

2024 MEDIA KIT



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INDEPENDENT
ELLSWORTH COUNTY
REPORTER

UPCOMING PROMOTIONS

JANUARY

- **Tax Preparation** - full color page - January 4
Sizes available - 3x4 (5.06"w x 4"t) - \$96.00
3x5 (5.06"w x 5"t) - \$99.95/\$157.50 color
- **New Years Resolution** - full page - January 4
Sizes available - 2x2 (3.33"w x 2"t) - \$34.95
2x4 (3.33"w x 4"t) - \$59.95
- **Blood Donor Month** - full color page - January 11
Size available - 3x3 (5.06"w x 3"t) - \$99.95
- **Winter Energy Efficiency** - full page - January 11
Sizes available - 3x3 (5.06"w x 3"t) - \$69.95
3x5 (5.06"w x 5"t) - \$99.95
- **Tax Preparation** - full color page - January 18
Sizes available - 3x4 (5.06"w x 4"t) - \$96.00
3x5 (5.06"w x 5"t) - \$99.95/\$157.50 color
- **Valentines Day** - full color page - January 25
Sizes available - 2x4 (3.33"w x 4"t) - \$72.00
3x3 (5.06"w x 3"t) - \$99.95
- **Conservation Section** - black and white/color ads - January 25
Sizes available - 2x3 (3.33"w x 3"t) - \$33.00
2x4 (3.33"w x 4"t) - \$59.95
2x6 (3.33"w x 6"t) - \$89.95
2x8 (3.33"w x 8"t) - \$99.95
3x5 (5.06"w x 5"t) - \$99.95
3x10.5 (5.06"w x 10.5"t) - \$179.95
*Color an additional \$75.00

FEBRUARY

- **American Heart Month** - full color page - February 1
Sizes available - 2x2 (3.33"w x 2"t) - \$42.95
3x3 (5.06"w x 3"t) - \$99.95
3x8 (5.06"w x 8"t) - \$207.00
3x10.5 (5.06"w x 10.5"t) - \$325.00
6x5 (10.25"w x 5"t) - \$273.00
- **Valentines Day** - full color page - February 8
Sizes available - 2x4 (3.33"w x 4"t) - \$72.00
3x3 (5.06"w x 3"t) - \$99.95
- **The Big Game** - full page - black and white - February 8
Sizes available - 3x3 (5.06"w x 3"t) - \$69.95
3x10.5 (5.06"w x 10.5"t) - \$179.95
- **Retirement Living** - black and white - February 15/Combo w/Marquette
Sizes available - 3x3 (5.06"w x 3"t) - \$69.95
3x5 (5.06"w x 5"t) - \$99.95
- **Business Honor Roll** - black and white section - February 22
Signature ads - \$24.95 each
- **Sports Cards** - EHS & CPHS Basketball/Wrestling/Cheer - February 22
Signature ads - \$24.95 each

MARCH

- **Spring's Around the Corner** - full color page - March 7
Size available - 3x3 (5.06"w x 3"t) - \$99.95
- **Distracted Driving** - full color page - March 7
Size available - 3x3 (5.06"w x 3"t) - \$99.95
- **Visit Russell** - full color page - March 7
Size available - 3x3 (5.06"w x 3"t) - \$99.95
- **St. Patrick's** - full color page - March 14
Sizes available - 2x2 (3.33"w x 2"t) - \$42.95
3x3 (5.06"w x 3"t) - \$99.95
3x5 (5.06"w x 5"t) - \$157.50
1/2 pg (10.25"w x 10.5"t) - \$421.50
- **Bridal Guide** - full color page - March 21
Sizes available - 3x4 (5.06"w x 4"t) - \$88.00
3x5 (5.06"w x 5"t) - \$157.50
- **Mid America Farm Expo** - full color page - March 21
Sizes available - 3x3 (5.06"w x 3"t) - \$99.95
3x7 (5.06"w x 7"t) - \$135.95
- **Easter Services** - full page - black and white - March 21
signature ads sponsors - \$29.99
- **Happy Easter** - full color page - March 21
Sizes available - 3x3 (5.06"w x 3"t) - \$99.95
- **March Madness** - full page - black and white - March 21, 28/Apr. 4
Each sponsor pays \$39.95 a team, teams are randomly drawn, if your team wins, they advance, if they win it all the sponsor who has the winning team gets a full page ad in black and white.
- **Ag Appreciation** - full page - black and white - March 28
Sizes available - 3x3 (5.06"w x 3"t) - \$69.95
3x5 (5.06"w x 5"t) - \$99.00
2x7 (3.33"w x 7"t) - \$77.00
6x3 (10.25"w x 3"t) - \$99.00
- **Great Bend Farm Show** - full color page - March 28
Size available - 3x3 (5.06"w x 3"t) - \$99.95

APRIL

- **Spring Sports ads** - various sizes available - April 4
- **Community Bank Week** - full page - black and white - April 4
Sizes available - 2x4 (3.33"w x 4"t) - \$59.95
- **Thank You Firefighters** - full color page - April 11
Sizes available - 3x1 (5.06"w x 1"t) - \$36.50
- **Downs Storytelling** - full color page - April 18
Sizes available - 3x3 (5.06"w x 3"t) - \$99.95
- **Don't Drink** - full color page - April 25
Sizes available - 3x1 (5.06"w x 1"t) - \$36.50

UPCOMING PROMOTIONS

MAY

- **Treat Your Mom** - full color page - May 2
Sizes available - 3x3 (5.06"w x 3"t) - \$99.95
- **Graduation Section** - black and white - May 9
\$44.95 to sponsor a graduate
- **National EMS Week** - full color page - May 16
Sizes available - 3x1 (5.06"w x 1"t) - \$36.50
- **Older Americans Month** - full color page - May 16
Size available - 3x4 (5.06"w x 4"t) - \$96.95 Ellsworth only
\$122.95 - combo with Marquette Tribune
- **Beef Month** - full page color - May 16
Sizes available - 2.5"w x 3"t - \$39.95
3x3 (5.06"w x 3"t) - \$99.95
3x6 (5.06"w x 6"t) - \$135.00
3x9.5 (5.06"w x 9.5"t) - \$231.75
3x10.5 (5.06"w x 10.5"t) - \$325.00
- **Wheat Harvest Contest** - full page - black and white - May 23
Runs 2 times - Size available - 2x2.5 (3.33"w x 2.5"t) - \$34.95
- **Alumni page** - full page - black and white - May 23
Size available - 2x4 (3.33"w x 4"t) - \$59.95

JUNE

- **Spring and Summer Home Improvement** - full color page - June 6
Size available - 3x3.5 (5.06"w x 3.5"t) - \$79.95
3x10.5 (5.06"w x 10.5"t) - \$325.00
- **Wheat Harvest Contest** - full page - June 6
Size available - (2" w x 2" t) - \$34.95
- **US Flag** - 2 pages 1 color/1 black and white - June 13
Size available - 4" w x 2" t - \$31.95
- **Midsummers Festival** - full color page combo w/Marquette - June 13
Size available - 3x4 (5.06"w x 4"t) - \$142.50
- **Cancer Triathlon Section** - combo black and white/color ads - June 13
Sizes available - 3x3 (5.06"w x 3"t) - \$69.95 bnw
3x5 (5.06"w x 5"t) - \$99.95 bnw
3x5 (5.06"w x 5"t) - \$157.50 color
3x6 (5.06"w x 6"t) - \$165.00
- **Father's Day Section** - June 13
Sizes available - 3x3 (5.06"w x 3"t) - \$99.95
3x5 (5.06"w x 5"t) - \$157.50
- **Shop Local** - full page - color - June 20
Sizes available - 2x4 (3.33"w x 4"t) - \$72.00
6x3 (10.25"w x 3"t) - \$122.00
- **Water Conservation** - full page - color - June 20
Sizes available - 3x3 (5.06"w x 3"t) - \$99.95

