

Prairie Shopper

and The Stark County News

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ADVERTISING RATE CARD

Effective January 1, 2018

The **Prairie Shopper** is published in tabloid format in Stark County by Stark County Communications, Inc. and is distributed to every postal customer in the county. Total circulation is over 6,500 including some 2,600 in the adjacent counties of Henry, Bureau, Marshall, Peoria and Knox.

The **Prairie Shopper** is distributed 52 times a year on Wednesdays. Circulation can be verified through copies of the U.S. Postal Service weighing and dispatch certificates. Classified ads can be placed and payments made through our web site: www.eprairieshopper.com

The **Stark County News** is distributed 52 times a year on Thursday via subscriptions and the U.S. Postal Service. Total circulation is over 1,000 copies across Stark County and nationwide, including local newsstand sales.

Column Width: 9½ picas or 1⁹/₁₆ inches. Column Depth: 16 inches.

Publications of Stark County Communications, Inc.

Prairie Shopper Manager: Pam Wulf • Marketing Rep: Kendra Austin

Local Open Rate.....	\$5.50 col. inch
National (Commissionable Rate).....	\$6.90 col. inch

Prices are Net - Discounts Available - Details Inside

Prairie Shopper Published Weekly Since 1981

Stark County News First Published in 1856 • Restarted in 2002

DISCOUNTS

FREQUENCY DISCOUNT: A discount of approximately 16 percent is available to advertisers who place ads for 10 consecutive weeks. The earned rate discount, effective with the 11th week, is \$4.75 per column inch. This rate remains in effect as long as consecutive advertising continues.

CONTRACT RATES: Advertisers willing to schedule a minimum average of 9 column inches per month on an annual basis qualify for the following:

Column Inches Annual	Column Inches Monthly Average	Rate
100	9	\$5.00
200	17	4.90
300	25	4.70
400	34	4.60
600	50	4.50
800	67	4.40
1000	83	4.30
1200	100	4.20
1800	150	4.10
2400	200	4.00

PRE-PAID 10-WEEK ADS: Ads pre-paid and scheduled without change for 10 weeks are discounted 25 percent from the local open rate.

CHURCH, CHARITY, SERVICE GROUPS: The rate for churches, charitable groups and service organizations is \$4.75 per column inch.

COLOR: Available up to 4 colors. Please inquire for current pricing.

CLASSIFIED ADS: Classified ads must be paid in advance. We do not bill for classified ads except for certain rental and service-type ads that run continuously. Details on request. Classified ads may be submitted and paid for on our web site: www.eprairieshopper.com

PRE-PRINTS: Pre-printed advertising circulars can be inserted in the Prairie Shopper and/or Stark County News at a rate as low as \$68 per thousand pieces for advertisers who insert at least 12 pre-prints a year. The rate for occasional pieces is \$86 per thousand. Rates are based on a quarter-folded, 8-page tabloid on 34-inch newsprint. Single sheets are lower. There will be additional charges for heavier pieces and required folding. Rates are subject to change based on increases in postal rates. Complete pricing details are available upon request.

POLICY

POSITION: All rates are for run-of-paper position. Special requests will be given every consideration, however.

REJECTION OF COPY: The Publishers reserve the right to reject any advertising considered objectionable for any reason.

POLITICAL ADVERTISING: Political advertising shall be paid in advance.

