

The Pratt Tribune.com 2015 Rate Card

Phone: (620) 672-5511

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Display Open rates	
Retail Display.....	\$10.00
Classified Display.....	\$10.00
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

Minimum ad size 3 col. X 5". Color charge is \$3 pci. Maximum color charge is \$200. Rate based on availability. Please contact your Multimedia Sales Executive for availability.

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.

Co-Sponsor \$6.00 Ask for details

Deadlines		
Publication Day	Display Copy	Classified Liners
Tuesday.....	Friday 11 am.....	Friday 1 pm
Thursday.....	Tuesday 11 am.....	Tuesday 1 pm
Saturday.....	Wednesday 3 pm.....	Wednesday 1 pm
The Shopper.....	Thursday 1 pm.....	Friday 11 am

Pick-Up Rates	
Kiowa Signal.....	\$5.00 pci
St. John News	\$5.00 pci
The Shoppers	\$5.00 pci
Pick-up rates are only valid with the purchase of Pratt Tribune Ad buy.	

Group Buy

All 4 papers \$20.00 pci
(breakdown is \$5 pci per paper per run)

Contract Rates	
	Column Inch Rate
No Agreement.....	\$10.00
\$1,000 - \$1,999.....	\$7.50
\$2,000 - \$3,999.....	\$7.25
\$4,000 - \$5,999.....	\$7.00
\$6,000 - \$9,999.....	\$6.75

Frequency Rates		
Weekly Frequency Discounts (no changes)		
1-Day Rate	2nd Day Rate	3rd Day Rate
	25% Discount	50% Discount
<u>\$10.00</u>	<u>\$7.50</u>	<u>\$5.00</u>
Ads must run in consecutive publishing days		
Web Upload Rate \$7.00 per week (all ads)		
DOES NOT INCLUDE EMPLOYMENT		

Specifications		
Standard ROP Sizes:	Tabloid Sizes:	Online Sizes:
6 Columns by 21" (126 Total Inches)	6 Columns by 10" (40 Total Inches)	Top Banner..... 728 x 90
1 Column..... 1.50"	1 Column 1.50"	Bottom Banner... 728 x 90
2 Columns..... 3.1875"	2 Columns 3.1875"	Block..... 300 x 250
3 Columns..... 4.8750"	3 Columns 4.8750"	Tile..... 300 x 100
4 Columns..... 6.4375"	4 Columns 6.4375"	Postage Stamp... 120 x 60
5 Columns..... 8.2500"	5 Columns 8.2500"	Weather..... 120 x 60
6 Columns..... 10.00"	6 Columns 10.00"	Curl..... Page Curl

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Sunflower Shopper			
Open rate \$7.00			
Published every Wednesday			
Barber, Kiowa, Pratt and Stafford Counties 5,600			
Sunflower Insert Piece Rates (No Zoning)			
Single Sheet...	0.08	12 Tab (6 STD)...	0.11
8 Tab (4 STD).	0.09	16 Tab (8 STD)...	0.13

Daily Insert Rate	
Single Sheet	\$230
8 Tab (4 STD)	\$318
12 Tab (6 STD)	\$330
16 Tab (8 STD)	\$340
Total Pieces	1750

Online Rates				
Monthly Rates				
Position	Size	Pratt Only	Pratt/Kiowa/St.John	
Leaderboard.....	728 x 90	\$69	\$99	
Med Rectangle.....	300 x 250	\$69	\$99	
Small Rectangle.....	300 x 100	\$69	\$99	
Below the Fold				
Leaderboard.....	728x90	\$59	\$89	
Med Rectangle.....	300x250	\$59	\$89	
Position	Size	Pratt Only	Pratt/Kiowa/St.John	
Mobile		\$99	\$199	
All Digital Advertising is minimum 3 month contract unless otherwise noted.				

Total Web Presence			
Everything you need in one low monthly rate... NO SETUP FEE REQUIRED!			
Website		Mobile	Web and Social
5 Page Website	Only \$ 119 <i>per month</i>	5 Page Mobile Site	Only \$29 <i>per month</i>
Includes: Hosting, Mobile, Google List and Local.		Make your website mobile! Includes hosting and 5 changes	
		Only \$159 per month Create (2) Social Media Accounts	
		Get a 5 - Page responsive Website, 2 Social Media profiles, Interactive Video, Google List & Local and Dashboard!	
12 Month min. Contract Agreement required...			

