

THE CHILLICOTHE INDEPENDENT

Dear Advertiser,

The Chillicothe Independent is *THE* newspaper that is read in and around *Chillicothe*, Illinois. We have approx. 1,300 subscribers and approximately 400 newsstand sales totaling about 4,000 readers each week. Our weekly newspaper and *YOUR ADS* are *READ!*

Our subscriber-based weekly newspaper is the voice of the Chillicothe; we carry local news and events of interest to all. Our readers are generally over 30 yrs of age and represent the upper portion of our economic base.

With the majority of households in Chillicothe area as subscribers coupled with brisk newsstand sales, our ad costs are very low while providing great results.

We have many advertising options available that fit your needs and budget, including:

- Page size: 16" High x 6 Columns Wide (total 10.22" wide) (Col = 1.56 wide)
- Ad layouts are included and proofs available
- Classifieds (great for general, help-wanted, etc.) \$7 for 1st 18 words
- Business Directory* (your business card is your ad, very cost effective) \$15/week
- Display Ads (higher impact ads, in B/W, or full color) Only \$7.00 per Col/Inch
*Call for other rates and sizes. Please add 15% for color.
- Discounts (for long-term advertising, the best fit for your budget)
*Rate discounts available.
- Specials (events, holiday editions, seasonal editions, quarterly inserts, with corresponding feature articles)
- Inserts (single sheet or multi-page) starting @ \$60/M
- Easy Invoicing (pre-pays, pay by credit card, or choose one of several regular invoicing options)

Our advertising market represents consumers seeking your business. Please give us a call, and let's discuss your many options. We offer many affordable programs. Contact us for more details or specific rates.

With the best of regards,

AUSRA ROWELL

Advertising Rep
916 N 2nd Street, Chillicothe, IL 61523
Phone 309-274-6800 - Fax 309-274-6801 or
Cell Phone 309-989-7638
Aursra@mycinews.com

*The Chillicothe Independent, The Stark County News and their companion web sites are owned by The Stark County Communications, Inc.

CHILLICOTHE INDEPENDENT

RATE SHEET

REG RATE		\$ 8.00	PER COL/IN	Full Page	1/2+ Page
				\$ 6.00	\$ 7.00
Requires contract					
PLAN A	MIN 1,152 Col/in per yr	\$ 6.00	PER COL/IN	\$ 4.50	\$ 5.50
PLAN B	MIN 960 Col/in per yr	\$ 6.25	PER COL/IN	\$ 4.75	\$ 5.75
PLAN C	MIN 576 Col/in pr yr	\$ 6.50	PER COL/IN	\$ 5.00	\$ 6.00
PLAN D	MIN 384 Col/in per yr	\$ 6.75	PER COL/IN	\$ 5.25	\$ 6.25
PLAN E	MIN 240 Col/in per yr	\$ 7.00	PER COL/IN	\$ 5.50	\$ 6.50

NATIONAL RATES		
REG RATES	\$ 10.00	COL/IN
PLAN A	\$ 7.50	COL/IN
PLAN B	\$ 7.81	COL/IN
PLAN C	\$ 8.13	COL/IN
PLAN D	\$ 8.44	COL/IN
PLAN E	\$ 8.75	COL/IN
PICK UP RATES		
1st Insertion	\$ 10.00	COL/IN
2nd Insertion	\$ 8.75	COL/IN
3rd Insertion +	\$ 7.50	COL/IN
AVG	\$ 8.75	

PICKUP RATES

1st Insertion	\$ 8.00	PER COL/IN	
2nd Insertion	\$ 7.00	PER COL/IN	14% SAVE
3rd Insertion +	\$ 6.00	PER COL/IN	29% SAVE
AVG	\$ 7.00	PER COL/IN	14% Total

BUSINESS DIRECTORY ADS

2 X 2 Monthly Minimum (Bus Card) \$ 15.00 per week
 CLASSIFIED ADS

FULL COLOR, ADD

15% TO ALL PLANS

INDIVIDUAL

\$ 10.00 First 25 Words
 \$ 0.05 Each addil words

COMMERCIAL

\$ 15.00
 \$ 0.10

SAVE EVEN MORE

Modular Rate	Col/In	Rate
1/8 Page	12	\$ 81.00
1/4 Page	24	\$ 162.00
1/2 Page	48	\$ 300.00
Full Page	96	\$ 504.00

INSERTS

1 Page per Thousand \$ 60.00
 2 Pages per Thousand \$ 65.00
 3 Pages per Thousand \$ 75.00
 4 Pages per Thousand \$ 80.00
 5 or more per Thousand \$ 85.00

WEB PAGE (Per Month)

Starting at \$ 65.00

PAGE DIMENSIONS - 96 C/I			
Col's	6	x	16" high
Col	1	1.56	inches
Col	2	3.31	inches
Col	3	5.02	inches
Col	4	6.76	inches
Col	5	8.49	inches
Col	6	10.22	inches