



# COMBINED RATE CARD

Marion County's best newspapers  
and lowest ad rates

EFFECTIVE APRIL 4, 2024

## DISPLAY

Per column-inch ..... \$12.50  
 Tabloid sections ..... 1.00 extra

**Save up to 36% with volume  
and repeat rates** *local advertisers only*

AD SIZE	Once	Repeat*
3 to 9 inches	12.50	11.00
10 to 19 inches	12.00	10.50
20 to 29 inches	11.50	10.00
30 to 39 inches	11.00	9.50
40 to 49 inches	10.50	9.00
50 to 59 inches	10.00	8.50
60 inches or greater	9.50	8.00

\*same ad, no changes, within 2 weeks

**Add impact with color and  
save up to \$60 more**

*subject to availability*

3 to 19 inches	60.00
20 to 29 inches	45.00
30 to 39 inches	30.00
40 to 49 inches	15.00
50 inches or greater	<b>FREE</b>

## CLASSIFIED

### In-column classified

First 25 words ..... 8.50  
 Each additional word ..... 0.35  
 Bold/caps after 1st two words ..... 0.35

### Classified display and legals

Per column inch.....16.00  
 Affidavits, each ..... 5.00

### In Memoriam obituaries

First 150 words ..... 50.00  
 Each additional word ..... 0.35  
 1 col x 2.25 inch BW photo ..... 30.00

COLUMNS	PICAS	INCHES
1	9p 4.333	1.5602"
2	19p 7.667	3.2731"
3	29p 11	4.9861"
4	40p 2.333	6.6991"
5	50p 5.667	8.4120"
6	60p 9	10.1250"

## DIRECTORY

Enhance your business's image  
and top-of-mind awareness

	Once	TF*
Church, business.....	30.00	20.00
Community service .....	35.00	35.00
School/sports .....	40.00	35.00
Other sig pages .....	40.00	

\*'til forbid, minimum of 13 times (4 for school)

## INSERTS

Up to 0.4 ounces .....	350.00
Each additional 0.1 ounce.....	50.00
Maximum finished size .....	10.5 x 11"
Quantity .....	4,500

## ONLINE

Free animation, seen at least  
140,000 times by at least 30,000  
unique readers monthly

160x135 pixels .....	60.00
160x290 pixels .....	120.00
160x445 pixels .....	185.00
160x600 pixels.....	250.00
340x170 pixels.....	150.00
340x340 pixels.....	300.00

## POLICIES

- Minimum 3 column-inches.
- Fractional depths rounded up.
- Minimum 9 point non-condensed type except for footnotes.
- Surcharge of 50% of difference for ads more columns wide than inches deep.
- Surcharge of \$25 for ads with incomplete messages referring readers to complete information online or in other media.
- Service charge of 50% for ads designed but not published. Publisher may impose additional charges for excessive or late alterations.
- Except for classified readers and directory ads, one free proof is provided by email or made available in our office if requested. Minor corrections due by 5 p.m. Monday. Other proofs, \$25 each.
- Commission of 15% on all ads placed in or designed for other publications.

- Publisher not liable for errors not noted by 5 p.m. Monday or that do not lessen value of ad in publisher's judgment. Liability for other errors limited to republication of corrected portion of ad or to future credit equivalent to percentage of ad's cost.
- Non-governmental charities providing non-political local services may qualify for donation of free, unaltered repeat one week later of paid ad for community event.
- Publisher reserves right to edit, alter, or omit advertising without providing reason or to alter rates at any time. Advertiser agrees to defend and indemnify publisher against all liability, loss, and expense arising from claims of libel; unfair competition or trade practice; infringement of trademark, copyright, patent, or publicity rights; violation of privacy; or other similar claims resulting from publication of ad.
- Publisher and advertiser possess joint copyright on all ads placed. Additional rights may be possessed by others. No ad may be reproduced in any form elsewhere without prior written permission from publisher.
- Ads must, in view of publisher, be for products legal to sell via mail and present a reasonably complete message, not merely direct readers to other media. Publisher reserves right to limit advertising on special focus pages to topics clearly related to focus topic. Publisher will attempt to honor position requests but cannot guarantee them. Front page ads are not allowed.
- Terms are **cash in advance**. MasterCard and Visa accepted; 4% convenience fee added for payments of \$100 or more. Credit may be extended to established local businesses. Statements sent by email for free; \$5 service charge for postal service mailing. Service charge of 1.5% per month charged on balances unpaid 30 days after billing. Delinquent accounts must pay in advance plus equal amount applied to balance.

## STATEWIDE

**Reach more than 1 million  
Kansas households via ads  
appearing in 140 newspapers**

25-word classified reader .....	300.00
2 column x 2 inch ad .....	900.00
2 column x 4 inch ad .....	1,800.00