

# KIOWA COUNTY SIGNAL & ST. JOHN NEWS

## 2015 RATE CARD

**Phone: (620) 672-5511**

**Fax: (620) 672-5514**

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Display Open rates	
Retail Display.....	\$7.00
Classified Display.....	\$7.00
The Shopper.....	\$7.00
Legal Ad Rate.....	\$6.00
National Rate.....	\$12.00
Non-Profit Rate.....	\$7.00
<i>(must supply a 501c3 form)</i>	

Color Rates
No minimum ad size.
Minimum full color charge is \$100. Minimum spot color rate is \$50. All rates are based on availability. Please contact your advertising executive.

Classified Line Ads
Classified line ads are charged on a per-word, per day basis, with discounts for multiple runs. Call our classified executive for a quote.

Deadlines		
Publication Day	Display Copy	Classified Liners
<b><u>Kiowa County Signal</u></b>		
Wednesday.....	Thursday, Noon	Friday, 1:00 p.m.
<b><u>St. John News</u></b>		
Wednesday.....	Thursday, Noon	Friday, 1:00 p.m.
<b><u>The Shopper</u></b>		
.....	Thursday, 1:00 p.m.	Friday, 11 am

Combo Rates
<b>Please refer to the Pratt Tribune Rate Card for ALL Combo Rates.</b>

Contract Rates	
	<u>Column Inch Rate</u>
<b>No Agreement.....</b>	<b>\$7.00</b>
\$1,000 - \$1,999.....	\$6.00
\$2,000 - \$3,999.....	\$5.50
\$4,000 - \$5,999.....	\$5.00
<b><i>DO NOT DISCOUNT CONTRACT RATES</i></b>	

Insert Rates		
<u>Standard Page</u>	<u>Tab Pages</u>	<u>Rate</u>
Single Sheet	Single Sheet	<b>\$162.00</b>
4 Page	8 Page	<b>\$194.00</b>
6 Page	12 Page	<b>\$228.00</b>
8 Page	16 Page	<b>\$260.00</b>
10 Page	20 Page	<b>\$294.00</b>
12 Page	24 Page	<b>\$328.00</b>

Specifications			
<b><u>Standard ROP Sizes:</u></b>		<b><u>Tab ROP Sizes:</u></b>	
<i>6 Columns by 21" (126 Total Inches)</i>			
1 Column.....	1.50"	<i>6 Columns by 10" (60 Total Inches)</i>	
2 Columns.....	3.1875"	1 Column.....	1.50"
3 Columns.....	4.8750"	2 Columns.....	3.1875"
4 Columns.....	6.4375"	3 Columns.....	4.8750"
5 Columns.....	8.2500"	4 Columns.....	6.4375"
6 Columns.....	10.00"	5 Columns.....	8.2500"
		6 Columns.....	10.00"

## YOUR TOTAL WEB, DIGITAL, MOBILE and SOCIAL MEDIA PARTNERS

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www.sjnewsonline.com

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#### Online Digital Rates

<b>Leaderboard Ads</b>	above the fold	728x90	.....	\$69/month	<div style="background-color: yellow; padding: 5px;"><b>OnTarget</b></div> <div style="text-align: center; padding: 5px;"><b>40,000 Impressions for Only \$480</b></div> <p style="font-size: small;">Ask your Multimedia Sales Executive to design a campaign to fit your needs. All Ontarget packages include a min. of 5 zip codes. Min. 3 month agreement for all SOV positions</p>
<b>Medium Rectangle</b>	above or below the fold	300x250	.....	\$69/month	
<b>Leaderboard Ads</b>	below the fold	728x90	.....	\$49/month	
<b>Swirl</b>		500x500	.....	\$99/ad (Min. 3 ads)	
<b>Wallpaper</b>	Daily Buy		.....	\$225/month	
<b>Floating Ad</b>	Daily Buy		.....	\$200/run	

#### Total Web Presence

*Everything you need in one low monthly rate.*

Website	Web and Social	Mobile Only
<b>Only \$119/month DIY</b>	<b>Only \$159/month</b>	<b>\$29/month</b>
Includes 5-page Responsive Website, Google Local, List, Dashboard.	Includes 5-page Responsive Webstie, Google Local, List, Dashboard and Creation of Social Site.	Need to make your website mobile? We can help you !

#### OTHER ADNET NEWSPAPERS

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

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|--|--|
| <ol style="list-style-type: none"> <li>1. The McPherson Sentinel</li> <li>2. Butler County Times Gazette</li> <li>3. Butler County Shoppers Guide</li> <li>4. The Newton Kansan</li> <li>4. The South Central Shopper</li> <li>5. Wellington Daily News</li> </ol> | <ol style="list-style-type: none"> <li>6. Pratt Tribune</li> <li>7. Kiowa County Signal</li> <li>8. St. John News</li> <li>9. Sunflower Shopper</li> </ol> |
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**If there is a newspaper not listed, please call and ask for a quote.**

#### EMPLOYMENT RATES

Classified Line Ads	Classified Display Ads	Monster.com
Up to 20 words or less \$87 for 1 week	1 x 4 size ad 1 week \$115 for one week	All Employment Packages include Monster.com for 30 days

**Publisher: Conrad Easterday**

**Advertising Executives: Bill Cain and Travis Ward**

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