- **National Safety Month** - full color page - June 20
Size available - 3x1 (5.06"w x 1"t) - \$36.50
- **Grill and Chill** - full color page - June 27
Sizes available - 3x4 (5.06"w x 4"t) - \$143.00
3x5 (5.06"w x 5"t) - \$159.50
4x4 (6.79"w x 4"t) - \$165.00
3x10.5 (5.06"w x 10.5"t) - \$325.00
- **Summer Energy Efficiency** - full color page - June 27
Sizes available - 3x5 (5.06"w x 5"t) - \$157.50
3x8 (5.06"w x 8"t) - \$207.00
- **Progress Edition** - June 27
Sizes available - 3x5 (5.06"w x 5"t) - \$99.95/\$174.95 color
3x10.5 (5.06"w x 10.5"t) - \$179.95 b&w
Full (10.25"w x 21"t) - \$793.00 color
- **Barton County Fair** - full color page - June 27
Sizes available - 3x4 (5.06"w x 4"t) - \$88.00
6x6 (10.25"w x 6"t) - \$273.00
2x14 (3.33"w x 14"t) - \$229.00

JULY

- **Wheat Harvest Salute** - full color page - July 4 - runs 2 weeks
Sizes available - 2"x2" - \$36.95
3x11 (5.06"w x 11"t) - \$203.50
- **Fort Harker Days Section** - July 11
Sizes available - 3x3 (5.06"w x 3"t) - \$69.95
3x4 (5.06"w x 4"t) - \$71.95
3x6 (5.06"w x 6"t) - \$101.00
- **National Ice Cream Mo/Summertime Savings** - color page - July 11
Sizes available - 3x3 (5.06"w x 3"t) - \$99.95
- **Lincoln County Fair** - full color page - July 11
Sizes available - 3x2 (5.06"w x 2"t) - \$72.95
- **Visit Rice County** - full color page - July 18
Sizes available - 3x3.5 (5.06"w x 3.5"t) - \$165.00
- **Cowtown Section** - full color page - July 18
Sizes available - 2.5" w x 2.5" t - \$35.00
3x3 (5.06"w x 3"t) - \$79.95
3x5 (5.06"w x 5"t) - \$99.95
Full (10.25"w x 10.5"t) - \$399.95 (color)
- **Abilene Central Kansas Free Fair** - black and white - July 25
Sizes available - 3x3 (5.06"w x 3"t) - \$69.95
3x4 (5.06"w x 4"t) - \$71.95
3x6 (5.06"w x 6"t) - \$101.00
- **4H Results Section** - black and white - July 25
Size available - 3.25"w x 1.75"t - \$44.95
- **Czech Festival Section** - July 25
Sizes available - 2.5" w x 2.5" t - \$35.00
3x3 (5.06"w x 3"t) - \$79.95
3x5 (5.06"w x 5"t) - \$99.95
Full (10.25"w x 10.5"t) - \$399.95 (color)

UPCOMING PROMOTIONS

AUGUST

- **Ellsworth Sidewalk Sales** - full color page - August 1
Size available - 3x3.5 (5.06"w x 3.5"t) - \$99.95
- **Regional Restaurants** - full color page - August 8
Sizes available - 3x3.5 (5.06"w x 3.5"t) - \$99.95
- **Wizard of Oz 85th Anniversary** - full color page - August 15
Sizes available - 3x3 (5.06"w x 3"t) - \$99.95
3x5 (5.06"w x 5"t) - \$157.50
1/2 pg (10.25"w x 10.5"t) - \$421.50
- **Lucas Adams Apple Festival** - full color page - August 22
Sizes available - 3x3 (5.06"w x 3"t) - \$99.95

SEPTEMBER

- **Bearcat Flag** - color page w/black and white sponsors on back - Sept. 5
Size available - 3.25"w x 2"t - \$49.25
- **Fall Sports Preview** - various ads - Sept. 5
Sizes available - 3x3 (5.06"w x 3"t) - \$69.95
3x5 (5.06"w x 5"t) - \$99.95
- **Business Card Directory** - guide w/business card sized ads - Sept. 19
Sizes available - 3"w x 2"t - \$110.00
3"w x 10"t - \$210.00
- **Oiler Flag** - color page w/black and white sponsors on back - Sept. 19
Size available - 5"w x 1"t - \$69.95
- **Fall Home Improvement** - color page - Sept. 19
Sizes available - 2 x 2 (3.33"w x 2"t) - \$42.95
- **Farm Safety Section** - Sept. 19
Sizes available - 3x3 (5.06"w x 3"t) - \$69.95
3x5 (5.06"w x 5"t) - \$99.95
- **National 4H Week** - full page - color - Sept. 26
Sizes available - 2x2 (3.33"w x 2"t) - \$79.95
- **Oktoberfest** - full page - color - Sept. 26
Sizes available - 3x3 (5.06"w x 3"t) - \$99.95

OCTOBER

- **Breast Cancer Awareness Section** - color - Oct. 3
Sizes available - 3x3 (5.06"w x 3"t) - \$99.95
3x5 (5.06"w x 5"t) - \$157.50
3x6 (5.06"w x 6"t) - \$165.00
3x10.5 (5.06"w x 10.5"t) - \$325.00
1/2 page (10.25"w x 10.5"t) - \$421.50

- **Co-op Month** - full page - color - Oct. 10
Sizes available - 3x3 (5.06"w x 3"t) - \$99.95
3x5 (5.06"w x 5"t) - \$157.50
3x10.5 (5.06"w x 10.5"t) \$325.00/\$179.95 (bnw)
- **Pastor's Appreciation** - half page - color - Oct. 17
Signature sponsorships - \$39.95
- **Halloween Safety** - full page - color - Oct. 24
Size available - 2.5"w x 2.75"t - \$49.95
- **Kindergarten page** - black and white - Oct. 24
Signature sponsorships - \$29.00 a kindergartner
Pick 2 - \$24.95 ea.
Pick 3 or more - \$21.00 ea.
- **Planning for your child's future** - black and white - Oct. 24
Sizes available - 2x5 (3.33"w x 5"t) - \$55.00
3x4 (5.06"w x 4"t) - \$71.95
3x5 (5.06" w x 5"t) - \$99.95

NOVEMBER

- **Welcome Hunters** - full page - color - Nov. 7
Sizes available - 3x3 (5.06"w x 3"t) - \$99.95
3x5 (5.06"w x 5"t) - \$157.50
- **Veterans Day Section Sponsors** - black and white - Nov. 7
Size available - 1.75"w x 1.5"t - \$55.00
- **Explore Great Bend** - full page - color - Nov. 14
Sizes available - 3x3 (5.06"w x 3"t) - \$99.95
3x10.5 (5.06"w x 10.5"t) - \$248.25
- **Senior Living Awareness** - full page - color - Nov. 14 -
Combo with Marquette Tribune
Sizes available - 3x4 (5.06"w x 4"t) - \$96.00
3x5 (5.60"w x 5"t) - \$157.50
- **County-wide edition** - various ads throughout paper - Nov. 21
Sizes available - 3x5 (5.06"w x 5"t) - \$99.95
3x10.5 (5.06"w x 10.5"t) - \$198.95
6x10.5 (10.25"w x 10.5"t) - \$398.95
Full page (10.25"w x 21"t) - \$698.95
*Color is available at additional charge.
- **Christmas Coloring Contest** - black and white - Nov. 21
Size available - 3.33"w x 2.5"t - \$39.95 - runs 4 times
- **Holiday Gift Guide** - black and white/color - Nov. 21
Size available - 3x10.5 (5.06"w x 10.5"t) - \$250/\$325.00 color
- **Christmas Promotion** - full page - color - Nov. 21
Size available - 3x3.5 (5.06"w x 3.5"t) - \$134.81 - runs 5 times

