

The Prairie Press

2023 Advertising Master Price Guide

Reach your customers more efficiently

Advertising in The Prairie Press, an award-winning newspaper, is the most effective way for you to reach your target audience in Edgar, Clark, Coles, and Douglas Counties, as well as Clinton, Ind.

The Prairie Press reaches its subscriber base through print, web and social media. Our subscriber count currently sits at 1,660, and our social media pages reach an average of 70,000 users per month.

Why do so many people follow The Prairie Press? Because it provides the residents of Edgar County with complete, local and honest coverage of area events, legislation, sports, schools and more.

We pride ourselves on promoting local businesses and local people, all while fostering connections to create a brighter future in the communities we cover.

If you care for local people, businesses and schools, advertising in The Prairie Press is a simple, effective way to promote your community and your business.

Robby Tucker

Associate Publisher

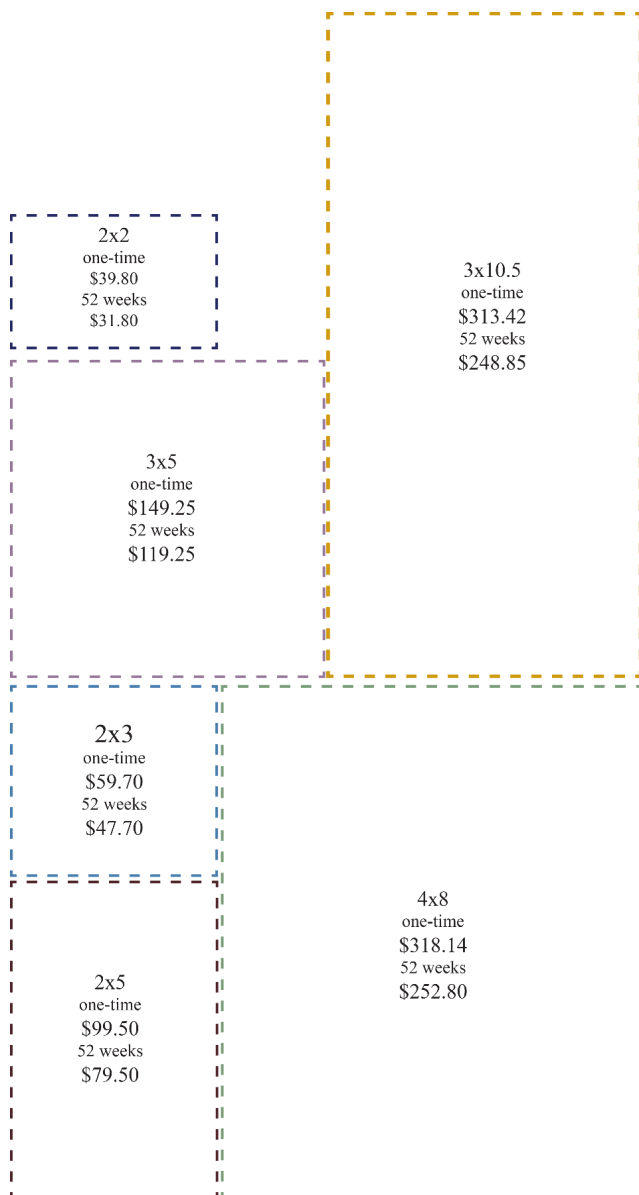
rtucker@prairiepress.net

W: 1 (217) 921-3216

M: 1 (217) 264-9192

Example page

At The Prairie Press, we reward long-term investment from our advertising partners. Below are examples of commonly used dimensions for our print advertisements. Prices listed include the amount for one ad at the specified size and the price for a 52-week run of the same ad.



Regular Advertising

Investment Level (1-30 inches)	Column/Inch rate
One advertisement	\$9.95
Six weeks of ads	\$9.50
13 weeks	\$8.95
26 weeks	\$8.45
52 weeks	\$7.95
(31-63 inches)	
One advertisement	\$9.95
Six weeks of ads	\$9.45
13 weeks	\$8.90
26 weeks	\$8.40
52 weeks	\$7.90
(64-128 inches)	
One advertisement	\$9.95
Six weeks of ads	\$9.40
13 weeks	\$8.85
26 weeks	\$8.35
52 weeks	\$7.85
Non-profit rate	
All	\$7.50

Special Editions (Tabs)

Size	Price
Full Page (10.25" x 9.15")	\$545
Half Page (10.25" x 4.5") Horizontal	\$300
Half Page (5" x 9.15") Vertical	\$300
Quarter Page (5" x 4.6")	\$160
1/8 Page (5" x 2") Horizontal	\$95

Special Pages

Size	Price
Banner (10.5 x 5.2)	\$250
Large (5.2 x 2.6)	\$125
Small* (2.5 x 2.6)	\$75

*bigger than previous years

Magazines

Ad	Price	Dimensions (Width x Height)
Premium Back Cover	\$1,399	8" x 10.5" (full page)
Premium Inside Front Cover	\$1,299	8" x 10.5"
Premium Inside Back Cover	\$1,299	8" x 10.5"
Premium Pages Before Index	\$1,299	8" x 10.5"
Full Page	\$999	8" x 10.5"
Half Page	\$675	8" x 5.167" (3.916" x 10.5")
Quarter Page	\$420	3.916" x 5.167"
1/8 page	\$265	3.916" x 2.49"

At Your Service

Time	Price	Dimensions
First and third Saturdays of each month	\$35 per week (\$58 per month)	2.5" x 2"

Dining Guide

Time	Price	Dimensions
Second Saturday of each month.	\$35	2.5" x 2"

Social Media

Tier	Price	Contents
Diamond	\$200 per month, \$7.14 per post	One ad on the Prairie Press Facebook page everyday for a month (will be posted during primetime hours, 1 p.m. to 4 p.m.).
Gold	\$175 per month, \$8.75 per post	One ad on the Prairie Press Facebook page five days a week, Monday through Friday, for a month (will be posted near primetime hours, 5 p.m. to 9 p.m.).
Silver	\$125 per month, \$10.42 per post	One ad on the Prairie Press Facebook page three days per week, Tuesday, Wednesday and Friday, for a month (will be posted near primetime hours, 9 a.m. to 12 p.m.).
Daily Plan	\$25 per day	Three ads during one day (Monday or Thursday)

Legals, Classifieds, and Obits

Classified Ads

- Minimum \$5.50 for first 20 words.
- \$.28 per word after minimum.
- No charge if running with display ad. After Wednesday, additional \$5 per ad.

Legals

- Minimum \$40 for first 100 words.
- \$.40 per word after minimum.
- After Wednesday, an additional \$25 per Legal.

Obituary

- Minimum \$80 for first 325 words.
- > 325 additional \$40 up to 700 words.