



Nodaway News Leader

Ad Rates

PO Box 373, 116 East Third Street, Maryville, MO 64468

(660)562-4747 • Fax: (660)562-3607

email: nodawaynews@socket.net



OPEN RATE:

\$7.50 per column inch (PCI)

- *Double Page Spread Discount Rate Available Upon Request.*
- *Discounts Available on Extended Runs Regardless of Ad Size.*

Pick-up Rate: \$Half-price if runs next issue

Color Rates:

- 1 color = \$50.00
- 2 color = \$90.00
- 3 color = \$127.50

Agency Rate: \$9.00 PCI

Inserts: 8.5 x 11 sheet is priced at 11¢

Business Card: \$60 for 4 week run

Non-Profit Rate: \$5.00 PCI

Obituary Rate: \$5.00 PCI

Insert Rates:

Standard 8.5 x 11 one sheet is priced at 8¢ each. Due to Postal Service pricing guidelines, quotes are available upon review of other sizes.

Classified Rates:

Word Ads: \$6 up to 30 words
\$10 if billed

Blind Ads: \$1 extra each insertion

We reserve the right to insert the word "advertising" in all ads. All advertising accepted is subject to the approval of the publisher. We have the right to revise or reject in whole or in part any advertisement which we feel is not in the best interest of our publication or readers.

Card of Thanks / Happy Birthday Rates:

2x2 Display Ad: \$18

2x3 Display Ad: \$27

Political Ads Must Be Paid in Advance

Mechanicals:

Full Page = 59 picas x 16 inches

One Column = 11 picas

Two Columns = 23 picas

Three Columns = 35 picas

Subscription Information:

\$28 Annually

Marketing Staff:

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Our publication is printed
each Thursday.

We offer a 2 pm, Wednesday
deadline to better serve
our customers

"Our Best to Nodaway County Each Week!"