UPCOMING PROMOTIONS

- **Holiday Business Directory** - full page - color - Nov. 21
Size available - 2x2 (3.33" w x 2" t) - \$42.95
- **Message of Thanks** - full page - color - Nov. 21
Signature ads - \$39.95

DECEMBER

- **Rice County Christmas** - full page - color - Dec. 5
Size available - 3x3 (5.06" w x 3" t) - \$99.95
3x5 (5.06" w x 5" t) - \$157.50
- **Wilson Christmas** - full page - color - Dec. 5
Sizes available - 3x2 (5.06" w x 2" t) - \$72.95
3x4 (5.06" w x 4" t) - \$99.95
- **Christmas Gift Card** - full page - color - Dec. 5
Sizes available - 3x3 (5.06" w x 3" t) - \$99.95
- **Visit Salina** - full page - color - Dec. 12
Sizes available - 3x3 (5.06" w x 3" t) - \$99.95
3x5 (5.06" w x 5" t) - \$157.50
3x10.5 (5.06" w x 10.5" t) - \$325.00
- **Christmas Church Services** - full page - black and white - Dec. 19
Size available - 2" w x 1" t - \$22.00
- **Christmas Greetings** - various ads - black and white - Dec. 19
Sizes available - 2x4 (3.33" w x 4" t) - \$59.95
3x4 (5.06" w x 4" t) - \$71.95
- **Don't Drink & Drive** - full page - color - Dec. 26
Size available - 3x2 (5.06" w x 2" t) - \$49.95
- **Happy New Year - Date Night** - full page - color - Dec. 26
Size available - 3x3 (5.06" w x 3" t) - \$99.95
- **Winter Sports Preview** - various ads - black and white - Dec. 26
Sizes available - 3x3 (5.06" w x 3" t) - \$69.95
3x5 (5.06" w x 5" t) - \$99.95

*** PLEASE NOTE THAT ALL PROMOTIONS ARE SUBJECT TO CHANGE**

IN-PAPER DIRECTORIES, KID SCOOP AND STUDENT OF THE WEEK

Church Directory -

Weekly directory on the Church Page.
6 month advertising commitment, \$6.95 a week.
Ads are 1.5" w x 1 7/8" t in black and white.

**Star Barks
Pet Grooming**

Where the Furry Stars Shine

Debby Garrett
Pet Groomer
Susan Dittman
Pet Groomer
Tina Johnson
Pet Groomer



Phone: 785-472-4557
1005 16th Road
Ellsworth, KS 67439

Business Directory -

Weekly directory on the Law and Order page.
6 month advertising commitment,
\$14.95 a week.
Ads are 3.5" w x 2 7/8" t in black and white.

Radon Inspections and Mitigations



See licensed and insured master plumber Jim Bowie for all your plumbing needs and repairs.
Alamo Specialties also specializes in certified radon testing, removal for residential housing, and home inspection.

Alamo Specialties LLC

Jim Bowie - Owner/Operator • Office hours: 9 - 5 M - F
1516 20th Rd. • Kanopolis, KS 67454
785-531-1951

PLUMBING/RADON

Kid Scoop -

Weekly full color page with fun and educational facts for kids and adults alike.
1 month commitment,
\$75/week.
Advertisers' logo on bottom of page.

Student of the Week -

Weekly 2x7 ad which features students from EJSHS, KMS, WES, CPES and CPJSHS. Price: \$77. The ad runs in the weekly paper, as well as on our Facebook page. The exposure for these ads is higher than many of our other ads. The Facebook post typically reaches more than 2,700 viewers.

**Ellsworth High School
Student of the Week**



Elyse Haxton

Elyse Haxton is a member of Student Council. She is a member of the cheerleading team and is also a member of the basketball team. She is a member of the National Honor Society and is a member of the Future Teachers of America. She is a member of the Student Government and is a member of the Student Body. She is a member of the Student Council and is a member of the Student Body. She is a member of the Student Council and is a member of the Student Body.

171 W. 14th Street • Ellsworth, KS
785-472-0566

GENERAL INFORMATION

Submissions

- (1) Bring the information to our office, 304 N. Douglas, Ellsworth, KS 67439 between 8 a.m. and 5 p.m. Monday through Friday.
- (2) Mail to 304 N. Douglas, Ellsworth, KS 67439.
- (3) Email eciads@yahoo.com.
- (4) Call us at 785-472-5085 or 877-809-3432.

Policy

- All material published or inserted in The Ellsworth County Independent/Reporter is subject to final acceptance of the publisher.
 - The Ellsworth County Independent/Reporter reserves the right to accept or reject any advertisements for any reason at any time and to, if necessary, print the word "advertisement" in any display advertisements.
 - The Ellsworth County Independent/Reporter is not responsible for errors submitted for advertisements. Please make sure you are submitting the correct information.
 - The Ellsworth County Independent/Reporter is not responsible for more than one incorrect insertion. No adjustment can be made if error does not alter the value of the ad.
- ## Payments
- The Ellsworth County Independent/Reporter requires prepayment on all ads unless you or your business has an established account with us. Payments are due by the end of the month.

DISPLAY ADVERTISING (ROP)

- The local news section display advertising rate is \$5.50 per column inch.

CLASSIFIED DISPLAY ADVERTISING

- The local classified display advertising rate is \$6.25 per column inch. Line classifieds (word ads) are \$5.00 for 15 words.

LEGAL & PUBLIC NOTICES

The Ellsworth County Independent-Reporter is shifting to a new, online submission process for its legals. This includes budgets, as well as city ordinances and estates.

- Go to: column.us/notices
- It will ask you to create an account - username, password.
- You will be asked if you're with a law firm or government - pick the appropriate answer
- It should walk you through the process
- You CAN upload an excel spreadsheets or PDFs ... there is a Q&A that shows you how to adjust it Under "how do I format my notice?"
- There are several helpful videos under the Q&As

