

M^{Rural} **Messenger**

115 S. Kansas, PO Box 485, Haven, KS 67543 620-465-4636 Contact @ ruralmessenger.com

Rates and Information as of 02.01.2009

The **Rural Messenger** is a regional rural-interest publication distributed throughout South-Central Kansas each week. Copies are delivered by direct mail into rural households, with copies additionally available over-the-counter at area retailers and community locations.

Retail Rates – Commercial Display Advertising, “Frequency” Discounted Rates

Annual Scheduled Insertions	Rate per Column Inch
1	10.00
4	9.00
13	8.00
26	7.50
52	7.00

To receive the discounted rates for multiple scheduled insertions, insertion dates only need to fall within the next year. Dates can be changed after initial scheduling providing your ads print within the initially scheduled year. There is no additional charge to change the content of your ad.

Classified Rates – Classified Word Ads (commercial and personal ads are priced the same)

Weeks	Per word per week
1	.95
4	.70
13	.55
26	.45
52	.35
10% Discount for Prepayment	

Color

Annual Scheduled Insertions	4 Color Process
	Rate per Insertion, lesser of 50% of ad price or
1	50.00
4	45.00
13	40.00
26	33.00
52	25.00

Insert Rates - \$75 per 1,000 Inserts. Inserts can be zoned to a specific county, zip code, community, or neighborhood. No minimum count. Insert Dimensions should be 8.5 x 11 inches or smaller. Discounts available for quantities exceeding 8,000 per week.

Print Publication Column Dimensions

Columns	Physical Width, Inches
1	1.542
2	3.233
3	4.925
4	6.617
5	8.308
6	10

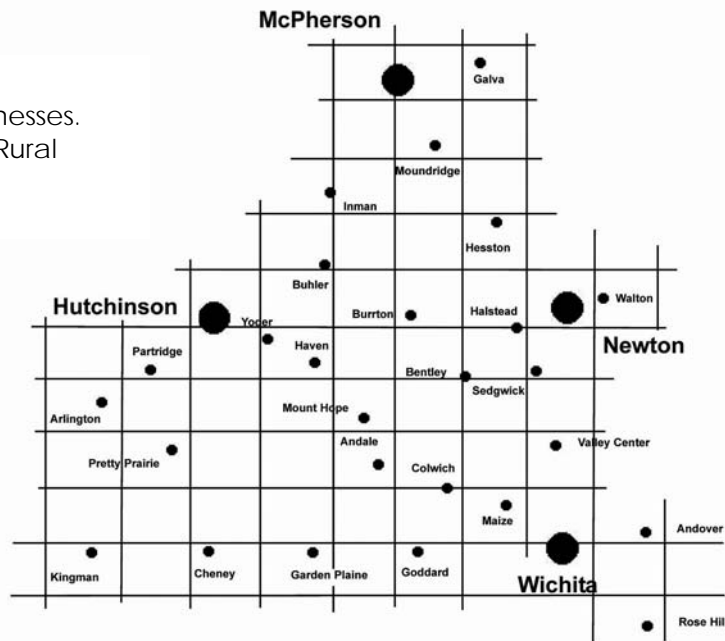
Print Publication Page Dimensions

Page, Portion of	Column Inches 6 columns x 16 inches	Physical Horizontal Inches	Physical Vertical Inches
Full Page	96	10	15.657
Half, Horizontal	48	10	7.75
Half, Vertical	48	4.925	15.657
Quarter, Horizontal	24	10	3.875
Quarter, Vertical	24	4.925	7.75
Eighth, Horizontal	12	10	1.937
Eighth, Vertical	12	4.925	3.875

Deadlines – Rural Messenger is printed weekly and distributed on Tuesday. Deadline for advertising is 10 AM Monday immediately preceding Tuesday publication.

35,812

Rural Households & Businesses.
Reach **100%** with the Rural
Messenger.



Contact Information

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Office Hours – 8 AM – 7 PM, M-F, 8 AM – Noon, Saturday
www.RuralMessenger.com

The Rural Messenger reserves the right to refuse any ad