

PRINT ADVERTISING THRIVES IN THE PAGES OF

The Prairie News

The Voice of Stark and eastern Henry counties

The Prairie News is a weekly newspaper published every Friday by Stark County Communications, Inc. with a circulation of 7,000 and a readership of 21,000 (studies estimate 2.5 to 3.3 readers per paper).

The paper is a consolidation of The Prairie Shopper and the Stark County News and is distributed for free via mail each Friday to every home in the communities of Bishop Hill, Bradford, Camp Grove, Castleton, Edelstein, Galva, Kewanee (RR 1&2) LaFayette, Laura, Princeville (RR 1), Speer, Toulon, Williamsfield (RR 1&2) and Wyoming.

Our readers live within easy driving distance of Kewanee, Galesburg and Peoria. Advertisers can offer free copies upon request.

Our goal is to inform and entertain readers with compelling news of their communities not readily available elsewhere, and to serve our fine advertisers by informing customers about their businesses.

The Prairie News is the legal paper of Stark County and can serve any of your legal publication needs.

Our Paper is FREE
Thanks to Advertisers Like You!

***Reach 21,000 Readers Every Week!**



Your Premium Ad Can Be on the Top or Bottom Of the Front Page Or Back Page! Limited Space, Order Now!

AD SIZES

Columns	Inches
1 Column.....	1.56
2 Column.....	3.32
3 Column.....	5.06
4 Column.....	6.81
5 Column.....	8.55
6 Column.....	10.30

Notable

- A full page is 6 columns by 16 inches and contains 96 inches.
- Width of an ad is based on columns while height is in inches.

ADVERTISING RATES

Effective March 1, 2019

THESE RATES ARE FOR BLACK & WHITE ONLY LISTED PRICE IS PER WEEKLY INSERTION

COLUMN INCHES 1-11x(\$5.50 pci) 12-25x(\$4.75 pci) 26-51x(\$4.50 pci) 52x(\$4.25 pci)

Full Page 96"	\$528	\$456	\$432	\$408
Half Page 48"	\$264	\$228	\$216	\$204
*Front Page (Bottom)	\$325	\$300	\$280	\$270
**Front Page (Top)	\$200	\$190	\$180	\$170
*Back Page (Bottom)	\$250	\$225	\$210	\$200
Quarter Page 24"	\$132	\$114	\$108	\$102
Eighth Page 12"	\$66	\$57	\$54	\$51
Twelfth Page 8"	\$44	\$38	\$36	\$34
Business Card (4")	\$22	\$19	\$18	\$17

^(10.125 x 3.25)
^{** (10.125 x 2)}

ADDITIONAL CHARGES TO BLACK & WHITE RATE PER AD

Color: Up to four colors, \$15 for 12 inches or larger, \$10 for under 12 inches

DISCOUNTS: Annual Pre-Pay 5%

101 W. Main St., PO Box 240, Toulon, IL

Phone: (309) 286-4444 or 286-2185 Fax: (309) 286-5555

www.prairie-news.com

ads@prairie-news.com

Other Sizes Available!

Business Name _____

Address _____

City _____ State _____ Zip _____

Business Phone () _____ Fax () _____

Contact _____ Cell Phone () _____

E-mail(s) _____

Website _____

AD SIZE	AD FREQUENCY				
	1-11x (\$5.50 pci)	12-25x (\$4.75 pci)	26-51x (\$4.50 pci)	52x (\$4.25 pci)	
Full Page 96"	\$528	\$456	\$432	\$408	Ad Dimensions
Half Page 48"	\$264	\$228	\$216	\$204	Ad Total Inches
*Front Page (Bottom)	\$325	\$300	\$280	\$270	Ad Rate
**Front Page (Top)	\$200	\$190	\$180	\$170	SUB-TOTAL
*Back Page	\$250	\$225	\$210	\$200	
Quarter Page 24"	\$132	\$114	\$108	\$102	
Eighth Page 12"	\$66	\$57	\$54	\$51	
Twelfth Page 8"	\$44	\$38	\$36	\$34	
Business Card (2x2)	\$22	\$19	\$18	\$17	

Other Sizes Available
These rates are for Black and White only
Listed Price is Per Weekly Insertion

* Size is 10.125 x 3.25
** Size is 10.125 x 2

Color 12 inches or larger () + \$15 Under 12 inches () + \$10

Insertion dates:

Your Cost Per Week _____
Number of Insertions _____
SUB-TOTAL _____
****Discount** _____
TOTAL: _____

ADVERTISING CHECKLIST:

Does advertiser want an ad proof? _____ If yes, provide email here _____

PLEASE PLACE AD COPY ON THE BACK OF THIS SHEET

Miscellaneous Notes:

AD COPY

(With 3 sample sizes: Top 3 x 4 • Lower left 2 x 4 • Lower right 2 x 2)