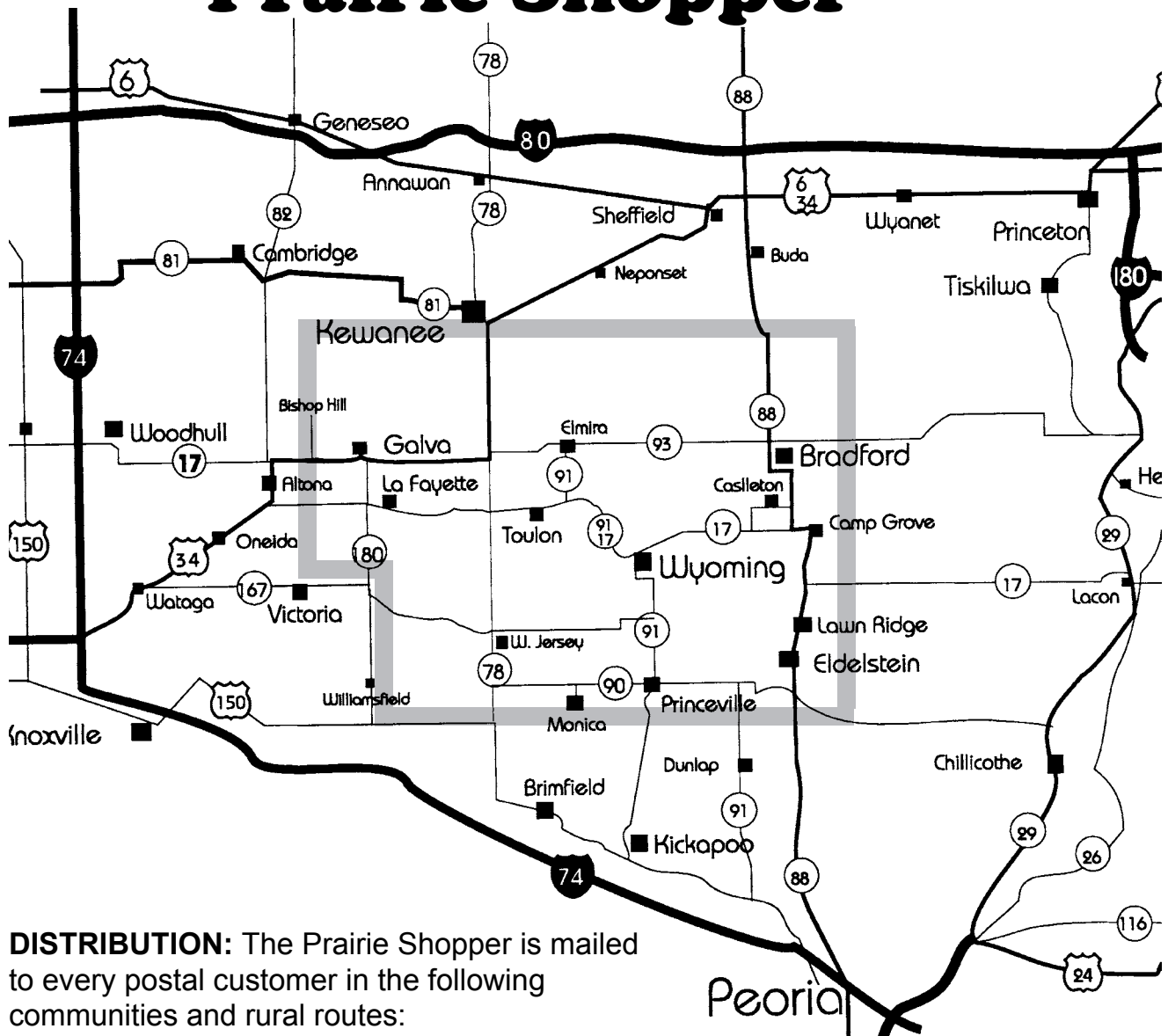
TRANSFERS: Space may not be transferred by advertisers.

PUBLISHERS' LIABILITY: The Prairie Shopper will correct errors in advertising if the mistake was the fault of the paper. The paper's liability will not extend beyond correcting the error in the next issue of the paper or by appropriate credit if the time element makes a published correction unsuitable. Advertiser agrees that in no case shall the Prairie Shopper, Stark County News or Stark County Communications, Inc. be held liable for selling losses incurred by publication of an error.

