

The Bourbon County

Citizen

2026 Media Package

The Bourbon County Citizen is a second class publication published every Thursday.

It is available by subscription or purchased at area newsstands, as well as online.

It is a direct descendant of *The Western Citizen*, established in 1807, making it the oldest newspaper in continuous publication West of the Allegheny Mountains. It is located in Paris, Bourbon County Kentucky,

123 West Eighth Street, P.O. Box 158, 40361; Facebook.com/TheBourbonCountyCitizenAdvertiser

Email: citadinc@bellsouth.net | Website: BourbonCountyCitizen.com



Target Your Message

Serving Bourbon County and beyond
Every Thursday

- Business & Service
- Editorial Pages
- Memory Lane
- Obituaries
- Legals/Court News
- Sports
- Classifieds
- Community News
- Church News
- School News
- Local News
- Real Estate
- Community Calender

and much, much more!

Special Sections • Features • Promotions

January

New Years
Business Review
Martin Luther King Jr.

May

Mother's Day
Derby Festival
Cinco de Mayo
Beef Month
Graduations
Memorial Day

September

Labor Day Sales
Football Contest
Pumpkin Festival
Chautauqua Days

November

Thanksgiving
Sports Preview
Veteran's Day
Holiday Gift Guide
Holiday Hop

February

Valentine's Day
FFA Salute
Black History Month

June

Father's Day
Graduation Edition
Bourbon Co. Fair

October

Halloween
Pumpkin Festival
Fire Prevention
Country Ham Giveaway
Legends Festival

December

Football
Bowl Contest
Last Minute Gifts

March

St. Patrick's Day
March Madness
Spring Sports Preview
Women's History Month

July

Fourth of July
Back to School
Blackberry Festival

April

Easter
Earth Day
Spring Special
KY Derby
Spring ArtWalk

August

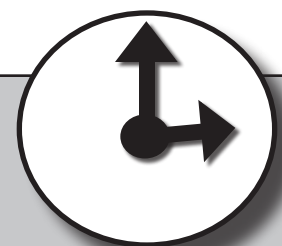
Back To School
Fall Sports Preview
Supporting Local Athletics
Thank You Teachers

Deadline

For Thursday's
Bourbon County Citizen:

Ad Space Reservation Deadline: Friday, 2 p.m.

Ad Copy: Monday, noon





Established in 1807,
it is the oldest
newspaper continually
published west of the
Alleghenies...



Serving Bourbon County

Circulation

Bourbon County Citizen 3,200

Column Inch Rates

National Open: \$14.50

Local retail rate: \$9.00

Liquor License: \$70.00

Political ads must be paid in advance at legal (open) rate

Address

Bourbon County Citizen

Citizen-Advertiser

123 W. Eighth Street • P.O. Box 158

Paris, KY 40361

Contact

Becca Lawyer, Be Be Brannon, Melanie Turner, or Christine Cooper

Phone: 859-987-1870 • FAX: 859-987-3729 • Email: citadinc@bellsouth.net

Insert Rates Per Thousand (Net)

Single Sheet \$50

4 Tab / 2 Full \$60

8 Tab / 4 Full \$70

12 Tab / 6 Full \$80

16 Tab / 8 Full \$90

20 Tab / 10 Full \$90

24 Tab / 12 Full \$100

28 Tab / 14 Full \$100

Circulars heavier than 28-page tab, rates available on request. Prices based on circulars pre-folded to quarter-fold dimensions.

Inserts must be delivered to our printer:

Georgetown News Graphic

1481 Cherry Blossom Way

Georgetown, KY 40324

502-863-1111

The Bourbon County Citizen

123 W. Eighth Street • P.O. Box 158
Paris, Kentucky 40361

Phone: (859) 987-1870

FAX: (859) 987-3729

Email: citadinc@bellsouth.net

Website: www.bourboncountycitizen.com

Facebook: [The BourbonCountyCitizen-Advertiser](#)



About Us

The Bourbon County Citizen is a regulation paid, second class (postage) newspaper. It is the only paid newspaper in Bourbon County. *The Bourbon County Citizen* was established in January 1984. It has a circulation of 3,400 and is growing... all of which are paid subscription and rack sales. Any legal advertising that pertains to Bourbon County can only run in this paper.

