

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 6,000 and a readership of 18,500 (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, Galva, Kewanee (RR 1&2) LaFayette, Princeville (RR 1), Speer, Toulon 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  
18,500  
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 September 1, 2025

THESE RATES ARE FOR BLACK & WHITE ONLY LISTED PRICE IS PER WEEKLY INSERTION

Other Sizes Available!

COLUMN INCHES	1-11x (\$7.00 pci)	12-24x (\$6.25 pci)	25-49x (\$5.75pci)	50x (\$5.50 pci)
1 Full Page 96"	\$624*	\$576*	\$528*	\$500*
1 Half Page 48"	\$312*	\$288*	\$264*	\$250*
Quarter Page 24"	\$168	\$150	\$138	\$132
Eighth Page 12"	\$84	\$75	\$69	\$66
Twelfth Page 8"	\$56	\$50	\$46	\$44
Two by Three 6"	\$42	\$37.50	\$34.50	\$33
Business Card 4" (2x2)	\$28	\$25	\$23	\$22
2 Front Page (Bottom)	\$400	\$375	\$350	\$315
3 Front Page (Top)	\$275	\$250	\$235	\$225
2 Back Page (Bottom)	\$325	\$300	\$280	\$265

**\*Full Page & Half Page ads are discounted!**

**The more ads you run, the cheaper the rate!**

## FOOTNOTES

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

## COLOR COSTS EXTRA BUT MAKES YOUR AD STAND OUT!

Up to four colors, \$20 for more than 12 inches, \$15 for 12 inches and under

**101 W. Main St., P.O. Box 240, Toulon, IL 61483**

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

**www.illinoisweeklies.com**

**ads@prairie-news.com**

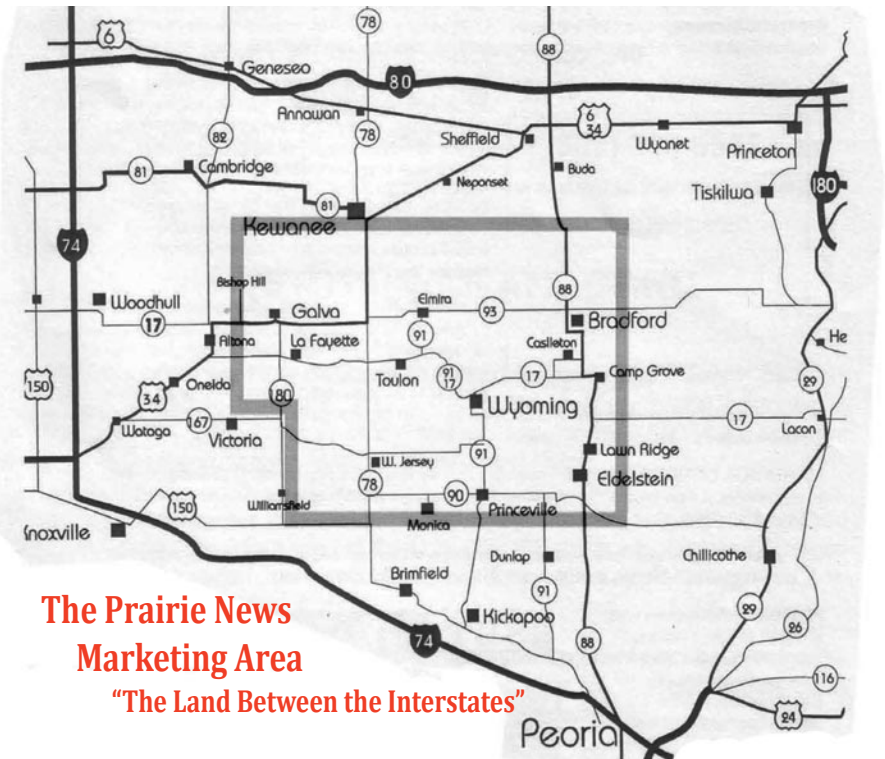
## AD DEADLINE

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

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

### CIRCULATION BY ZIP CODE

61419.....Bishop Hill.....	89
61421.....Bradford.....	550
61424.....Camp Grove.....	45
61426.....Castleton.....	25
61434.....Galva.....	1,507
61443.....Kewanee (RR 1&2).....	644
61449.....LaFayette.....	200
61559.....Princeville (RR 1).....	400
61479.....Speer.....	60
61483.....Toulon.....	860
61491.....Wyoming.....	967
.....TOTAL ZIP CODE MAILING.....	5,347
Various Drop Spots.....	533
Subscribers/Complimentary Copies.....	120
Total.....	6,000



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

## OTHER RATES

### Inserts

Up to 8 pages.....	\$90 per 1,000
9-12 pages.....	\$95 per 1,000
13-15 pages.....	\$105 per 1,000
16-20 pages.....	\$115 per 1,000
21-28 pages.....	\$160 per 1,000
29+ pages.....	\$185 per 1,000

Partial Run (minimum charge \$100)

Mail inserts to:

P&P Press, Inc.  
c/o Chris Walsh  
6513 N. Galena Rd.  
Peoria, IL 61614

*We charge to pick up inserts!*

### Obituaries

\$60 for picture & up to 350 words  
\$85 for 350-500 words & picture  
More than 500 words, TBA.

### Classifieds

\$8 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](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 (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

