

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 Lampe Publications LLC. 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.

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



**Our Paper is
FREE
Thanks to
Advertisers
Like You!**

**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

www.prairie-news.com

ads@prairie-news.com

Other Sizes
Available!

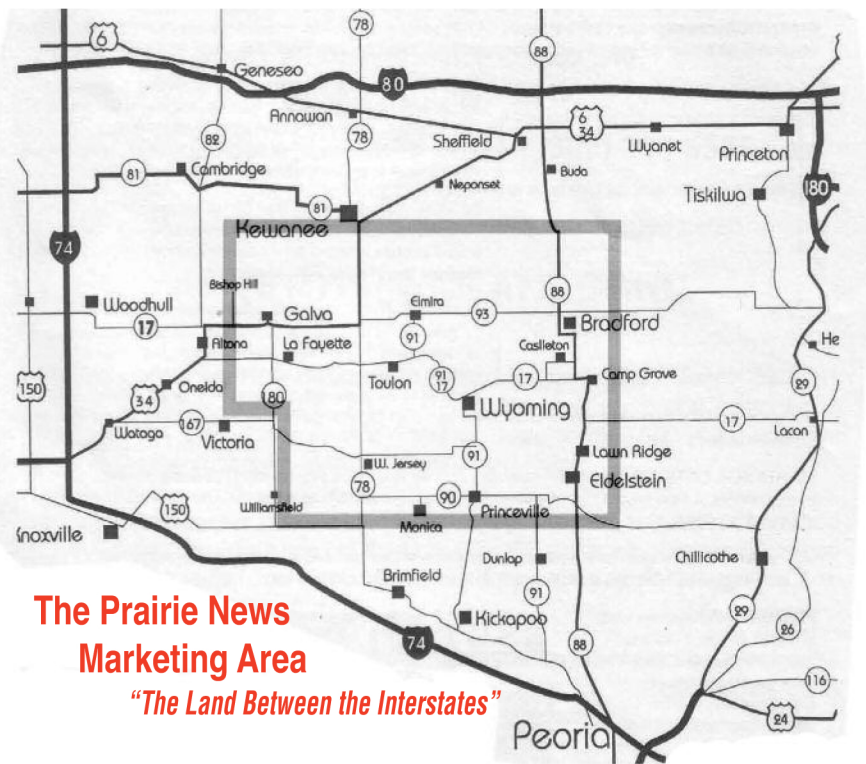
AD DEADLINE

We prefer ads Monday by noon. But our deadline for ads is Monday by 4 p.m.

SUBMIT ADS TO: ads@prairie-news.com
An Adobe pdf or a jpg file is preferred.

CIRCULATION BY ZIP CODE

61419.....Bishop Hill.....	93
61421.....Bradford.....	527
61424.....Camp Grove.....	45
61426.....Castleton.....	33
61526.....Edelstein.....	422
61434.....Galva.....	1,538
61443.....Kewanee (RR 1&2).....	651
61449.....LaFayette.....	206
61451.....Laura.....	146
61559.....Princeville (RR 1).....	447
61479.....Speer.....	62
61483.....Toulon.....	846
61489.....Williamsfield (RR 1&2).....	214
61491.....Wyoming.....	992
Various Drop Spots.....	500
Subscribers/Complimentary Copies.....	278
Total.....	7,000



OTHER RATES

Inserts

Full Run	7,000	Partial Run (min charge \$90)	
Up to 8 pages	\$300	Up to 8 pages	\$70 per 1,000
8-16 pages.....	\$350	8-16 pages.....	\$90 per 1,000
16-30 pages.....	\$400	16-30 pages.....	\$100 per 1,000
30+ pages	\$525	30+ pages.....	\$125 per 1,000

Ask About Insert Frequency Discounts!

Obituaries

Basic Obituaries free!
Longer Obituaries 10¢ per word, \$5 per picture.

Classifieds

\$6 for up to 25 words, 5¢ for each word thereafter

Live Outside our Circulation Area?

Subscriptions are \$50 for 1 year!

DISCLAIMERS

- The Prairie News reserves the right to refuse any advertising.
- There is no charge for ad layout and design.
- Clients are limited to three changes per ad, after which a charge will be incurred.
- Political ads and Classified ads must be paid in advance.
- Bills are payable in full 30 days after receipt. Past due accounts will be charged 2% per month.

CONTACT US - Ask for Pam Wulf!

The Prairie News, PO Box 240, Toulon, IL 61483-0240

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

www.prairie-news.com • ads@prairie-news.com

SOME POPULAR AD SIZES (size in inches, first dimension is width)

Front Page,
Back Page
and Looks
Great Inside!

1/2 Page

10.125 x 8

10.125 x 3.25

1/4 Page

4.98
x
8

1/8 Page

4.98
x
4

1/12 Page

3.25
x
4

Business
Card

2x2