The newspaper is owned by *The Citizen-Advertiser Newspapers, Inc.* with stockholders being the third generation of the Brannon family: Rebecca Lawyer, Beverly Brannon, Jim Brannon and John Lann. *The Citizen* has been owned by the same family since 1946.

The Newseum is a self guided exploration into news-making and news-makers of the past. Featured are working rotary phones, letterpresses, old cameras, and a typewriter. The Newseum is a collection of photos, old papers, clippings, photos, halftone cuts, and random tools of the trade back in the letterpress days. The Newseum illustrates the contrast between printing business of the past and the modern day publishing

Tours are available by appointment. Souvenirs available for purchase.

We're
dedicated to
providing valuable
advertising in an
award-winning
newspaper!



2026 RETAIL ADVERTISING RATES

Open Rate.....\$14.50
Agency Commission.....15%

(Applicable to transient, out-of-town and all political advertisements).

Transient and political ads must be paid in advance.

Local Rates:

Citizen (print).....\$9.00/col. inch

bourboncountycitizen.com:

Online, banner ad (700 x 150-200 pixels)\$150 per month

Online, spotlight ad (350 x 250 pixels).....\$50 per month

Front page banner ad (6 col. by 1.5 inches).....\$250 per week

Skybox front page ad (2 col by 2.5 inches)\$250 per week

Front page political announcement.....\$300 per week

These can link to the advertiser's website

Combo (online/print) specials available for print ads 1/4 page and larger

CONTRACTS AVAILABLE UPON REQUEST

Color Rates:

Processed Color\$100

Advertisement that is equivalent to a quarter page or larger may be available for a color discount for only \$50

Classified Ads:

20 words or less (payable in advance) \$20.00

over 20 words, 10¢ per additional word

Service Directory Ads:

\$9.00 per block, per week with

4 consecutive week contract

AD SIZING

1 col. = 1.64 inches wide

4 col. = 6.96 inches wide

2 col. = 3.41 inches wide

5 col. = 8.72 inches wide

3 col. = 5.18 inches wide

6 col. = 10.50 inches wide

SUBSCRIPTIONS

-- PRINT --

In County: \$30

Outside County: \$35

In County Senior Citizen: \$27

Outside County Senior Citizen: \$32

ONLINE ONLY: \$30

PRINT AND ONLINE: \$35

Deadlines:

The Bourbon County Citizen - Subscription only - Published each Thursday*

Deadline for ad and copy reservation is Friday at 2 p.m.

with ad copy in office by Monday at noon.

**Note: Holidays may change publication date, please inquire about requested run date.*

2026 WEBSITE ADVERTISING RATES

bourboncountycitizen.com

Our online newspaper helps customers gain insights from analyzing performance and enables you to enhance and optimize campaigns, connect the right message with the right customer, and achieve greater returns on your time and advertising dollars.

Online Banner Ad

Dimensions: 300 pixels x 250 pixels.....\$250 per month

Online Spotlight Ad

Dimensions: 300 pixels x 250 pixels.....\$50 per month



The screenshot shows the Bourbon County Citizen website homepage. At the top, there's a navigation bar with links for Home, News, Sports, Obituaries, E-Edition, Subscribe, Photos, Events, Crossword, Free Classifieds, and Church Directory. The main content area is divided into several sections: a large banner for 'Food Pick-Up Locations/ Free Meals for Paris Community', a 'Check us off your list' advertisement for Traditional Bank, and a 'Spotlight Ads' section on the right. The Spotlight Ads section contains several advertisements, including one for 'Lusk-McFarland', 'IS THERE LEAD IN YOUR PIPES', 'PLEASANT VIEW AMISH FURNITURE', 'QUILLIN', and 'Cherished Companions'. The website also features a 'Latest E-Edition' section and an 'Area News' section with various local news items.



Circulation Profile

The Bourbon County Citizen

has a paid circulation of about 3,200.

It is distributed by mail and on news stands every Thursday.

40361 Paris
40362 Paris P.O.
40357 North Middletown
40348 Millersburg
41031 Cynthiana
40311 Carlisle
40475 Richmond
402-- Louisville Area
Out of State
Rack Sales

405-- Lexington Area
40324 Georgetown
40391 Winchester
40353 Mt. Sterling
40356 Nicholasville
40601 Frankfort
40374 Sharpsburg
410-- Cincinnati Area
407-427 KY Area

