

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		Notable
Columns	Inches	
1 Column.....	1.54	<ul style="list-style-type: none"> • 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.
2 Column.....	3.25	
3 Column.....	4.98	
4 Column.....	6.69	
5 Column.....	8.40	
6 Column.....	10.125	

ADVERTISING RATES

Effective June 1, 2023

THESE RATES ARE FOR BLACK & WHITE ONLY LISTED PRICE IS PER WEEKLY INSERTION
 COLUMN INCHES 1-11x(\$6.25 pci) 12-24x(\$5.50 pci) 25-49x(\$525 pci) 50x(\$5.00 pci)

Other Sizes Available!

¹ Full Page 96"	\$590	\$518	\$494	\$450
Half Page 48"	\$300	\$264	\$252	\$240
Quarter Page 24"	\$150	\$132	\$126	\$120
Eighth Page 12"	\$75	\$66	\$63	\$60
Twelfth Page 8"	\$50	\$44	\$42	\$40
Business Card 4" (2x2)	\$25	\$22	\$21	\$20
² Front Page (Bottom)	\$365	\$330	\$310	\$290
² Back Page (Bottom)	\$290	\$260	\$245	\$230
³ Front Page (Top)	\$225	\$210	\$200	\$190

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

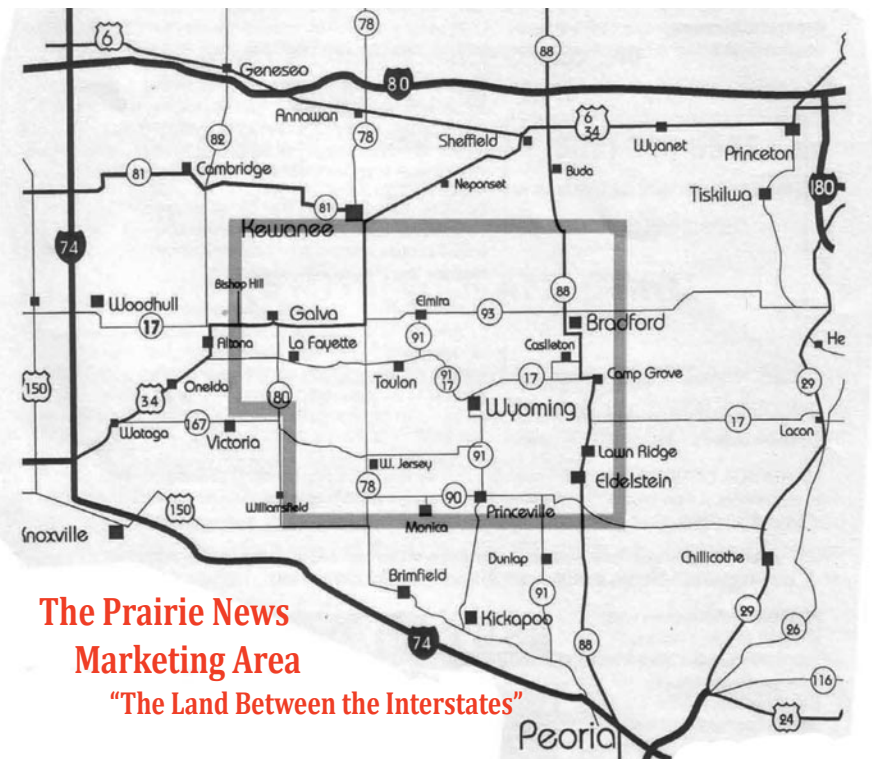
AD DEADLINE

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

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

CIRCULATION BY ZIP CODE

61419	Bishop Hill	95
61421	Bradford	507
61424	Camp Grove	40
61426	Castleton	26
61526	Edelstein	422
61434	Galva	1,499
61443	Kewanee (RR 1&2)	626
61449	LaFayette	205
61451	Laura	146
61559	Princeville (RR 1)	459
61479	Speer	53
61483	Toulon	830
61489	Williamsfield (RR 1&2)	225
61491	Wyoming	1,027
Various Drop Spots		500
Subscribers/Complimentary Copies		340
Total		7,000



The Prairie News Marketing Area

"The Land Between the Interstates"

OTHER RATES

Inserts

Up to 8 pages\$75 per 1,000
8-16 pages\$95 per 1,000
16-30 pages\$105 per 1,000
30+ pages\$150 per 1,000
<i>Partial Run (min charge \$90)</i>	

Mail inserts to:
P&P Press, Inc.
6513 N. Galena Rd.
Peoria, IL 61614
We charge to pick up inserts!

Obituaries

\$50 for picture & up to 350 words
\$75 for 350-500 words & picture
More than 500 words, TBA.

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, Classified ads and ads for new customers 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 • 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 (Minimum)
	10.125 x 8	4.98 x 8	4.98 x 4	3.25 x 4	
10.125 x 3.25					

Member: Illinois Press Association

