

**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 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.....	1.54
2 Column.....	3.25
3 Column.....	4.98
4 Column.....	6.69
5 Column.....	8.40
6 Column.....	10.125

## Notable

- A full page is 6 columns by 16 inches and contains 96 inches.
- We do not run ads that are 1 column wide. Our minimum size is 2 columns by 2 inches.

# ADVERTISING RATES

Effective April 4, 2022

THESE RATES ARE FOR BLACK & WHITE ONLY LISTED PRICE IS PER WEEKLY INSERTION  
 COLUMN INCHES    1-11x(\$6.00 pci)    12-24x(\$5.25 pci)    25-49x(\$5.00 pci)    50x(\$4.75 pci)

Other Sizes Available!

1 Full Page 96"	\$525	\$475	\$450	\$425
2 Front Page (Bottom)	\$350	\$315	\$295	\$285
2 Back Page	\$275	\$250	\$235	\$215
3 Front Page (Top)	\$210	\$200	\$190	\$180
Half Page 48"	\$288	\$252	\$240	\$228
Quarter Page 24"	\$144	\$126	\$120	\$114
Eighth Page 12"	\$72	\$63	\$60	\$57
Twelfth Page 8"	\$48	\$42	\$40	\$38
Minimum 4" (2x2)	\$24	\$21	\$20	\$19

### FOOTNOTES

- 1 - Price is discounted!    2 - Size is 10.125 x 3.25  
 3 - Size is 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

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

**Phone: (309) 286-2185**

**www.illinoisweeklies.com**

**ads@prairie-news.com**

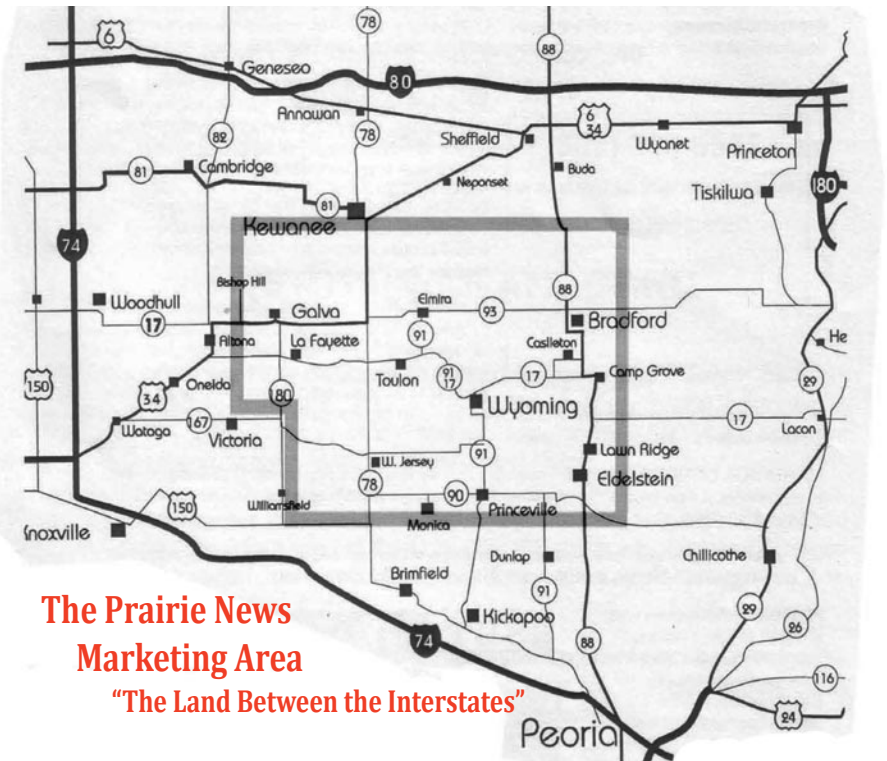
## AD DEADLINE

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

SUBMIT ADS TO: [ads@prairie-news.com](mailto: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



**The Prairie News Marketing Area**  
"The Land Between the Interstates"

### OTHER RATES

#### Inserts

Full Run	7,000	Partial Run (min charge \$90)	
Up to 8 pages	\$310	Up to 8 pages	\$70 per 1,000
8-16 pages	\$360	8-16 pages	\$90 per 1,000
16-30 pages	\$450	16-30 pages	\$100 per 1,000
30+ pages	\$600	30+ pages	\$125 per 1,000

#### Obituaries

\$50 for picture & up to 350 words  
\$75 for 350-500 words & picture

#### Classifieds

\$6 for up to 20 words,  
10¢ 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) 286-2185  
[www.prairie-news.com](http://www.prairie-news.com) • [ads@prairie-news.com](mailto: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	1/4 Page	1/8 Page	1/12 Page	Business Card
	10.125 x 8	4.98 x 8	4.98 x 4	3.25 x 4	
10.125 x 3.25					2x2

Member: Illinois Press Association

