

The Cowley **CourierTraveler**

BRINGING IT ALL TOGETHER

Your Bigger, Better Newspaper

Serving Cowley County And Surrounding Communities

**Advertising Rates
Effective July 1, 2018**

Two Locations To Serve You

200 East 5th Ave., Arkansas City, KS 67005

620-442-4200

advertising1@CTnewsOnline.com

201 East 9th Ave., Winfield, KS 67156

620-221-1050

advertising@CTnewsOnline.com

CTNewsOnline.com

DISPLAY ADS

(Column Inches)

1-100 inches.....	\$10.62
101-200.....	\$10.10
201 or more inches.....	\$9.74

REPEAT YOUR AD

Local display ads 13" or larger may be repeated within
4 publishing days at **\$5.31** per column inch.

General display advertising shall be billed by the earned rate.
Earned rate is determined by the number of regular priced inches used each month.

**All display ads appear online
at CTNewOnline.com
each day the ad appears in print.**

CONTRACT RATES AVAILABLE.
Contact your advertising representative for details.

STANDING CARD ADS

3 Times Per Week For 4 Weeks (12 times).....	\$72.00 per inch
5 Times Per Week For 4 Weeks (22 times).....	\$84.00 per inch
5 Consecutive Days.....	\$42.00 per inch

COLOR CHARGES

Black and One Color.....	\$80.00
Full Color - Up to 15 col. inch.....	\$100.00
Full Color - 16 col. inch or larger.....	\$165.00
Press Color (when available).....	\$55.00

FRONT PAGE ADVERTISING

6 col. x 2.5" Bottom Banner	\$386 per run
3 col. x 2.5" Bottom Banner	\$232 per run

Ad runs in full color.

CLASSIFIED AD RATES

Classified Display per inch.....	\$9.80
Repeat rate per inch.....	\$4.90

Classified ads 13" or larger repeat within 4 publishing days
at 1/2 price.

Word Ads (15 word minimum charge)

	Rate Per Word	Minimum Charge
1 Day.....	.85.....	13.20
2 Days.....	.96.....	15.30
3 Days.....	1.07.....	17.40
4 Days.....	1.18.....	19.50
1 Week.....	1.29.....	21.60
2 Weeks.....	1.84.....	32.10
3 Weeks.....	2.39.....	42.60
4 Weeks.....	2.94.....	53.10

Minimum Charge rates include online charges

Ads appear in print and online at CTNewsOnline.com

NATIONAL AD RATE

\$13.72 per inch (commissionable)

15% allowed to advertising agencies. Camera ready copy must
be provided with written insertion order.

PREPRINT ADVERTISING

Market your business to thousands
of readers in YOUR target market.

4 -8 Tab Pages.....	\$64.00 per thousand
12 or more Tab Pages or 8 or more Broadsheet	\$70.90 per thousand
Adhesive/sticky notes	\$85.00 per thousand

Total press run approximately 5,000

Inserts accepted Tuesday through Saturday.

Zoning of preprints is acceptable.

Cost is based on number of inserts delivered with a
minimum of 1,000 inserts.

Inserts should be delivered to the newspaper at least 4
working days prior to distribution date.

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SPECIALTY ADVERTISING

DAILY RECORD\$1.00 per word
12 word minimum
FAITH PAGE Sponsors.....\$8.77 per week
CHURCH DIRECTORY.....\$3.50 per week
Up to 6 lines - \$1.25 for each additional line
BENEVOLENT RATE.....\$8.05 per inch



COUNTRY

Bimonthly tabloid,
published the third
Thursday of the
publication month.
Advertising Rate
\$10.62 per inch
Repeat rate from
newspaper
\$5.31 per inch



CELEBRATE LIFE 50+

Bimonthly tabloid, published the third Thursday
of the publication month.
Advertising Rate \$10.62 per inch
Repeat rate from newspaper \$5.31 per inch

**Special Sections included online at
CTnewsonline.com for one year
following publication.**

**A variety of additional special publications and
marketing opportunities are available each month
in The Cowley CourierTraveler.**

**For more information, contact your
advertising representative.**

ONLINE ADVERTISING

www.CTNewsOnline.com

- There's one place to go for the latest news and information about Cowley County communities, schools, businesses, sports, obituaries and classified advertising...
CTNewsOnline.com
- Online advertising is effective and affordable with thousands of readers visiting the site daily.
- Annual advertising discounts available
- Short term advertising available to help promote your business, event, campaign or special promotion.

Call your advertising representative for details.

DISPLAY ADVERTISING DEADLINES INCLUDING CLASSIFIED DISPLAY ADS

Tuesday Publication.....Friday, 3 p.m.
Wednesday Publication.....Monday, 3 p.m.
Thursday Publication.....Tuesday, 3 p.m.
Friday Publication.....Wednesday, 3 p.m.
Saturday Publication.....Thursday, 3 p.m.

CLASSIFIED WORD AD DEADLINES

Tuesday Publication.....Monday, 11 a.m.
Wednesday Publication.....Tuesday, 11 a.m.
Thursday Publication.....Wednesday, 11 a.m.
Friday Publication.....Thursday, 11 a.m.
Saturday Publication.....Friday, 11 a.m.

GENERAL POLICIES

The Publisher encourages advertisers to contact the management of the newspaper to discuss any problems that might arise.

- The Publisher reserves the right to revise or reject any advertisement which may be deemed objectionable, whether in subject matter, graphics, phraseology or setup.
- The word "advertisement", to indicate paid advertisement, will be printed across the top of any advertisement that simulates news copy.
- Copy measuring over 19" in depth will be billed for a full 21.5 column inches.
- The newspaper shall not be responsible for any errors if proof has been approved. In the case of classified advertising, if an error is made credit is allowed for one insertion.
- The newspaper will assume responsibility for publishing proofed ads as approved by the advertiser.
- The liability of the newspaper for failure to publish an advertisement in the issue specified shall be limited to publishing an advertisement in a subsequent issue.
- Short Double Trucks must be at least 8 columns x 13" deep.

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BIGGER, BETTER NEWSPAPER

Bringing It All Together!

Who reads the newspaper?

- In Kansas alone 92 percent of adults read their local newspaper.
- Nationally, more than 104 million adults read a print newspaper daily.

Small town residents depend on their newspaper

- Two-thirds of residents in small towns depend upon their local newspaper for news and information, according to the 2013 National Newspaper Association's newspaper readership survey.
- 94% of readers agree that the newspapers were informative.
- 80% said that they and their families looked forward to reading the newspapers.
- 78% relied on the newspaper for local news and information
- 72% said the newspaper entertained them.



Why advertise in The Cowley Courier-Traveler?

- Kansas newspapers are the best way to reach Kansas consumers. Nationally, almost 56 million newspapers are sold each day. In Kansas, more than 1.4 million households receive their local newspaper.
- Newspapers reach consumers with the most purchasing power — readers tend to have higher incomes, more education and more job responsibility.
- Shoppers prefer newspaper advertising when making buying decisions:
 - 63% of people find newspaper advertising to be the most valuable tool when planning purchases
 - 65% say they spend more time reading newspaper ads versus ads from any other media source
 - 66% say newspaper advertising is the easiest way to compare prices.
- The newspaper is the media source used most commonly by consumers, particularly among home and car buyers, movie goers, credit card and financial service users and travelers.

Figures above taken from the latest information available from the the National Newspaper Association and Kansas Press Association.



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