

# DISPLAY ADVERTISING

## CIRCULATION:

**Over 7500 Readers!**

## DISPLAY RATES:

Open Rate.....\$5.50 pci  
51" - 99" .....\$5.20 pci  
100" - 199" .....\$4.95 pci  
200" and over.....\$4.75 pci

## COMBINATION RATES:

### Publication - ROP

Independent/Reporter .....\$5.50 pci  
Marquette Tribune (3.75).....\$1.95 pci  
Combo.....\$7.45 pci  
Waconda Trader (8.00).....\$3.65 pci  
(Mailed to almost 14,000 homes in  
central and north-central Kansas)  
Lincoln Sentinel (5.00).....\$2.95 pci  
ALL NEWSPAPERS ROP.....\$14.05

## COLOR CHARGE:

1/2 to Full - \$100  
Up to 1/2 - \$75

## CLASSIFIED RATES:

15 Words.....\$5.00  
Additional Words.....25c each  
Classified Display (No Discount)...\$6.25 pci  
A special rate is available for classified  
words running 3 or more consecutive weeks.  
Classified advertisements are cash.

## KANSAS CLASSIFIED:

Place your classified ad in over a  
hundred weekly and daily newspapers  
for one low rate. Display and word ads  
are available. Ask your representative  
for more information.

## INSERT RATES:

The I-R can distribute your flyer,  
brochure or circular in the paper.  
Call us for more information. \$260

Number needed: 2350

Delivery address:

Salina Journal  
PO Box 740  
333 S. 4th Street  
Salina, KS 67402-0740

## WEBSITE:

**[www.indyrepnews.com](http://www.indyrepnews.com)**

Get noticed on the web!  
Contact us for details.

## MECHANICAL REQUIREMENTS:

Printing Process: Web Offset  
Page Size: Six Column (10.25 inches x 20"  
Column Width: 10p10 or 1.60 inches  
Inches Per Page: 121"

## SUBSCRIPTION RATES:

\$44.25 In County \$48.75 Elsewhere in KS  
\$49.75 Out of State  
\$39 Online Only



## DIRECT MAIL:

The Ellsworth County Independent  
Reporter offers direct mail service  
at competitive rates.  
You pick the zip codes. We do the  
rest. Keep your advertising dollars  
in the local community.

## A WORD ABOUT DEADLINES



The display advertising deadline is  
noon Monday prior to publication.  
High composition advertising  
needs to be submitted by 5:00  
p.m. Friday before publication.  
The deadline for classified  
advertising is noon Monday week  
of publication.

## Need help getting started?

Our graphic design department  
would be happy to help you.  
Ask your representative for *ideas*  
and *information that will make*  
*your advertising dollar bring in*  
*maximum results.*

# INDEPENDENT RELLSWORTH COUNTY REPORTER

304 N. Douglas • Ellsworth, KS 67439

You can either fax or e-mail ads to

Fax: 785-472-5087

E-mail: [eciads@yahoo.com](mailto:eciads@yahoo.com)

## 785-472-5085