



Atchison GLOBE

Founded by E.W. Howe in 1877

RETAIL ADVERTISING RATES

effective January 1, 2013

The Atchison Globe, the source for community news and paid locals for over 129 years, has provided advertisers with the ideal vehicle to reach the residents of Atchison and surrounding areas. The Atchison Globe and Globe Express combined, target approximately 8,000 homes in Atchison, Bean Lake, Cummings, Effingham. Everest, Horton, Lancaster, Muscotah, Nortonville, Rushville, Sugar Lake, and Winchester.

National (commissionable) Rate: \$14.21 per column inch

Open Display Rate: \$11.23 per column inch

WEEKLY FREQUENCY

Inches	52 Weeks	26 weeks	13 Weeks
4	\$6.88	\$7.32	\$8.06
10	\$5.39	\$6.02	\$6.71
30	\$4.76	\$5.54	\$6.32
60	\$4.48	\$5.20	\$5.90
90	\$4.14	\$5.22	\$5.46
120	\$4.00	\$4.68	\$5.25

MONTHLY FREQUENCY

Inches	12 Months	6 Months	3 Months
6	\$8.36	\$9.18	\$10.09
12	\$7.66	\$8.46	\$9.34
30	\$6.95	\$7.72	\$8.55
48	\$5.94	\$6.69	\$7.53
60	\$5.58	\$6.32	\$7.08
90	\$5.22	\$5.85	\$6.76
120	\$4.98	\$5.59	\$6.45
240	\$4.82	\$5.42	\$6.08
480	\$4.34	\$4.95	\$5.43

ANNUAL BULK SPACE

Inches	Rate
100	\$9.66
250	\$9.16
500	\$8.76
750	\$8.37
1,000	\$8.00
2,500	\$7.32
5,000	\$6.64
10,000	\$4.76

COLOR

Black +1 Color	\$50.00
Black +2 Color	\$100.00
Full Color	\$150.00

DEADLINES

Wednesday	Friday 5 p.m.
Saturday	Tuesday 5 p.m.

OTHER RATES

Pick-Up Rate	25% Discount On 2nd Run
Church Rate	\$8.00
Cards of Thanks/In Memory	\$6.91
Globe Express	45% Discount On Pick-Up From Globe

No ad? No Problem!
Your account rep will work with you to create an ad campaign and schedule that will help you grow your business at no additional charge.



PRE PRINT RATES

The Atchison Globe can insert preprinted advertisements into the paper, for any advertiser already on contract with the Globe see "contract" column for prices. The Globe can also design and print your inserts – ask your sales rep.

Insert	Open	10+	20+	50+
Single sheet	\$275.00	\$257.00	\$248.00	\$219.00
4 tab	\$411.00	\$384.00	\$372.00	\$330.00
8 tab	\$538.00	\$502.00	\$484.00	\$429.00
12 tab	\$615.00	\$573.00	\$552.00	\$492.00
16 tab	\$674.00	\$629.00	\$609.00	\$541.00
20 tab	\$725.00	\$678.00	\$638.00	\$581.00
24 tab	\$775.00	\$724.00	\$699.00	\$620.00
28 tab	\$835.00	\$780.00	\$730.00	\$669.00
32 tab	\$902.00	\$834.00	\$783.00	\$716.00
36 tab	\$932.00	\$868.00	\$815.00	\$767.00
Brown Bag	\$550*			

Add the Globe Express for only 55% more

Preprints must be delivered at least three days prior to insertion date. Deliver to: St. Joseph NewsPress 1301 S. 58th St. St. Joseph, Mo 64507

COLUMN SIZES

REGULAR BROADSHEET	CLASSIFIED
1 Col.....(1.610") 9p8	1 Col.....(1.056") 6p4
2 Col.....(3.340") 20p	2 Col.....(2.205") 13p2.75
3 Col.....(5.063") 30p5	3 Col.....(3.354") 20p1.5
4 Col.....(6.792") 40p9	4 Col.....(4.503") 27p.25
5 Col.....(8.521") 51p2	5 Col.....(5.653") 33p1.1
6 Col.....(10.25") 61p6	6 Col.....(6.802") 40p9.75
Full Pg.....(10.25") 61p6 x 20"	7 Col.....(7.951") 74p8.5
	8 Col.....(9.101") 54p7.25
	9 Col.....(10.25") 61p6
	Full Pg.....(10.25") 61p6 x 20"

TERMS, CONDITIONS

All advertising must be paid in advance of publication unless credit has been previously established. All political advertising must be paid in advance. All rates are net. Bills are payable in full by the 15th of the following month. Advertising emulating news must carry the phrase "Paid Advertising." The Atchison Globe does not knowingly accept ads of fraudulent, misleading or discriminatory nature, and reserves the right to edit or reject any ad. Ad proofs are available upon request. Significant alteration in ads will result in additional production charges. The Globe will not be responsible for errors if a proof has been furnished, and liability is only for space occupied by the error. Guaranteed positions are sold for a 35% premium. Ads measuring over 18" will be billed as 20", unfulfilled contracts will be short-rated.

www.atchisonglobeonline.com
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