

# M<sup>Rural</sup> Messenger

115 S. Kansas, PO Box 485, Haven, KS 67543-0485 620-465-4636 Contact@ruralmessenger.com

## Auctioneer Rates & Information as of 3.1.2012

**The Rural Messenger** is a regional rural-interest publication distributed throughout Central Kansas weekly. Copies are delivered by saturation direct-mail to rural households with copies additionally available over-the-counter at area retailers and community locations, and still more copies delivered electronically.

Weekly circulation includes 18,000 print copies and over 5,000 digital edition copies. The Rural Messenger saturation mail distribution alternates through different neighborhoods within each rural community weekly to effect 100% penetration over a four week cycle.

### Sale Bill Advertising Rates, 8.5 x 11 inch ads or greater (full size sale bills)

Insertions	8.5" x 11" Standard Sale Bill	8.5" x 14" Legal Size Sale Bill	10" x 16" Full Page Sale Bill
1st Week	225	275	350
2nd	150	200	250
3rd	100	150	200
4th	75	100	150

**Auction Advertising Rates** are discounted for multiple insertions. Distribution of the Rural Messenger goes to unique rural households weekly over a four week cycle, so running your ad multiple weeks substantially increases its readership.

**Color** can be added to your auction ad for \$25

**Ads smaller than full size sale bills** - Auction ads smaller than full size sale bills, 8 1/2 x 11 inches, are rated at the commercial rate of \$14.00 per column inch. Frequency discounts are available. Refer to the commercial rate card. Note that full size sale bills enjoy a per column inch rate of as low as \$1.36 per column inch compared to the commercial rate, for smaller ads, of \$14.00 per column inch.

**On-Line and Printed Edition Auction Calendar Posting** - The Rural Messenger web site auction listings, at [www.ruralmessenger.com](http://www.ruralmessenger.com), receives numerous visits. We will visit your web site and link our web listings to your auction sale bills, and additionally post your auction in the printed edition auction calendar, for \$9.53 per auction. The \$9.53 is per sale regardless of how long it is on-line. We visit your web site weekly and link to all sales.

**Front Page Auction Calendar** - The auction calendar on the front page of the Rural Messenger is limited to auction ads measuring larger than two columns wide by two inches high. The auction calendar inside of the printed edition is limited to sales from auctioneers subscribing to on-line posting.

**Specialty Services** - Call us for specialty services including sale bill printing, sale bill delivery, web-site banner ads and digital delivery of your sale bills.

**Deadlines** - The Rural Messenger is printed weekly on Monday and distributed on Tuesday. The deadline for advertising is Monday, 10:00 AM.

**Digital Edition** - The Rural Messenger provides free access to the weekly paper on the [www.ruralmessenger.com](http://www.ruralmessenger.com) website through the "Digital Edition". Over 5,000 people receive the digital edition via e-mail weekly.

**Web Site** - The Rural Messenger web site, [www.ruralmessenger.com](http://www.ruralmessenger.com), offers all of the content printed in the weekly paper, plus much more, including area events, the digital edition, auction calendar, much more content, and classified ads. Banner ads are available by calling the office at 620-465-4636

### **Contact Information**

Rural Messenger  
PO Box 485  
115 S. Kansas  
Haven, KS 67543-0485

**E-Mail** - [Contact@ruralmessenger.com](mailto:Contact@ruralmessenger.com)

**Voice Lines** - 620-465-4636

**Fax Line** - 620-465-2309

***More Circulation,  
More Geography,  
More Results.***

**Office Hours** - Monday, 8 - 5, Tuesday through Friday  
8 - 7, Saturday 9 - 1.

[www.RuralMessenger.com](http://www.RuralMessenger.com)

**The Rural Messenger reserves the right to refuse any advertisement**