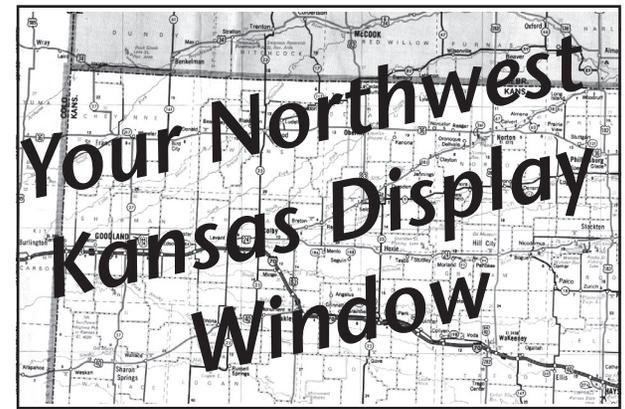
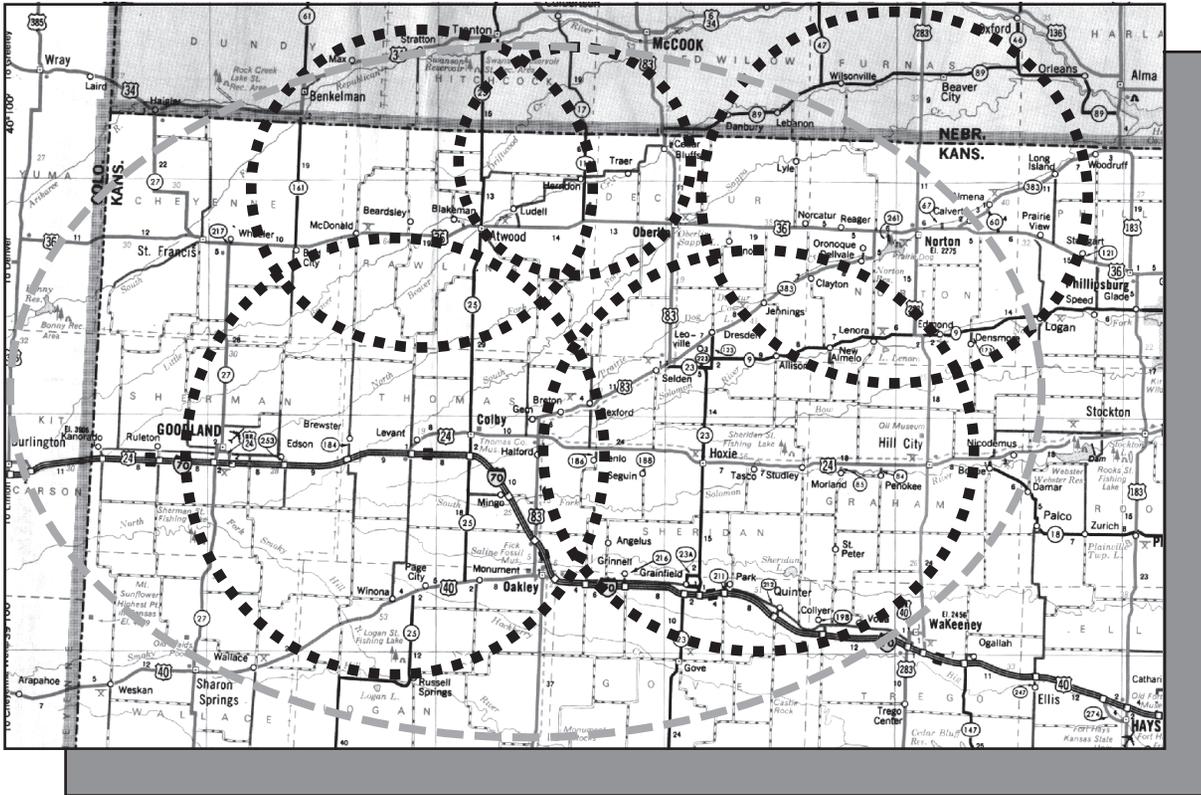


Comprehensive coverage of a 10-county area in northwest Kansas, plus parts of southwest Nebraska and eastern Colorado. 55,379 readers ready to buy!



Nor'West Newspapers

The
Goodland Star-News



COLBY
FREE PRESS

THE NORTON
TELEGRAM

THE OBERLIN HERALD

The Saint Francis Herald

Bird City Times

The Country Advocate

We're the first source for local news and information in Colby. People turn to the *The Goodland Star-News*, and the *Country Advocate*, for news and information. Our papers have more than 55,379 readers each week. Shouldn't you be reaching this market? We can show you how.

