

2015 The Dodge City Daily Globe
705 Second Ave, Dodge City, KS 67801
Phone: 620-225-4151 Fax 620-225-4154
www.dodgeglobe.com

2014 Rate Card Effective 01/01/2014

Display Open Rates PCI		Color Rates PCI		Classified Line Ads
Retail Display	\$14.50	\$3 pci		Classified Line ads are charged by the line ,per day basis with discounts for multiple runs. Call our classified executive for a quote
Shopper	\$8.00	<i>Min 3 x 5 ad size</i>		
La Estrella	\$6.00	Co-Sponsor Rate.....\$6.00		
Non-Profit Rate (Must supply a 501c3 form)	\$10.00	Ask for details		

Deadlines			Inserts	
Publication Day	Display Copy Deadline		Classified Deadlines	\$70 per thousand
Tuesday	Friday 11am		1pm the day before	<i>DIY print and deliver</i>
Wednesday	Monday 11am			\$80 per thousand
Thursday	Tuesday 11am		Shopper Classified Deadline	<i>we design/print/deliver</i>
Friday	Wednesday 11am		Friday before at noon	
Saturday	Wednesday 3pm			

Contract Rates		Frequency Rates		Yellow Advantage
PCI		<i>Weekly Frequency Discounts (no changes)</i>		Cost \$75 per month Runs everyday in the Globe, every week in the Shopper and online. Add La Estrella for \$37 more
No Agreement	\$14.50	Open One Day Rate \$14.50	
\$1,000 to \$1,999	\$13.75	2nd Day Rate \$10.25 25% Discount	
\$2,000 to \$3,999	\$13.00	3rd Day Rate \$7.25 50% Discount	
\$4,000 to \$5,999	\$12.25	4th Day Rate \$7.25 50% Discount	
\$6,000 to \$9,999	\$11.50	5th Day Rate \$7.25 50% Discount	
\$10,000 and up	\$10.00	6th Day Rate \$7.25 50% Discount	

Specifications

Standard Rop Sizes	Tabloid Modular Sizes	Online Sizes	
6 Columns by 21" (126 Total Inches)	4 Columns by 10" (40 Total Inches)	Top Banner	728x90
1 Column	Full Page	Bottom Banner	728x90
2 Columns	Half Page	Block	300x250
3 Columns	Quarter Page	Tile	300x100
4 Columns	Eighth Page	Postage Stamp	120x60
5 Columns		Weather	120x60
6 Columns		Swirl	500x500

General Manager: Conrad Easterday Advertising Sales Manager: **Nikki Dirks**

Advertising Executives: Rebecca Gerber and Robbin Myers

Credit Policy: Cash in advance first 30 days or until credit application has been approved.

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Shopper Display Rate		Insert Rate	
Open Rate:	\$8.00	Open Rate \$70/thousand
<i>Published every Wednesday</i>		4 Tab (2 Standard) \$72/thousand
La Estrella Rate		8 Tab (4 Standard) \$74/thousand
Open Rate:	\$6.00	12 Tab (6 Standard) \$76/thousand
<i>Published every Wednesday</i>		16 Tab (8 Standard) \$78/thousand

Special Niche Products and Services

Rack Cards - Mini Billboards	(11 x 17 laminated cards, 30 days)	Only \$500
WePrints	We Design, We print, We Deliver. One LOW cost.	Ask for a quote
Front Page Stick-on Post-it	(includes printing and stick-on) 3" x 3"	Only \$105 cpm
Front Page Sticky Note Ads	(Ad size: 2 col. x 2.25")	Only \$ 50
Large Bottom Front Page Banner	(Ad size: 6 col. x 3.0")	Only \$180
Small Bottom Front page Banner	(Ad size: 6 col. x 1.50")	Only \$100
Small Bottom page Banner	(Ad size: 6 col. x 1.50")	Only \$ 75

Other Adnet Newspapers

Increase your audience by adding one or more of the following newspapers to your advertising investment.

