

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 6,900 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.

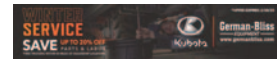
Our readers live within easy driving distance of Kewanee, Galesburg and Peoria. Advertisers can offer free copies upon request.

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.

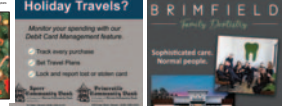
The Prairie News is also the legal paper of Stark County and can serve any of your legal publication needs.

**ASK ABOUT ONLINE
ADVERTISING at
Illinoisweeklies.com**

**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.....	1.54
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 February 1, 2025

THESE RATES ARE FOR BLACK & WHITE ONLY

LISTED PRICE IS PER WEEKLY INSERTION

Other Sizes Available!

COLUMN INCHES 1-11x (\$6.50 pci) 12-24x (\$6.00 pci) 25-49x (\$5.50 pci) 50x (\$5.25 pci)

1 Full Page 96"	\$624	\$576	\$528	\$504
Half Page 48"	\$312	\$288	\$264	\$252
Quarter Page 24"	\$156	\$144	\$132	\$126
Eighth Page 12"	\$78	\$72	\$66	\$63
Twelfth Page 8"	\$52	\$48	\$44	\$42
Two by Three 6"	\$39	\$36	\$33	\$31.50
Business Card 4" (2x2)	\$26	\$24	\$22	\$21
2 Front Page (Bottom)	\$375	\$350	\$330	\$310
2 Back Page (Bottom)	\$300	\$280	\$265	\$250
3 Front Page (Top)	\$250	\$230	\$215	\$200

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 61483

Phone: (309) 286-2185

www.illinoisweeklies.com

ads@prairie-news.com

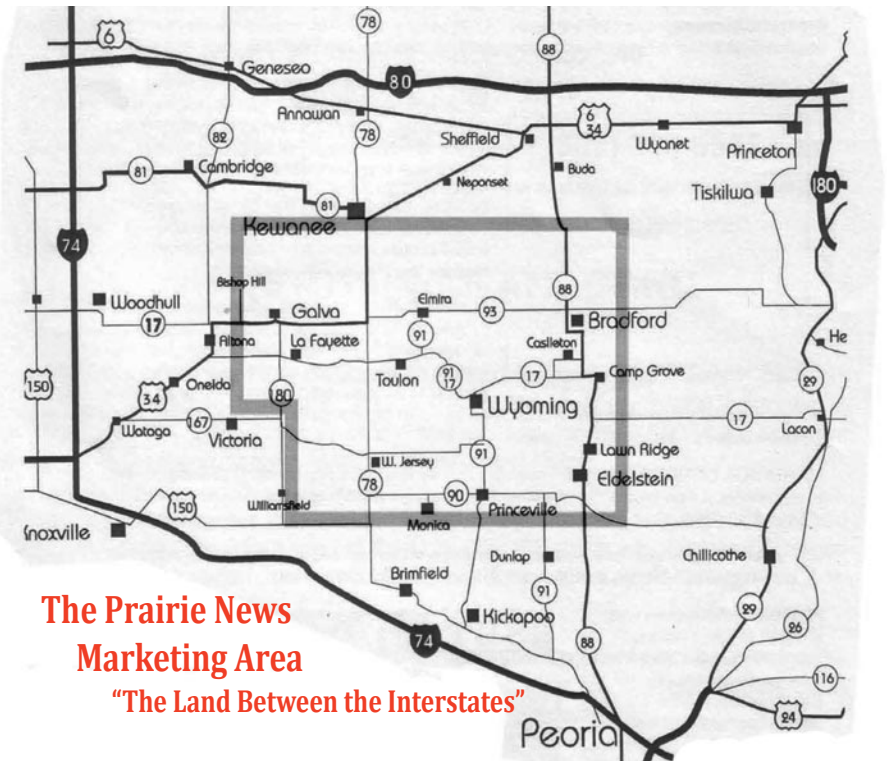
AD DEADLINE

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	540
61424	Camp Grove	50
61426	Castleton	28
61526	Edelstein	431
61434	Galva	1,503
61443	Kewanee (RR 1&2)	640
61449	LaFayette	202
61451	Laura	145
61559	Princeville (RR 1)	462
61479	Speer	54
61483	Toulon	860
61489	Williamsfield (RR 1&2)	241
61491	Wyoming	966
Various Drop Spots		450
Subscribers/Complimentary Copies		233
Total		6,900



The Prairie News Marketing Area

"The Land Between the Interstates"

OTHER RATES

Inserts

Up to 8 pages	\$80 per 1,000
9-12 pages	\$90 per 1,000
13-15 pages	\$95 per 1,000
16-20 pages	\$105 per 1,000
21-28 pages	\$150 per 1,000
29+ pages	\$175 per 1,000

Partial Run (min charge \$90)

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

\$7 for up to 20 words,
15¢ for each word thereafter

Live Outside our Circulation Area?
Subscriptions are \$60 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, beyond which a charge is assessed.
- Political ads, Classified ads and ads for new customers must be paid in advance.
- Accounts past due more than 30 days incur a 3% interest charge on total due.

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 3.25	10.125 x 8	4.98 x 8	4.98 x 4	3.25 x 4	2x2

Member: Illinois Press Association