PROOFS & TEARSHEETS

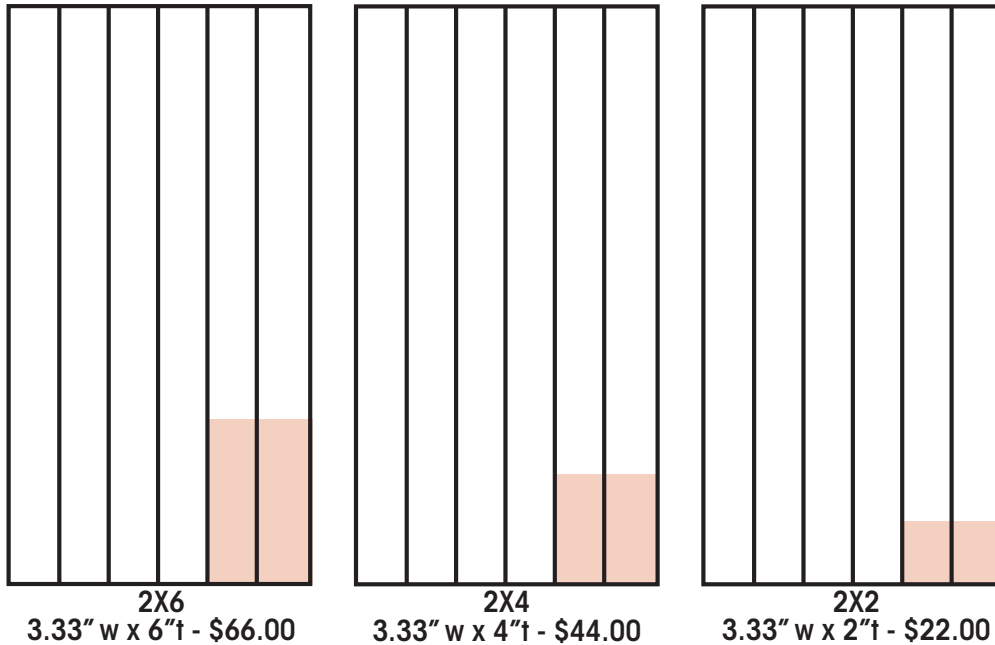
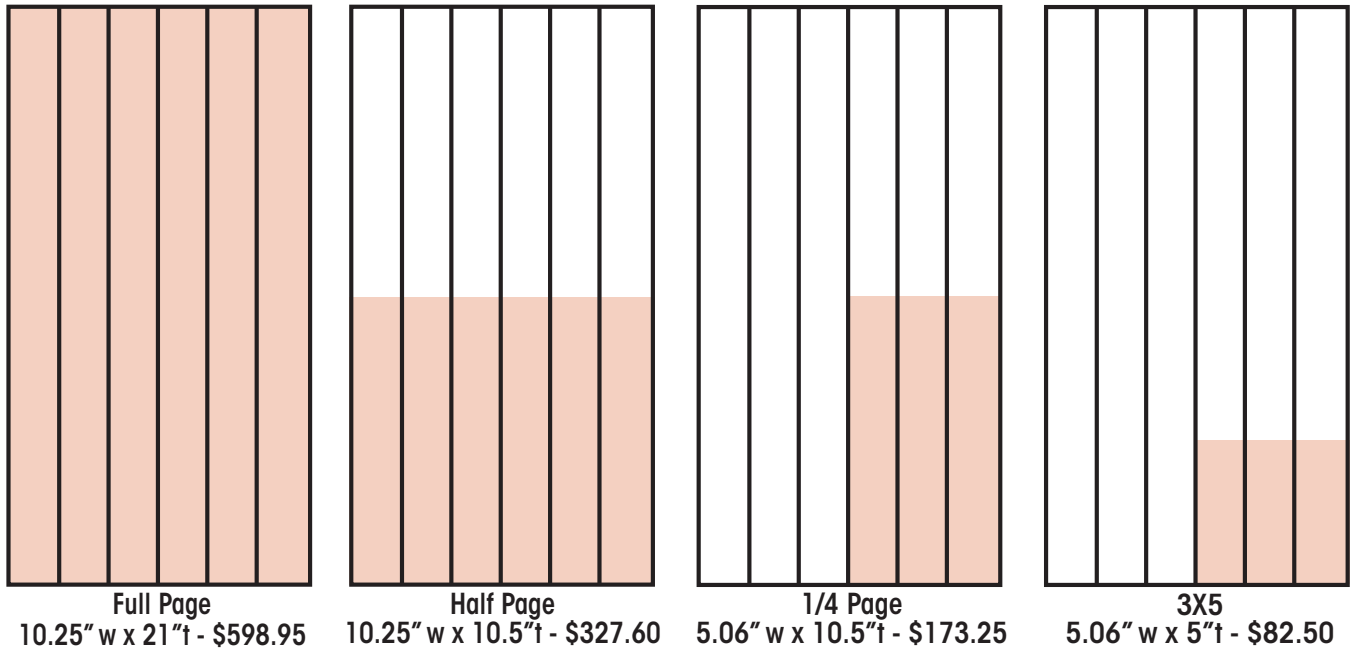
- If requested, proofs of advertisements will be delivered prior to publication by email, providing all copy is submitted by the deadline.
- Any changes or approvals must be returned promptly. Failure to return emails or phone calls will result in the advertisement running as is.

DEADLINES

- Noon Monday for Thursday paper.
- Special holiday deadlines will be noted before the upcoming holiday in the weekly paper.
- Space is limited. Placement is first come first serve.

DISPLAY AD RATES - ROP

These are the most common options for display ads



*Please note that color is available for an additional charge - 1/2 page and under - \$75.00 | Full page - \$100.00

Other ROP Sizes

2x2 (3.33" w x 2" t) - \$22.00	3x8 (5.06" w x 8" t) - \$132.00	5x5 (8.52" w x 5" t) - \$137.50
2x3 (3.33" w x 3" t) - \$33.00	3x9 (5.06" w x 9" t) - \$148.50	5x6 (8.52" w x 6" t) - \$165.00
2x4 (3.33" w x 4" t) - \$44.00	3x10 (5.06" w x 10" t) - \$165.00	5x7 (8.52" w x 7" t) - \$192.50
2x5 (3.33" w x 5" t) - \$55.00	4x2 (6.79" w x 2" t) - \$44.00	5x8 (8.52" w x 8" t) - \$200.00
2x6 (3.33" w x 6" t) - \$66.00	4x3 (6.79" w x 3" t) - \$66.00	5x9 (8.52" w x 9" t) - \$247.50
2x7 (3.33" w x 7" t) - \$77.00	4x4 (6.79" w x 4" t) - \$88.00	5x10 (8.52" w x 10" t) - \$275.00
2x8 (3.33" w x 8" t) - \$88.00	4x5 (6.79" w x 5" t) - \$110.00	6x2 (10.25" w x 2" t) - \$66.00
2x9 (3.33" w x 9" t) - \$99.00	4x6 (6.79" w x 6" t) - \$132.00	6x3 (10.25" w x 3" t) - \$99.00
2x10 (3.33" w x 10" t) - \$110.00	4x7 (6.79" w x 7" t) - \$154.00	6x4 (10.25" w x 4" t) - \$132.00
3x2 (5.06" w x 2" t) - \$33.00	4x8 (6.79" w x 8" t) - \$176.00	6x5 (10.25" w x 5" t) - \$165.00
3x3 (5.06" w x 3" t) - \$49.50	4x9 (6.79" w x 9" t) - \$198.00	6x6 (10.25" w x 6" t) - \$198.00
3x4 (5.06" w x 4" t) - \$66.00	4x10 (6.79" w x 10" t) - \$220.00	6x7 (10.25" w x 7" t) - \$231.00
3x5 (5.06" w x 5" t) - \$82.50	5x2 (8.52" w x 2" t) - \$55.00	6x8 (10.25" w x 8" t) - \$264.00
3x6 (5.06" w x 6" t) - \$99.00	5x3 (8.52" w x 3" t) - \$82.50	6x9 (10.25" w x 9" t) - \$280.80
3x7 (5.06" w x 7" t) - \$115.50	5x4 (8.52" w x 3" t) - \$110.00	6x10 (10.25" w x 10" t) - \$312.00

