



AS OF OCTOBER, 2016

SPECIAL RATES

REACH YOUR CUSTOMERS MORE EFFICIENTLY

Advertising in The Prairie Press, an award-winning newspaper, is the most effective way for you to reach your target audience in Edgar County, Ill. The Prairie Press is delivered Wednesdays and Saturdays to 85.89% of homes, businesses and post office boxes in Edgar County. Additionally, The Prairie Press audience is made up of people who want to read the newspaper — either by a paid or requested subscription. And many of those subscribers receive The Prairie Press mailed under the U.S. Post Office’s Periodical Class Postage, and the remaining by carrier. Why do so many read The Prairie Press? Because it provides the residents of Edgar County with an information source that offers complete, local and honest coverage of area events, activities, festivals, games, and anything else that’s fit to print.

THE PRAIRIE PRESS REACH IN EDGAR COUNTY IS UNMATCHED

The Prairie Press is delivered every Wednesday and Saturday, by periodical class postage and carrier, to 7,225 homes and businesses in Edgar County. With an average of 2.31 people in each Edgar County home (source: U.S. Census), that means 16,690 people will see The Prairie Press twice each week.



MECHANICAL SPECIFICATIONS

The newspaper’s pages are 6 columns wide and 21.5 inches deep.

Columns	Inches	Picas
1 column	1.563	9.50
2 columns	3.294	19.75
3 columns	5.063	30.25
4 columns	6.750	40.75
5 columns	8.500	51.00
6 columns	10.250	61.50
Double Truck	21.500	128.00

The Prairie Press

FOR MORE INFORMATION ABOUT MARKETING YOUR BUSINESS IN EDGAR COUNTY CALL (217) 921-3216.

Connect with local businesses and get the latest news about Edgar County.

VOLUME CONTRACT DISPLAY RATES

Investment Level	Column Inch Rate
1-30 Inches	
One Insertion	\$8.95
Six Weeks	\$8.50
13 Weeks	\$7.95
26 Weeks	\$7.45
52 Weeks	\$6.95

31-128 Inches

One Insertion	\$8.95
Six Weeks	\$8.45
13 Weeks	\$7.90
26 Weeks	\$7.40
52 Weeks	\$6.90

COMBO WEEKLY

For your business to reach the readers of The Prairie Press with both issues each week on Wednesdays and Saturdays, we have a combo weekly rate to help you achieve that goal. Whatever rate you’re paying, to place your ad in one more edition a week, take 25 percent off.

CHARITABLE ORGANIZATION RATES

1-128 Inches	
One Insertion	\$6.50

COLOR RATES

1-128 Inches	
One Insertion	\$.50/per column inch

VOLUME CONTRACT INSERT RATES

Investment Level	Rate/1,000
One Insertion	\$67.00
2-5 Insertions	\$64.00
6-13 Insertions	\$61.00
26-52 Insertions	\$56.00