Special Niche Products and Services		
Rack Cards - Mini Billboards	(11 x 17 laminated cards, 30 days)	Only \$500
Welcome To Pratt Magazine	An Annual Full Color Glossy Magazine.	
WePrints	We Design, We print, We Deliver. One LOW cost.	
Sports Calendar	Published Annual	
Business & Service Directory	(1 x 2 ads runs EVERY DAY in ALL papers. Only \$75)	
Front Page Sticky Note Ads	.. Only \$ 50	(Combine a Sticky Note with a Swirl Ad for Only \$150)
Bottom Front Page Box	.. Only \$ 25	(\$25 per column inch)
Bottom Page Color Strip Ad	.. Only \$ 75	(size is 6 column by 3/4")

Other AdNet Area Newspapers		
<i>Increase your audience by adding one or more of the following newspapers to your advertising investment.</i>		
1. The St. John News	4. The Newton Kansan	7. The Butler County Shoppers Guide
2. The Kiowa County Signal	5. South Central Kansas Shopper	
3. The McPherson Sentinel	6. The Butler County Times-Gazette	

2015 Classified Rate Card Pratt Tribune

Words/Lines	3 days	4 days	5 days	6 days	7 days	8 days	9 days	10 days	11 days	12 days
4 lines (20 words)	\$12.00	\$13.35	\$13.70	\$16.05	\$17.40	\$18.75	\$21.10	\$21.45	\$22.80	\$24.15
5 lines (25 words)	\$14.66	\$16.46	\$17.26	\$20.06	\$21.86	\$23.66	\$26.46	\$27.26	\$29.06	\$27.92
6 Lines (30 words)	\$17.32	\$19.57	\$20.82	\$24.07	\$26.32	\$28.57	\$31.82	\$33.07	\$35.32	\$34.64
7 lines (35 words)	\$19.98	\$22.68	\$24.38	\$28.07	\$30.78	\$33.48	\$37.18	\$38.88	\$41.58	\$41.36
8 lines (40 words)	\$22.64	\$25.79	\$27.94	\$32.09	\$35.24	\$38.39	\$42.54	\$44.69	\$47.84	\$48.08
9 lines (45 words)	\$25.30	\$28.90	\$31.50	\$36.10	\$39.70	\$43.30	\$47.90	\$50.50	\$54.10	\$54.80
10 lines (50 words)	\$27.96	\$32.01	\$36.06	\$40.11	\$44.16	\$48.21	\$53.26	\$56.31	\$60.36	\$61.52
Extra lines (per line)	\$2.66	\$3.11	\$3.56	\$4.01	\$4.46	\$4.91	\$5.36	\$5.81	\$6.26	\$6.71

2014 Pratt Tribune Classified Shopper Ad Rate Card

Words	Cost per week	Words	Cost per week	Words	Cost per week	Words	Cost per week	Words	Cost per week	Additional Word Rates are available upon request
20	\$12.00	28	\$13.60	36	\$15.20	44	\$16.80	51	\$18.20	
21	\$12.20	29	\$13.80	37	\$15.40	45	\$17.00	52	\$18.40	
22	\$12.40	30	\$14.00	38	\$15.60	46	\$17.20	53	\$18.60	
23	\$12.60	31	\$14.20	39	\$15.80	47	\$17.40	54	\$18.80	
24	\$12.80	32	\$14.40	40	\$16.00	48	\$17.60	55	\$19.00	
25	\$13.00	33	\$14.60	41	\$16.20	49	\$17.80	56	\$19.20	
26	\$13.20	34	\$14.80	42	\$16.40	50	\$18.00	57	\$19.40	
27	\$13.40	35	\$15.00	43	\$16.60	51	\$18.20	58	\$19.60	

2015 Help Wanted Rate Card for Pratt Tribune

Package Type	Days	Daily	Shopper (1 time)	Monster	Top Jobs	Total Cost	<i>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. All ads are for up to 25 words (5 lines), additional lines are \$1.00 per line. All Help Wanted ads are sold as a package.</i>
Local Package	3	X	X	X	X	\$135	
Shopper Only	1		X	X	X	\$125	
Part Time Package	3	X	X		X	\$60	<i>* Position must state Part-time in the ad</i>

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