*There are no 1x ads in ROP

CLASSIFIED DISPLAY AD RATES

Common Standard Sizes - Classified Section

These are the most common options for display classifieds

2x2 (3.33" w x 2" t) - \$25.00

2x4 (3.33" w x 4" t) - \$50.00

2x6 (3.33" w x 6" t) - \$75.00

Other Display Classified Sizes

1x2 (1.60" w x 2" t) - \$12.50
1x3 (1.60" w x 3" t) - \$18.75
1x4 (1.60" w x 4" t) - \$25.00
1x5 (1.60" w x 5" t) - \$31.25
1x6 (1.60" w x 6" t) - \$37.50
1x7 (1.60" w x 7" t) - \$43.75
1x8 (1.60" w x 8" t) - \$50.00
1x9 (1.60" w x 9" t) - \$56.25
1x10 (1.60" w x 10" t) - \$62.50
2x2 (3.33" w x 2" t) - \$25.00
2x3 (3.33" w x 3" t) - \$37.50
2x4 (3.33" w x 4" t) - \$50.00
2x5 (3.33" w x 5" t) - \$62.50
2x6 (3.33" w x 6" t) - \$75.00
2x7 (3.33" w x 7" t) - \$87.50
2x8 (3.33" w x 8" t) - \$100.00
2x9 (3.33" w x 9" t) - \$112.50
2x10 (3.33" w x 10" t) - \$125.00

3x2 (5.06" w x 2" t) - \$37.50
3x3 (5.06" w x 3" t) - \$56.25
3x4 (5.60" w x 4" t) - \$75.00
3x5 (5.60" w x 5" t) - \$93.75
3x6 (5.60" w x 6" t) - \$112.50
3x7 (5.06" w x 7" t) - \$131.25
3x8 (5.06" w x 8" t) - \$150.00
3x9 (5.06" w x 9" t) - \$168.75
3x10 (5.06" w x 10" t) - \$187.50
4x2 (6.79" w x 2" t) - \$50.00
4x3 (6.79" w x 3" t) - \$75.00
4x4 (6.79" w x 4" t) - \$100.00
4x5 (6.79" w x 5" t) - \$125.00
4x6 (6.79" w x 6" t) - \$150.00
4x7 (6.79" w x 7" t) - \$175.00
4x8 (6.79" w x 8" t) - \$200.00
4x9 (6.79" w x 9" t) - \$225.00
4x10 (6.79" w x 10" t) - \$250.00

5x2 (8.52" w x 2" t) - \$62.50
5x3 (8.52" w x 3" t) - \$93.75
5x4 (8.52" w x 3" t) - \$125.00
5x5 (8.52" w x 5" t) - \$156.25
5x6 (8.52" w x 6" t) - \$187.50
5x7 (8.52" w x 7" t) - \$218.75
5x8 (8.52" w x 8" t) - \$250.00
5x9 (8.52" w x 9" t) - \$281.25
5x10 (8.52" w x 10" t) - \$312.50
6x2 (10.25" w x 2" t) - \$75.00
6x3 (10.25" w x 3" t) - \$112.50
6x4 (10.25" w x 4" t) - \$150.00
6x5 (10.25" w x 5" t) - \$187.50
6x6 (10.25" w x 6" t) - \$225.00
6x7 (10.25" w x 7" t) - \$262.50
6x8 (10.25" w x 8" t) - \$300.00
6x9 (10.25" w x 9" t) - \$337.50
6x10 (10.25" w x 10" t) - \$375.00

SIGNATURE PAGES

Signature pages run once a month. They vary in topics from severe weather to scouting. These pages run for 12 months starting in January. Below are the topics for the sig pages as well as the months that they run. These are an annual commitment for \$24.95 a month.

Attached is an example of one of the pages.

- **January** - Winter Weather safety
- **February** - FFA
- **March** - Severe Weather
- **April** - Scouting
- **May** - Memorial Day
- **June** - 4th of July, has to run in June because a lot of times the 4th falls on a day before our paper comes out.
- **July** - Hot Weather safety
- **August** - Teachers
- **Sept** - Fall Sports
- **October** - Fire Prevention
- **November** - Winter Sports
- **December** - Toy Safety

*Actual size of ad



Winter Weather Driving Tips

Slip, Sliding...No Way!

Frozen precipitation can be a headache for drivers, if you're not prepared.

Tips for Driving in Ice and Snow

As much as we hate to admit it, winter is here. And while the snowflakes provide some beautiful scenery, they can quickly create challenging driving conditions. While we remember the importance of wearing our seatbelts and paying attention to other drivers, it's important to remember winter driving techniques to ensure safe travels. Since it may have been a few years since you've had a Driver's Ed refresher, check out these tips for driving on ice and snow:

- 1. Prepare your vehicle.** Check your battery to make sure it has enough charge to make it through the cold winter months and make sure all of your vehicle's lights are in working order. Make sure your tires are in good condition to provide you with good traction.
- 2. Check your tire pressure.** The amount of traction that exists between the tires and the roadway surface determines how well your vehicle accelerates, turns and stops. Make sure your tires are properly inflated and keep in mind temperature swings can cause changes to your vehicle's tire pressure.
- 3. Don't use cruise control.** Traction is greatest just before the wheels spin. Gentle pressure on the accelerator pedal when starting is the best method for retaining traction and avoiding skids - especially if your vehicle lacks traction control. The use of cruise control can cause your vehicle to lose traction due to sudden speed changes. Avoiding cruise control also allows drivers to react faster to changing situations on the road.
- 4. Keep plenty of gas in your tank.** By keeping your gas tank at least half full during winter months, you can avoid gas line freeze-ups. The weight of the fuel also adds additional weight to the vehicle to increase traction, while the additional could be valuable if you are left stranded due to an accident or slide-off.
- 5. Watch for changing road conditions.** Rapidly changing temperatures, wind and other factors can cause road conditions to rapidly deteriorate. Be especially mindful when traveling on bridges, overpasses or shaded spots, as these are some of the first locations where ice can form on the roadway.

A winter driving kit is a must!
Your winter driving kit should include:

- Bag of abrasive material (Sand, salt or cat litter)
- Gloves or mittens
- Ice scraper
- Small snow shovel
- Cloth or paper towels
- Booster cables
- Traction mats
- Blanket
- Warning flares or triangles
- Flashlight
- Cell phone
- Window washing solvent

*Information provided by <https://www.kansas.aaa.com/automotive/winter-tips>

Brought to you by these fine sponsors

The Ellsworth CO-OP
Ellsworth 472-3261
COOP

Golden Plains
120 W. 1st Street
Ellsworth, KS 765-472-4772

Stechta Enterprises Inc.
Ellsworth 472-5179

Gene's Heartland Foods
Ellsworth 472-4111

Steven Johnson
State Representative
108th District

Dr. Kurt Williams, D.D.S.
Ellsworth - 472-2803

MOSAIC
Ellsworth - 472-4081

F&M Drug, L.L.C.
Ellsworth 472-3131

KanEquip
Ellsworth 472-3114

WILSON COMMUNICATIONS
Wilson 658-2111

Dr. Kyle Gwinner
Optometrist
Ellsworth 472-3272

Ellsworth Service Center
Ellsworth - 472-3157

Seitz Drug
Ellsworth 472-3212

City of Ellsworth
472-5566

FIRST BANK OF KANSAS
Ellsworth 472-5580

ROLLING HILLS
785-534-1601
800-530-5572

Homolka Grain
Ellsworth 472-3231

D&S OIL COMPANY
Ellsworth 785-472-4800

THE PINES APARTMENTS
Ellsworth 472-4922

Ellsworth County Medical Center
Ellsworth 785-472-3111

Ellsworth County I/R
Ellsworth 472-5085

* Ad designed by Ellsworth County I/R

THE MAGAZINE



The staff of the Ellsworth County Independent-Reporter and Marquette Tribune produce a unique publication, The Magazine. Dedicated to the People and Places of Central Kansas. The Magazine publishes three times a year: March, July and November.

