Falmouth</td>
<td>$207,000</td>
<td>45.80%</td>
</tr>
<tr>
<td>41006 Butler</td>
<td>$154,000</td>
<td>36.15%</td>
</tr>
<tr>
<td>41033 De Mossville</td>
<td>$65,000</td>
<td>15.26%</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>$426,000</strong></td>
<td><strong>AVG/ZIP 142,000</strong></td>
</tr>
</tbody>
</table>


### MEALS AT RESTAURANTS, CARRY-OUT AND OTHERS

<table>
<thead>
<tr>
<th>Zip Code</th>
<th>% OF</th>
<th>Compared</th>
</tr>
</thead>
<tbody>
<tr>
<td>PENDLETON COUNTY KY CUSTOM MARKET - 2016</td>
<td>MARKET</td>
<td>TO MKT AVG</td>
</tr>
<tr>
<td>41040 Falmouth</td>
<td>$7,335,000</td>
<td>45.20%</td>
</tr>
<tr>
<td>41006 Butler</td>
<td>$5,526,000</td>
<td>9.40%</td>
</tr>
<tr>
<td>41033 De Mossville</td>
<td>$2,291,000</td>
<td>54.60%</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>$15,154,000</strong></td>
<td><strong>AVG/ZIP 5,051,333</strong></td>
</tr>
</tbody>
</table>


### TOTAL RETAIL SALES (INCLUDING FOOD SERVICES)

<table>
<thead>
<tr>
<th>Zip Code</th>
<th>% OF</th>
<th>Compared</th>
</tr>
</thead>
<tbody>
<tr>
<td>PENDLETON COUNTY KY CUSTOM MARKET - 2016</td>
<td>MARKET</td>
<td>TO MKT AVG</td>
</tr>
<tr>
<td>41040 Falmouth</td>
<td>$56,827,000</td>
<td>153.00%</td>
</tr>
<tr>
<td>41006 Butler</td>
<td>$10,016,000</td>
<td>-55.40%</td>
</tr>
<tr>
<td>41033 De Mossville</td>
<td>$542,000</td>
<td>-97.60%</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>$67,385,000</strong></td>
<td><strong>AVG/ZIP 22,461,667</strong></td>
</tr>
</tbody>
</table>