1. The McPherson Sentinel	6. Pratt Tribune
2. Butler County Times Gazette	7. Kiowa County Signal
3. Butler County Shoppers Guide	8. St. John News
4. The Newton Kansan	9. Sunflower Shopper
4. The South Central Shopper	
5. Wellington Daily News	

If there is a newspaper not listed please call and ask for a quote

One Advertising Representative - One Bill - Total Audience

Total Web Presence

Everything you need in one low monthly rate

Website	Mobile	Social Media
5-Page Website \$119/month Includes - Hosting, Mobile, Google List and Local, Dashboard	5-Page Mobile Site \$29/ month Make your website mobile! Includes hosting.	Web and Social! Only \$159/month 5-Page Website - (2) Social Accounts

Employment Rates

Classified Line Ads	Classified Display Ads	Monster.com
Up to 25 words (5 lines) for 1 week \$240	1 x 4 size ad for 1 week \$350	All Employment Packages include Monster.com for 30 days

General Manager: Conrad Easterday **Advertising Sales Manager: Nikki Dirks**
Advertising Executives: Rebecca Gerber and Robbin Myers
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2015 Classified Line Rates (Employment ads excluded) Dodge City Daily Globe Revised 7-2-14

Words/Lines	1-3 days	4 days	5 days	6 days	7 days	8 days	9 days	10 days	11 days	12 days
4 lines (20 words)	\$34.80	\$36.80	\$38.80	\$40.80	\$41.80	\$42.80	\$43.80	\$44.80	\$45.80	\$46.80
5 lines (25 words)	\$43.50	\$45.50	\$47.50	\$49.50	\$50.50	\$51.50	\$52.50	\$53.50	\$54.50	\$55.50
6 Lines (30 words)	\$52.50	\$54.50	\$56.50	\$58.50	\$59.50	\$60.50	\$61.50	\$62.50	\$63.50	\$64.50
7 lines (35 words)	\$60.90	\$62.90	\$64.90	\$66.90	\$68.40	\$69.90	\$71.40	\$72.90	\$74.40	\$75.90
8 lines (40 words)	\$69.60	\$71.60	\$73.60	\$75.60	\$77.60	\$79.60	\$81.60	\$83.60	\$85.60	\$87.60
9 lines (45 words)	\$78.30	\$80.30	\$82.30	\$84.30	\$86.30	\$88.30	\$90.30	\$92.30	\$94.30	\$96.30
10 lines (50 words)	\$87.00	\$89.00	\$91.00	\$93.00	\$95.00	\$97.00	\$99.00	\$101.00	\$103.00	\$105.00
Extra lines (per line)	\$9.00	\$11.00	\$13.00	\$15.00	\$17.00	\$19.00	\$21.00	\$23.00	\$25.00	\$27.00

2015 Shopper Line Ad Rate Card

Words/Lines	Cost per week
4 Lines	\$12.00
5 Lines	\$15.00
6 Lines	\$18.00
7 Lines	\$21.00
8 Lines	\$24.00
9 Lines	\$27.00
10 Lines	\$30.00

*Each Additional Line above 10 is
\$3.00 per line (5 words)*

**Classified Display
options available upon
request. Contact your
Advertising Executive
today to get your quote.**

2015 Employment Line Rate Card for Dodge Daily Globe

Package Type	Days	Dodge Globe	Shopper (1 time)	Monster	Top Jobs	Total Cost
Local Package	5	x	x	\$75.00	\$15.00	\$255
Shopper Only	1		x	\$75.00	\$15.00	\$125
Part Time Package	5	x	x	\$75.00	\$15.00	\$90

All Help Wanted Packages include Monster.com for 30 days except the Part-time Package. No exceptions unless you have a registered account with Monster. Tops Jobs are included on all help wanted packages. No exceptions. All ads are for up to 25 words (5 lines), additional lines are \$5.00 per line. All Help Wanted ads are sold as a package.

** Position must state Part-time in the ad*

Classified Extras - Bold, Underline, Centered, Dingbats, Borders and more. As your Classified Clerk for details.