We've told stories of the Vanier Family, Salina-grown actor Tyrees Allen, award winning photographers Fritz Mendell and Tom Dorsey, The Georgetown Santas and many others.

Copies are available with a subscription to the Ellsworth County Independent-Reporter, Marquette Tribune or The Magazine. The Magazine also will be featured on our website and promoted on our Facebook page to several thousand weekly visitors. This is a great way to promote your business. Your ads are a very important part of The Magazine. The thousands of individuals this magazine reaches have an interest in learning about their region and we want to make sure your business is represented.

2024 Deadlines

March 14 magazine: Space deadline: Feb. 2; Ad deadline: Feb. 9

July 11 magazine: Space deadline: May 24; Ad deadline: May 31

November 14 magazine: Space deadline: Sept. 20; Ad deadline: Sept. 27

Single Issue Ad:

1/8 page \$192.45. Dimensions: 3.829" wide x 2.447" tall

1/4 page \$291.45. Dimensions: 3.829" wide x 5.104" tall

1/2 page \$412.45. Dimensions: 7.875" wide x 5.104" tall

Full page \$709.45. Dimensions: 7.875" wide x 10.375" tall

Prime Placements

Back cover - \$900. Dimensions: 7.875" wide x 10.375" tall

Inside front or back cover - \$800. Dimensions: 7.875" wide x 10.375" tall

Annual Contract

Advertisers who commit to a full year (3 issues) receive a 10% discount.

Ad size and design may change throughout the year and still be eligible for the discount.

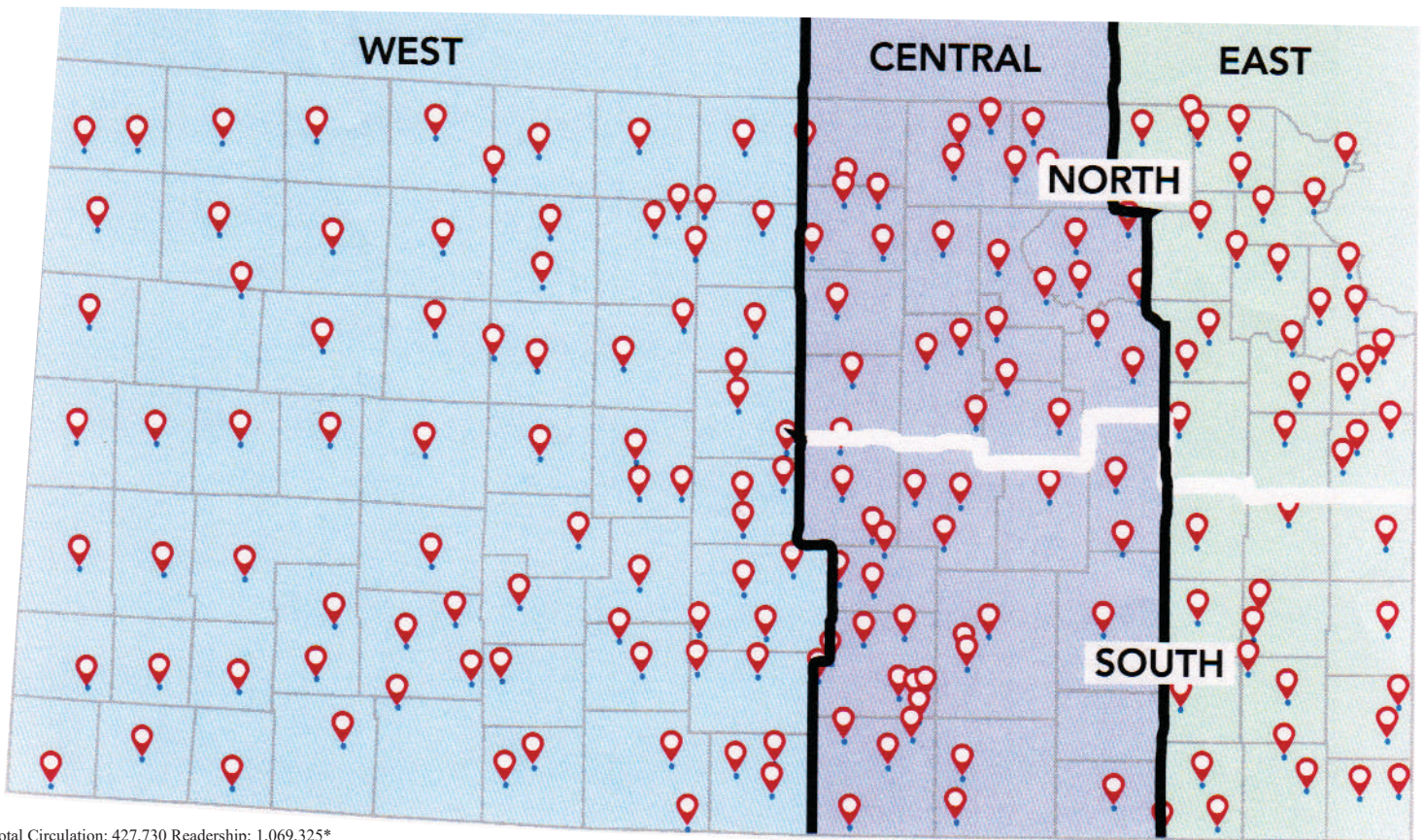
YEARLY PUBLICATIONS

These are larger projects the I/R undertakes. They are multiple page publications.

- **The Magazine** - March, July and November
A glossy magazine dedicated to the people and places of Salina and Central Kansas.
- **Conservation** - January
A section in the I/R devoted to the Conservation Award Winners and their dedication to the land.
- **Home & Garden** - April
A glossy magazine that gives helpful tips on home improvement and gardening.
- **Explore Central Kansas Directory** - April
A glossy guide that has many local attractions for your next vacation adventure.
- **Progress Edition** - June
A section in the I/R devoted to the progress in Ellsworth County.
- **Czech Festival** - July
A section in the I/R the runs before the Wilson After Harvest Czech Festival. Highlights the events of the festival.
- **Cowtown Festival** - July
A section in the I/R that runs before Ellsworth's Cowtown Festival. Highlights the events of the Festival.
- **Healthcare Providers Directory** - August
A guide that provides you with area health care facilities.
- **Business Card Directory** - September
A handy guide that people can use to find out the services that Ellsworth County has to offer.
- **Countywide** - November
A section in the I/R that comes out Thanksgiving that kicks off our Christmas season. Also gets mailed to every household in the county.



**Please note the scheduling on these projects may change at any time. Also, more detailed information will be available on these individual projects at your request.*



Total Circulation: 427,730 Readership: 1,069,325*
 *Derived from Circulation *2.5 (National Average)

Choose from two ad sizes!

Offer a **GREAT** impression with a
2 column x 2 inch advertisement!

Mechanics: 2x2 advertisement dimensions:
 3.79" x 2"
 Statewide Only \$900

DOUBLE your impact with a
2 column x 4 inch advertisement!