Call The Goodland Star-News today:

Angela Bonham-Advertising Representative

Reagan Osban-Advertising Representative

(785) 899-2338 • Fax (785) 899-6186

2014 Rate Card

v 14.1 5/27/2014

The Goodland Star-News

1205 Main, Goodland, KS 67735
(785) 899-2338 fax: (785) 899-6186

Published on Tuesday and Friday.

Display Rate (net) \$8.25/col. in.
Repeat ads (same week) \$5.75/col. in.
Classified Display: \$10.20/col. in.
Repeat class disp. (same week) \$7.20/col. in.
Charitable Nonprofit: \$6.15/col. in.
Charitable Nonprofit repeat: \$5.75
Charitable Nonprofit combo (Goodland and

Country Advocate): \$10.54

Circulation: Goodland 1,344; Colby 1,568

Readers each issue: Colby 3,606; Goodland 3,091

The Colby Free Press

(rates same as Goodland)
Published Monday, Wednesday,
Thursday and Friday.

Your Best Buy!

(Combination: any two papers)

Display Rate (net) \$13.95/col. in.
Classified Display (net) \$16.80/col. in.
Inserts: 10¢; Single page, 9¢ (all rates net)
Any THREE papers: \$20.13/col. in.
Any FOUR papers: \$26.45/col. in.
All FIVE papers: \$32.50/col. in.
Add Country Advocate \$39.10/col. in.
Total reach: 17,600 Households, 40,482 Readers

The Country Advocate

The Country Advocate reaches about 37,274 readers across 10 counties in northwest Kansas and two in eastern Colorado, reaching from Hoxie to Burlington and from Norton to Oakley. The 16,206 Advocate copies can help you reach the entire market at low cost.

Published on Wednesday.

Bargain combo: \$13.95/col. in.

(Buy the Country Advocate, get any one paper free)
(Separate color charge for each paper.)

THE OBERLIN HERALD

Display Rate (net) \$7.55/col. in.
Classified Display (net) \$9.52/col. in.
Business Directory \$17.75/wk (13 wk. min.)

Classified ads:

* \$10.45 plus 60 cents per word over 10 words.

* Reader lines, bold in column : \$5.00/line.

Circulation: 1,544

Readers each issue: 3,524. Publishes Wednesday

The Saint Francis Herald

Display Rate (net) \$6.55/col. in.
Classified Display (net) \$11.49/col. in.
Business Directory \$17.75/wk.

Classified ads: \$10.45 plus 60 cents per word over 10 words. Runs in St. Francis and Bird City.
* \$4 billing fee and \$4 tear sheet fee (e-tearsheets are free).

Circulation: 1,196 total

Readers each issue: 2,750 Publishes on Thursday

Bird City Times

Display Rate (net) \$5.45/col. in.
Combo BC/SF Rate (net) \$10.30/col. in.
Business Directory \$17.75/wk.

Circulation: 368 total

Readers each issue: 846. Publishes on Thursday

The Norton Telegram

Display Rate (net) \$5.85/col. in.
Monday Extra (net) \$7.75/col. in.
Classified Display (net) \$6.55/col. in.

Circulation: 1,152 total **Total Readers: 2,995**

Published Tuesday and Friday.

Monday Extra: 4,680; **Total Readers: 10,764**

Published on Monday.

Inserts: 10¢ each

Total number inserts needed for each paper:

Goodland: 1,700 Colby: 2,000

St. Francis: 1,200 Bird City: 400

Oberlin: 1,800 Norton: 1,460

Contract Discounts

Weekly ads, one-year contract. 15% off
Weekly ads, six months 10%
Weekly ads, 13 weeks 8%

Year contract, at least one/month, 10%

Daily ad, no copy changes, one week
or more: 5%

Camera-ready ads 5%

(limit 30 col. inches or more)

Paid in advance, one year 5%*

(*subject to adjustment with prime rate.)

Contract and paid-in-advance discounts may be combined.

Size: Full Page 10%, Half Page 8%, Quarter Page 5%,

Grand Opening/Anniversary: Full Page 1/2 price

Applies to all papers

National Rates: We do not publish a "commissionable" rate. Agencies may take the best of our published rates as "net" rates, including all discounts.

Minimum ad sizes:

Display ads, 4 column inches.

Classified display, 2 column inches.

Political Ads: All political ads of any type, for candidates or issues, must be prepaid. Regular rates and discounts apply.

Kansas law provides that all political advertising must include the name of the person or committee sponsoring the ad, plus the name of an officer or responsible party for any committee. Committees and candidates are required to file reports with the county clerk or secretary of state, listing all revenues and expenditures. This applies to issue elections also.

Please do not ask us to break the law.

Color Really Sells!

Full Color: \$99 per run

Spot color: \$40 per run (on press, 1 color)

\$60 for special colors, if available.

We make color affordable!