

2020 LOCAL ADVERTISING RATES



**OVER 40,000
READERS EVERY DAY**

52 Advertisements

2x5	\$75
3x5	\$115
1/4 Page	\$195
1/2 Page	\$350
Full Page	\$550



Miss a day. Miss a lot.

26 Advertisements	12 Advertisements	6 Advertisements	1 Advertisement
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2x5	\$125	2x5	\$145	2x5	\$160	2x5	\$175
3x5	\$215	3x5	\$265	3x5	\$300	3x5	\$315
1/4 Page	\$325	1/4 Page	\$425	1/4 Page	\$475	1/4 Page	\$515
1/2 Page	\$525	1/2 Page	\$625	1/2 Page	\$825	1/2 Page	\$925
Full Page	\$850	Full Page	\$1,000	Full Page	\$1,200	Full Page	\$1,500

Color Rates

Up to 1/4	\$25
1/4 up to 1/2	\$50
1/2 and up	\$100

"Advertising in The Paducah Sun has definitely proven an effective tool for reaching the people in our surrounding area. Our market is very different from bigger cities, as newspaper readership is still a significant part of peoples' daily lives. I have had numerous people mention seeing our ads in The Sun. That convinces me that for every one person mentioning it to me personally, many more people are paying attention to the ad as well."

*-Terri Lundberg,
Lundberg Medical Imaging*

Column Sizes

1 col	1.5"
2 col	3.125"
3 col	4.75"
4 col	6.375"
5 col	8"
6 col	9.625"

15% PREMIUM PLACEMENT

TO ADVERTISE CALL
270-575-8753
LOCAL SALES MANAGER
JOHNNY BLAZINA
270-575-8759
JBLAZINA@PADUCAHSUN.COM

Publishes Copy Deadline

Sunday	Thursday 10AM
Monday	Thursday 4PM
Tuesday	Friday 10AM
Wednesday	Monday 10AM
Thursday	Monday 4PM
Friday	Tuesday 4PM
Saturday	Wednesday 4PM

This agreement authorizes The Paducah Sun to publish advertising for the undersigned from _____ through, _____

A minimum total of _____ insertions to be used at will before the expiration date of the agreement.

Business Name _____ Business Representative _____

Advertising Consultant _____ Advertising Manager _____