Mechanics: 2x4 advertisement dimensions:
 3.79" x 4"
 Statewide Only \$1800

Kansas Display Advertising Network Newspapers

*Getting you connected
 THROUGHOUT the state!*

Contact the KPA for region pricing.
 Out-of-state advertising networks are
 available in most of the 50 states.

Contact us for more information!

We also do DIGITAL!

We can place online advertising with
 newspapers, as well as help you extend
 your reach to specific targeted
 online audiences.

Contact us for more information!

304 N. Douglas + Ellsworth, KS 67439 + 785-472-5085

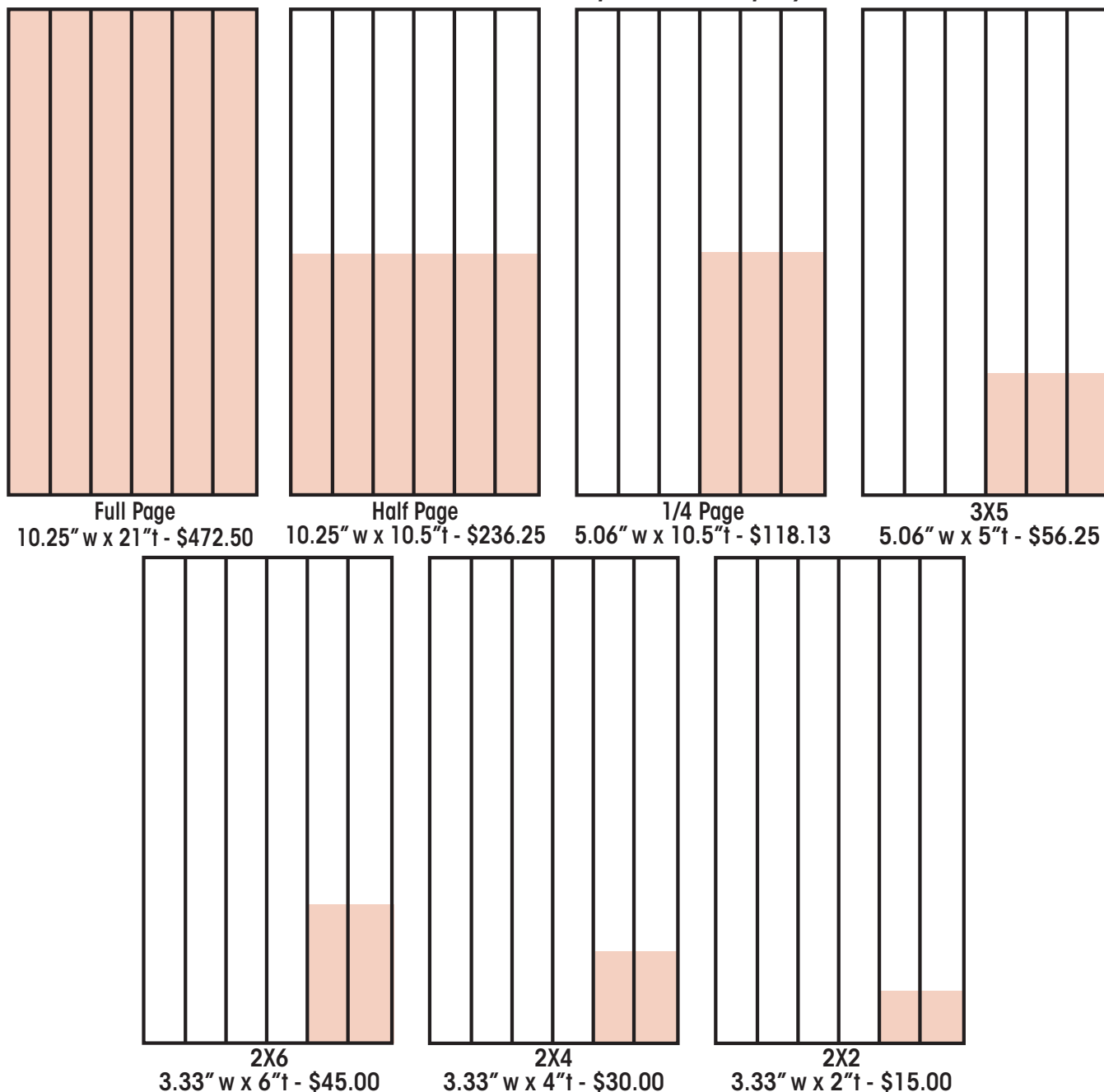
Email: ads@indyrepnews.com

www.indyrepnews.com

INDPENDENT
RELLSWORTH COUNTY
REPORTER

MARQUETTE DISPLAY AD RATES - ROP

These are the most common options for display ads



*Please note that color is available for an additional charge - 1/2 page and under - \$75.00 | Full page - \$100.00

Other ROP Sizes

2x2 (3.33" w x 2"t) - \$15.00	3x8 (5.06" w x 8"t) - \$90.00	5x5 (8.52" w x 5"t) - \$93.75
2x3 (3.33" w x 3"t) - \$22.50	3x9 (5.06" w x 9"t) - \$101.25	5x6 (8.52" w x 6"t) - \$112.50
2x4 (3.33" w x 4"t) - \$30.00	3x10 (5.06" w x 10"t) - \$112.50	5x7 (8.52" w x 7"t) - \$131.25
2x5 (3.33" w x 5"t) - \$37.50	4x2 (6.79" w x 2"t) - \$30.00	5x8 (8.52" w x 8"t) - \$150.00
2x6 (3.33" w x 6"t) - \$45.00	4x3 (6.79" w x 3"t) - \$45.00	5x9 (8.52" w x 9"t) - \$168.75
2x7 (3.33" w x 7"t) - \$52.50	4x4 (6.79" w x 4"t) - \$60.00	5x10 (8.52" w x 10"t) - \$187.50
2x8 (3.33" w x 8"t) - \$60.00	4x5 (6.79" w x 5"t) - \$75.00	6x2 (10.25" w x 2"t) - \$45.00
2x9 (3.33" w x 9"t) - \$67.50	4x6 (6.79" w x 6"t) - \$90.00	6x3 (10.25" w x 3"t) - \$67.50
2x10 (3.33" w x 10"t) - \$75.00	4x7 (6.79" w x 7"t) - \$105.00	6x4 (10.25" w x 4"t) - \$90.00
3x2 (5.06" w x 2"t) - \$22.50	4x8 (6.79" w x 8"t) - \$120.00	6x5 (10.25" w x 5"t) - \$112.50
3x3 (5.06" w x 3"t) - \$33.75	4x9 (6.79" w x 9"t) - \$135.00	6x6 (10.25" w x 6"t) - \$135.00
3x4 (5.60" w x 4"t) - \$45.00	4x10 (6.79" w x 10"t) - \$150.00	6x7 (10.25" w x 7"t) - \$157.50
3x5 (5.60" w x 5"t) - \$56.25	5x2 (8.52" w x 2"t) - \$37.50	6x8 (10.25" w x 8"t) - \$180.00
3x6 (5.60" w x 6"t) - \$67.50	5x3 (8.52" w x 3"t) - \$56.25	6x9 (10.25" w x 9"t) - \$202.50
3x7 (5.06" w x 7"t) - \$78.75	5x4 (8.52" w x 3"t) - \$75.00	6x10 (10.25" w x 10"t) - \$225.00

