

Political Advertising

Print Options

Open Rate

- Daily \$20.09 PCI
- Sunday \$25.95 PCI
- Color additional \$5 PCI

\$1,000 Contract

- Daily Rate \$15.45 PCI
- Sunday \$19.95 PCI
- Color additional \$5 PCI

\$5,000 Contract

- Daily Rate \$13.45 PCI
- Sunday \$17.95 PCI
- Color additional \$5 PCI

\$10,000 Contract

- Daily Rate \$11.45 PCI
- Sunday \$15.95 PCI
- Color additional \$5 PCI

1 Month Flight (edison)

- 4" ads per week for 2 consecutive weeks
- \$14.10 PCI
- Minimum 15" ad
- 2 week minimum commitment
- Color additional \$5 PCI

Single Sheet Glossy Inserts

(Includes design, printing and insertion)

- 5,000 Quantity - \$727.75
- 15,000 Quantity - \$1,584.75
- 30,000 Quantity - \$2,817.30

Front Page Post-it® Notes

- Tuesday through Friday Rates - \$1,095
- Sunday Rates - \$1,925

Print & Online Options

Front Page Domination Packages

- Front Page Top Billboard
Sunday \$762.50/day
Daily \$412.50/day
- Front Page Bottom Banner - \$595/day
Both options come with 10K High Impact Impressions for a dropdown takeover ad on TheSouthern.com

Online Add-ons

Impressions Packages (Desktop or Mobile)

- 50,000 Impressions \$750 (\$15 CPM)
- 100,000 Impressions \$1,300 (\$13 CPM)
- 200,000 Impressions \$2,000 (\$10 CPM)

High Impact Online Ads

- Dropdown Takeover - \$35 per thousand
- Adhesive Float Bar - \$35 per thousand
- Exit Intent Interstitial - \$50 per thousand
- All high impact ads run throughout one day in increments of 10, 15 or 20
- Limited availability on days

Custom packages are available for targeted web and social media digital ads based on geographic location, behavior and time of day.

Our Audience

Print

- Total Readers
Sunday: 50,721*
- Daily: 28,520*

Digital

- thesouthern.com**
Monthly Unique Visitors: 362,855
Monthly Page Views: 2,127,691
- Mobile Web**
Monthly Unique Visitors: 163,600
Monthly Page Views: 984,278

Social Media

- Facebook followers: 51,418
- Twitter followers: 12,400

**Contact Your Southern Illinoisan
Sales Professional Today!**

(618) 351-5015

**THE SOUTHERN
ILLINOISAN**