

The Stark County News

Dear Advertiser,

The Stark County News is ***THE*** newspaper that is read in and around ***Stark County***, Illinois. We have approx. 1,300 subscribers and approximately 400 newsstand sales totaling about 4,000 readers each week. Our weekly newspaper and ***YOUR ADS*** are ***READ!***

Our subscriber-based weekly newspaper is the voice of the Stark County; we carry local news and events of interest to all. Our readers are generally over 30 yrs of age and represent the upper portion of our economic base.

With the majority of households in Stark County area as subscribers coupled with brisk newsstand sales, our ad costs are very low while providing great results.

We have many advertising options available that fit your needs and budget, including:

- Page size: 16" High x 6 Columns Wide (total 10.22" wide) (Col = 1.56 wide)
- Ad layouts are included and proofs available
- Classifieds (great for general, help-wanted, etc.)
- Business Directory* (your business card is your ad, very cost effective)
- Display Ads (higher impact ads, in B/W, or full color) Only \$6.00 per Col/Inch
*Call for other rates and sizes. Please add 15% for color.
- Discounts (for long-term advertising, the best fit for your budget)
*Rate discounts available.
- Specials (events, holiday editions, seasonal editions, quarterly inserts, with corresponding feature articles)
- Inserts (single sheet or multi-page) starting @ \$60/M
- Easy Invoicing (pre-pays, pay by credit card, or choose one of several regular invoicing options)

Our advertising market represents consumers seeking your business. Please give us a call, and let's discuss your many options. We offer many affordable programs. Contact us for more details or specific rates.

With the best of regards,

Kendra Austin

Marketing Representative
PO Box 240 101 W. Main St. , Toulon, Il 61443
Phone 309-286-4444 - Fax 309-286-5555 or
Cell Phone 309-238-0016
ads@countyenews.com

*The Stark County News, The Chillicothe Independent and their companion web sites are owned by The Stark County Communications, Inc.

STARK COUNTY NEWS

RATE SHEET

REG RATE	\$ 6.00	PER COL/IN	Full Page \$ 5.50	1/2+ Page \$ 6.00
Requires contract				
PLAN A Buy 1,152 Col/In in 12 mths	\$ 3.50	PER COL/IN	\$ 3.00	\$ 3.50
PLAN B Buy 960 Col/In in 12 mths	\$ 4.00	PER COL/IN	\$ 3.50	\$ 4.00
PLAN C Buy 576 Col/In in 12 months	\$ 4.50	PER COL/IN	\$ 4.00	\$ 4.50
PLAN D Buy 384 Col/In in 12 months	\$ 5.00	PER COL/IN	\$ 4.50	\$ 5.00
PLAN E Buy 240 Col/In in 12 months	\$ 5.50	PER COL/IN	\$ 5.00	\$ 5.50

NATIONAL RATES		
REG RATES	\$ 7.50	COL/IN
PLAN A	\$ 4.38	COL/IN
PLAN B	\$ 5.00	COL/IN
PLAN C	\$ 5.63	COL/IN
PLAN D	\$ 6.25	COL/IN
PLAN E	\$ 6.88	COL/IN
PICK UP RATES		
1st Insertion	\$ 7.50	COL/IN
2nd Insertion	\$ 6.25	COL/IN
3rd Insertion +	\$ 5.00	COL/IN
AVG	\$ 6.25	

PICKUP RATES

1st Insertion	\$ 6.00	PER COL/IN	
2nd Insertion	\$ 5.00	PER COL/IN	14% SAVE
3rd Insertion +	\$ 4.00	PER COL/IN	29% SAVE
AVG	\$ 5.00	PER COL/IN	

BUSINESS DIRECTORY ADS

2 X 2 Monthly Minimum (Bus Card) \$ 14.00 per week

FULL COLOR, ADD

15% TO ALL PLANS

CLASSIFIED ADS

INDIVIDUAL		COMMERCIAL
\$ 5.00 First 18 Words		\$ 10.00
\$ 0.05 Each addil words		\$ 0.10

INSERTS

1 Page per Thousand	\$ 60.00
2 Pages per Thousand	\$ 65.00
3 Pages per Thousand	\$ 70.00
4 Pages per Thousand	\$ 75.00

SAVE EVEN MORE

Modular Rate Col/In Rate		
1/8 Page	12	\$ 66.00
1/4 Page	24	\$ 132.00
1/2 Page	48	\$ 264.00
Full Page	96	\$ 528.00

WEB PAGE (Per Month)

Starting at \$ 40.00

PAGE DIMENSIONS - 96 C/I

Col's	6	x	16 " high
Col	1	1.56	inches
Col	2	3.31	inches
Col	3	5.02	inches
Col	4	6.76	inches
Col	5	8.49	inches
Col	6	10.22	inches

CONTRACT PRICES AND EXAMPLES SCN

REGULAR PRICE **\$ 6.00 PER COLUMN/INCH**

Contract Prices **(12 Months)**

Plan A		Mthly	Annually	SAVE
Purchase	1,152 Col/In in any 12 month period	96	\$ 4,032	43%
Price	\$ 3.50 per Col/In	\$ 336		
EXAMPLES		Annual Price		Monthly
	1 Full Page per month	\$ 4,032		\$ 336
	2 ea. 1/2 pages per month	\$ 4,032		\$ 336
	1 ea.(Qtr Page) each week	\$ 4,368		\$ 364

Plan B		Mthly	Annually	SAVE
Purchase	960 Col/In in any 12 month period	80	\$ 3,456	36%
Price	\$ 4.00 per Col/In	\$ 288		
EXAMPLES		Annual Price		Monthly
	1 Full Page every 3 months or 9 times/yr	\$ 3,456		\$ 288
	2 ea. 6 x 6 size ads per month	\$ 3,456		\$ 288
	1 ea.3 x 6 size ad each week	\$ 3,744		\$ 312

Plan C		Mthly	Annually	SAVE
Purchase	576 Col/In in any 12 month period	48	\$ 2,592	29%
Price	\$ 4.50 per Col/In Monthly Avg	\$ 216		
EXAMPLES		Annual Price		Monthly
	1 ea Half Page Ad per month	\$ 3,168		\$ 264
	2 ea. 3 x 8 size ads per month	\$ 3,168		\$ 264
	1 ea.3 x 4 size ad each week	\$ 3,432		\$ 286

Plan D		Mthly	Annually	SAVE
Purchase	384 Col/In in any 12 month period	32	\$ 1,920	21%
Price	\$ 5.00 per Col/In Monthly Avg	\$ 160		
EXAMPLES		Annual Price	Monthly	
	1 ea (4 x 8) Ad per month	\$ 1,920	\$ 160	
	2 ea. 4 x 4 size ads per month	\$ 1,920	\$ 160	
	1 ea. 3 x 5 size ad every other week	\$ 1,950	\$ 163	

Plan E		Mthly	Annually	SAVE
Purchase	240 Col/In in any 12 month period	20	\$ 1,320	14%
Price	\$ 5.50 per Col/In Monthly Avg	\$ 110		
EXAMPLES		Annual Price	Monthly	
	1 ea 4 x 5 Ad per month	\$ 1,320	\$ 110	
	2 ea. 2 x 5 size ads per month	\$ 1,320	\$ 110	
	1 ea 2 x 3 size ad every other week	\$ 1,716	\$ 143	