

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 5,450 and a readership of 16,500 (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, 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!**



**Your Premium Ad
Can Be on the Top or Bottom
Of the Front Page Or Back Page!
Limited Space, Order Now!**

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



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

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
An Adobe pdf or a jpg file is preferred.

CIRCULATION BY ZIP CODE

61419.....Bishop Hill.....	89
61421.....Bradford.....	554
61424.....Camp Grove.....	45
61426.....Castleton.....	25
61434.....Galva.....	1,521
61443.....Kewanee (RR 1&2).....	643
61449.....LaFayette.....	198
61479.....Speer.....	60
61483.....Toulon.....	861
61491.....Wyoming.....	961
.....TOTAL ZIP CODE MAILING.....	4,957
Various Drop Spots.....	379
Subscribers/Complimentary Copies.....	114
Total.....	5,450

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
<i>Partial Run (minimum charge \$100)</i>	

Mail inserts to:

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

We charge to pick up inserts!

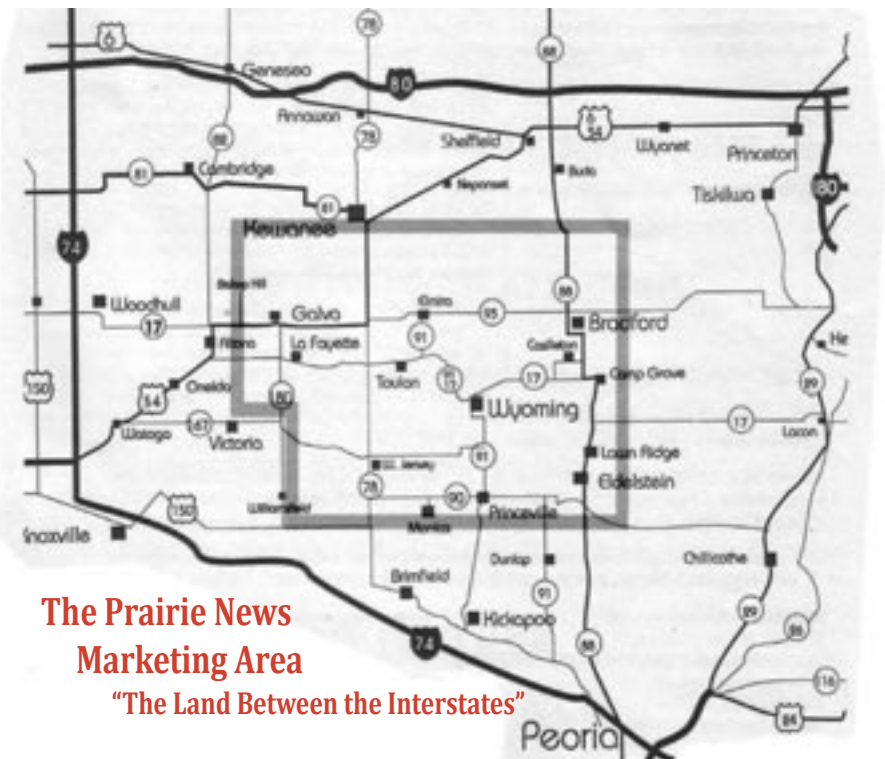
Obituaries

\$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!



The Prairie News Marketing Area

"The Land Between the Interstates"

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