DELINQUENT ACCOUNTS: Bills are payable in full 30 days after receipt. Past due accounts will be charged 2% per month or 24% per year interest beginning with the second month of delinquency. Minimum charge shall be \$1.50.

ADVERTISING DEADLINE: The deadline for advertising is 4 p.m. on Saturday (4 p.m. Friday at the Drop Spots). Deadlines are advanced prior to certain holidays.

Coverage Area of the **Prairie Shopper**



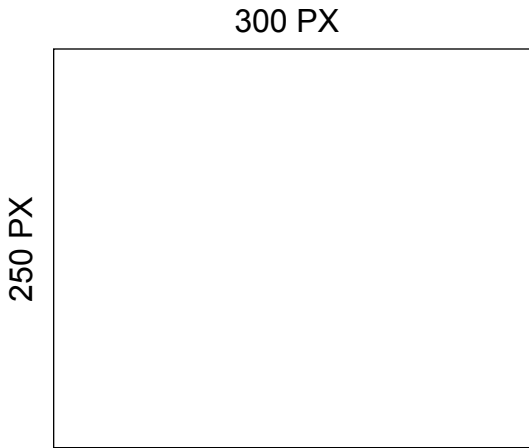
DISTRIBUTION: The Prairie Shopper is mailed to every postal customer in the following communities and rural routes:

- 61419 Bishop Hill
- 61421 Bradford
- 61424 Camp Grove
- 61426 Castleton
- 61526 Edelstein
- 61434 Galva Rural Routes 1 & 2
- 61443 Kewanee Rural Routes 1 & 2
- 61449 LaFayette
- 61451 Laura
- 61559 Princeville
- 61479 Speer
- 61483 Toulon
- 61489 Williamsfield Rural Routes 1 & 2
- 61491 Wyoming

DIGITAL ADVERTISING

OVERVIEW: Stark County Communications provides news content online via countynews.com. The site originally debuted in August 2000 and since has become the most visited website in Stark County.

STATISTICS: countynews.com welcomed 64,000 users in 2017. Those users viewed nearly 250,000 pages, which include breaking news, weather, sports and our very popular PLAYCAST page for football season.



SIZE: The standard advertisement size on countynews.com is 300px wide by 250px tall. Ads can be linked to websites, social media pages, static PDFs, and more. Additional sizes, including banner size, and many other options can be requested as well. We will work to accommodate your advertising ideas.

DESIGN: Advertisements may be pre-designed or designed by our in-house team. After approval and publishing, changes are limited to once a month for 12-month contract advertisers. No changes are allowed without a contract.

PLACEMENT: Placement of advertisements will be both general and specific to the advertisers. All digital ads are randomly selected for front page selection and embedded in content. Additionally, ads are placed on content specific pages relevant to the business. This means your ad will be seen

multiple times by a user while they visit countynews.com. Special placement may be available for increased exposure upon request.

ADDITIONAL OPTIONS: Advertisers may also choose to utilize a pop-up feature that places the advertisement in view each and every time. This option is available as a premium and is limited in the number of times it is offered. More details are available.

CONTRACT: Special rates are available for advertisers who selected a 12-month term and select auto-pay via a credit card or ACH. Ask a representative for our current contract rate.

PLAYCAST: Advertisers who select PLAYCAST will have their advertisement placed with our exclusive online play-by-play broadcast of Stark County High School sports. These advertisements are smaller in size (240px by 120px), but are also linkable to websites, social media pages, and more. On any given Friday night, hundreds of viewers tune in to follow the game. These advertising spots are available for \$100 during the regular season and prices increase for playoff games, depending on the level.



POLICIES: All of the same policies that apply to newspaper advertisement apply to digital advertisement: we reserve the right to refuse any content and/or reject link requests, political advertisements must be pre-paid, positions are not guaranteed unless specifically stated so in your contract, and we assume no liability for any losses beyond correcting errors within a reasonable time frame.