

M^{Rural} Messenger

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

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.

Retail Advertising Rates - Commercial advertising rates, discounted for frequency

Number of insertions per year	Rate per Column Inch
1	14.00
4	10.00
13	9.00
26	8.00
52	7.00

Retail Advertising Rates are discounted for longer term commitments. The only requirement for the longer term commitment is that you place an ad, classified or display, for the number of weeks specified. There is no requirement that you place the same size ad for each insertion. Ad copy for ads can change insertion to insertion. Scheduling of ads is at your discretion providing insertions fall within a year following the first insertion.

Color can be added to your ad for the lesser of \$25 or 50% of the cost of the ad.

Classified Advertising Rates - Personal and Commercial advertising rates, discounted for frequency, 10 word minimum

Weeks	Rate per Word per Week
1	1.00
4	.80
13	.70
26	.60
52	.50

Classified Advertising Rates are discounted for longer term commitments. The only requirement for the longer term commitment is that you place an ad, classified or display, for the number of weeks specified. There is no requirement that you place the same size ad for each insertion. Copy for ads can change insertion to insertion. Scheduling of ads is at your discretion providing insertions fall within a year following the first insertion. Classified ads are nonrefundable for early cancellation.

Inserts - The Rural Messenger delivery saturates households within its distribution area giving advertisers the opportunity to reach every household within a neighborhood, community, zip code or county. Minimum count of 1,000 inserts. Inserts need to be 8.5 x 11 inches in size or smaller. **Rates** - \$75.00 per 1,000. Discounts available for quantities exceeding 10,000. **Deadlines** - Inserts need to be delivered to the Rural Messenger by the Friday preceding the week of insertion. The Rural Messenger can also print your inserts.

Production Specifications - The Rural Messenger staff will design and construct your ad at no additional charge. If you wish to do this yourself, following are the dimensions to build your ad within..

Columns	Physical Width, Inches
1	1.542
2	3.233
3	4.925
4	6.167
5	8.308
6	10

Page / Modular Ad Sizes

Page / Portion Thereof	Column Inches	Physical Inches Wide	Physical Inches High
Full Page	96	10	16
Half Page Horizontal	48	10	8
Half Page Vertical	48	4.925	16
Quarter Page Horizontal	24	10	4
Quarter Page Vertical	24	4.925	8
Eighth Page Horizontal	12	10	2
Eighth Page Vertical	12	4.925	4

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

Digital Edition - The Rural Messenger provides free access to the weekly paper on the 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, 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

Rate Optimization - Looking for a way to further economize on your advertising expense? Simply schedule a 10 word classified ad for a year, \$5.00 per week, and you'll receive the annual rate for all of your advertising, classified or display. That gives you a classified ad rate of \$.50 per word compared to \$1.00 and display rate of \$7.00 per inch compared to \$14.00.

Contact Information

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

E-Mail - 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

The Rural Messenger reserves the right to refuse any advertisement