*There are no 1x ads in ROP

MARQUETTE CLASSIFIED DISPLAY AD

Common Standard Sizes - Classified Section

These are the most common options for display classifieds

2x2 (3.33" w x 2" t) - \$17.00

2x4 (3.33" w x 4" t) - \$34.00

2x6 (3.33" w x 6" t) - \$51.00

Other Display Classified Sizes

1x2 (1.60" w x 2" t) - \$8.50
1x3 (1.60" w x 3" t) - \$12.75
1x4 (1.60" w x 4" t) - \$17.00
1x5 (1.60" w x 5" t) - \$21.25
1x6 (1.60" w x 6" t) - \$25.50
1x7 (1.60" w x 7" t) - \$29.75
1x8 (1.60" w x 8" t) - \$34.00
1x9 (1.60" w x 9" t) - \$38.25
1x10 (1.60" w x 10" t) - \$42.50
2x2 (3.33" w x 2" t) - \$17.00
2x3 (3.33" w x 3" t) - \$25.50
2x4 (3.33" w x 4" t) - \$34.00
2x5 (3.33" w x 5" t) - \$42.50
2x6 (3.33" w x 6" t) - \$51.00
2x7 (3.33" w x 7" t) - \$59.50
2x8 (3.33" w x 8" t) - \$68.00
2x9 (3.33" w x 9" t) - \$76.50
2x10 (3.33" w x 10" t) - \$85.00

3x2 (5.06" w x 2" t) - \$25.50
3x3 (5.06" w x 3" t) - \$38.25
3x4 (5.60" w x 4" t) - \$51.00
3x5 (5.60" w x 5" t) - \$63.75
3x6 (5.60" w x 6" t) - \$76.50
3x7 (5.06" w x 7" t) - \$89.25
3x8 (5.06" w x 8" t) - \$102.00
3x9 (5.06" w x 9" t) - \$114.75
3x10 (5.06" w x 10" t) - \$127.50
4x2 (6.79" w x 2" t) - \$34.00
4x3 (6.79" w x 3" t) - \$51.00
4x4 (6.79" w x 4" t) - \$68.00
4x5 (6.79" w x 5" t) - \$85.00
4x6 (6.79" w x 6" t) - \$102.00
4x7 (6.79" w x 7" t) - \$114.75
4x8 (6.79" w x 8" t) - \$136.00
4x9 (6.79" w x 9" t) - \$153.00
4x10 (6.79" w x 10" t) - \$170.00

5x2 (8.52" w x 2" t) - \$42.50
5x3 (8.52" w x 3" t) - \$63.75
5x4 (8.52" w x 3" t) - \$85.00
5x5 (8.52" w x 5" t) - \$106.25
5x6 (8.52" w x 6" t) - \$127.50
5x7 (8.52" w x 7" t) - \$148.75
5x8 (8.52" w x 8" t) - \$170.00
5x9 (8.52" w x 9" t) - \$191.25
5x10 (8.52" w x 10" t) - \$212.50
6x2 (10.25" w x 2" t) - \$51.00
6x3 (10.25" w x 3" t) - \$76.50
6x4 (10.25" w x 4" t) - \$85.00
6x5 (10.25" w x 5" t) - \$127.50
6x6 (10.25" w x 6" t) - \$153.00
6x7 (10.25" w x 7" t) - \$178.50
6x8 (10.25" w x 8" t) - \$204.00
6x9 (10.25" w x 9" t) - \$229.50
6x10 (10.25" w x 10" t) - \$255.00

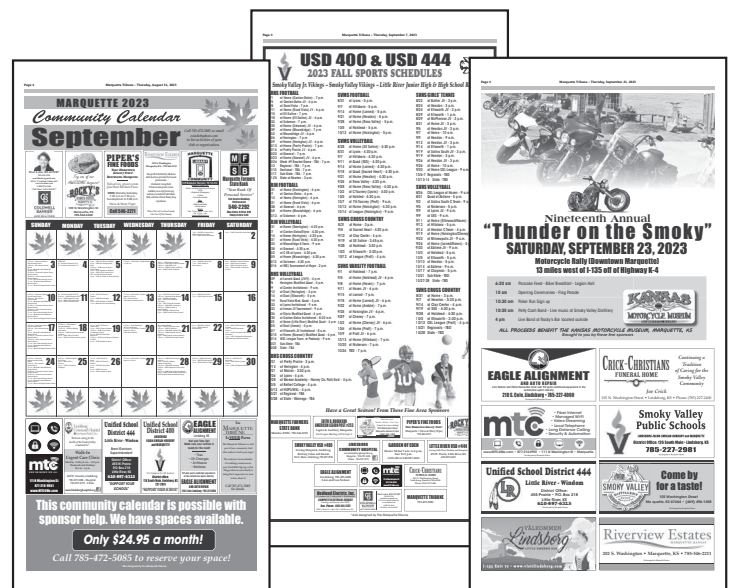
MARQUETTE SPECIAL SECTIONS

These are special pages the Tribune does during the year

- **Marquette Community Calendar** - Runs from September to May. Lists events going on in the Marquette area. Sponsorships are 1 column x 3" tall ads available for \$24.95. So to be a sponsor would be \$24.95 a month.
- **Marquette Sports Schedules & Graduation** - These pages cover Fall, Winter, and Spring Sports along with graduation. These have signature sponsorships available for \$24.95. This runs 4 times a year.
- **Marquette Business Honor Roll** - Runs in February, this highlights Marquette businesses and how many years they have been in business. To sponsor is \$29.99
- **Retirement Living** - Runs in February.
 Sizes available - 3x3 (5.06" w x 3" t) - \$99.95
 3x5 (5.06" w x 5" t) - \$157.50
- **Older Americans Month** - Runs in May.
 This is a combo page with Ellsworth I/R
 Sizes available - 3x4 (5.06" w x 4" t) - \$122.95
- **Wheat Contest** - June - runs two weeks. participants predict first load of McPherson Co. wheat. To sponsor is \$30.00
- **Midsummers Festival** - Runs in June.
 Sizes available - 3x4 (5.06" w x 4" t) \$142.50 - Combo with Ellsworth I/R
- **American Flag Page** - Runs in June.
 Full color American flag page with sponsorships available for \$32.95
- **Thunder on the Smoky Motorcycle Rally** - Runs in September
 Sizes available - 3x3 (5.06" w x 3" t) - \$35.00
- **Svensk Hyllningsfest** - Runs in October every other year.
 Sizes available - 3x3 (5.06" w x 3" t) - \$99.95 - Combo with Ellsworth I/R
- **Farm Safety** - Runs in October.
 Sizes available - 3x3 (5.06" w x 3" t) - \$71.95
- **Halloween Safety** - Runs in October.
 Signature sponsorships available for \$40.00
- **Senior Living Awareness** - Runs in November.
 Sizes available - 3x4 (5.06" w x 4" t) - \$96.00
 3x5 (5.06" w x 5" t) - \$157.50 - Combo with Ellsworth I/R
- **Visit Lindsborg and Marquette This Christmas** - Runs in November.
 Business card sized ads for \$35.00
- **Visit Lindsborg** - Runs in December.
 Business card sized ads for \$29.99
- **Don't Drink and Drive** - Runs in December
 Business card sized ads for \$29.95

**Please note the scheduling on these projects may change at any time. Also, more detailed information will be available on these individual projects at your request.*

Email eciads@yahoo.com for more information.



2024 MEDIA KIT

We Deliver Kansas

INDEPENDENT
ELLSWORTH COUNTY
-R- REPORTER