

Classified Line Rates

20-cents per word, \$5 minimum.

Classifieds must be pre-paid or billing charge will be added.

Special Services

Proofs & tearsheets will be provided, if requested.

Graphic design services are available for ads at no additional charge to advertisers.

Color Rates

Full Color: \$45/ad.

“Color gets 60% more attention than black & white.”

—National Bureau of Advertising



Column Sizes

Broadsheet – 6 columns wide x 20.875" tall

1 column.....	1.5"
2 column.....	3.25"
3 column.....	5"
4 column.....	6.75"
5 column.....	8.5"
6 column.....	10.25"

Advertising Deadlines

Monday 5 p.m. for Thursday publication.
Ads may be required pre-paid.

Cancellation

Ads placed, then cancelled after Monday, 5:00 p.m. for that week's publication are subject to a charge of 25% of ad cost.
Any advertising can be refused at the editor's discretion.

Electronic Ad Submission

All electronic ad processing is done on Macintosh computers running OSX.

We prefer ads in PDF format (fonts embedded), but if changes are necessary, we can accommodate ads in InDesign or Photoshop.

Ads can be emailed to:
editor@thesidellreporter.com

THE SIDELL REPORTER

SINCE 1888

The only locally-owned newspaper in Vermilion County, Illinois

Covering news in southwest Vermilion County for the communities of: Allerton, Sidell, Indianola, Fairmount, Catlin and Salt Fork Storm consolidated School District of Jamaica and Catlin.

Advertising Rates

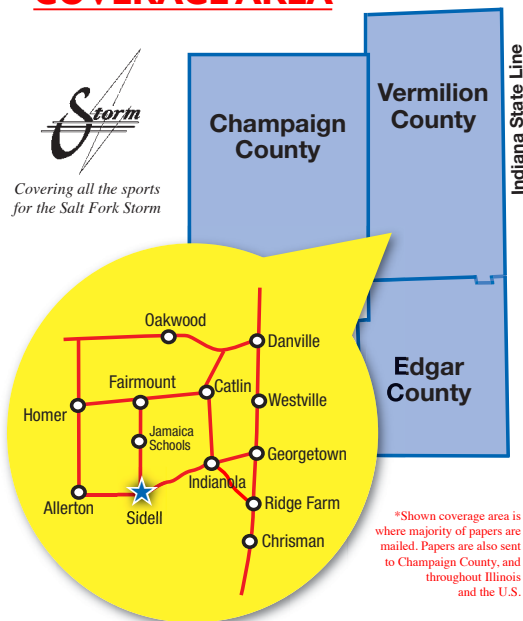


Effective July 2015

The Sidell Reporter is a weekly, subscription-based newspaper serving Southwestern Vermilion County, Illinois. Publishing since 1888, we cover community news for Sidell, Indianola, Fairmount, Jamaica, Allerton & Catlin.

We also cover the new Salt Fork Storm Consolidated School District #512 of Jamaica & Catlin.

COVERAGE AREA★



Over 2500 estimated readers each week!

Don't mistake our small owner-owned and operated business as one that can't offer professional service.

Our staff won five awards in the Illinois Press Association design contest in 2014 and three awards in 2015. Our designs are not done until you are completely satisfied. Try our creative services for your Sidell Reporter advertising. At no extra charge! Design fees for non-Reporter advertising available.

Display Advertising Rates

Open Rate

\$5.50 per column inch

National Rate

\$6.47 per column inch

Popular sizes and rates-\$5.50 inch

Business card..... (4")	\$ 22.00
1/8 page (15")	\$ 88.00
1/4 page (30.75")	\$165.00
1/2 page (61.5")	\$330.00
Full page..... (125.25")	\$676.50

Ads of every size also available.

Front Page Premium Advertising

Runs full width of page along bottom,
2" tall, full color..... \$150.00

Frequency Discounts*

at least 8 weeks – \$5.00 per column inch
at least 16 weeks - \$4.50 per column inch
(*No changes or minimal changes only)

Sample Frequency Discounts

	1-7 weeks.....	8-15 weeks	16+ weeks
1 col. x 2"	\$11.....	\$10.....	\$ 9
1 col. x 3"	\$16.50.....	\$15.....	\$13.50
2 col. x 2"	\$22.....	\$20.....	\$18
2 col. x 3"	\$33.....	\$30.....	\$27
2 col. x 4"	\$44.....	\$40.....	\$36
2 col. x 5"	\$55.....	\$50.....	\$45

Political & Legal Advertising – \$5.50/inch Assumed Name Notices

Assumed Name notices run 3 consecutive weeks at a cost of \$45. Required pre-paid.

All other legal notices are billed at \$5.50/inch.

All political advertising is \$5.50/inch pre-paid.

Contractual Frequency Rates available on request.

The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violations of rights privacy resulting from the publication of the advertiser's advertisement.

TheSidellReporter.com



Reach our online audience for
just \$25 4/weeks
for a static ad with link to your website.
(Minimum 4 week contract - prepaid)

Special Sections

Several special sections are printed annually, including our Spring Farm Issue, Fall Farm Safety Issue, Christmas Issue, Sports Issues & Group Pages, Back to School Issue, plus more. Please ask for our calendar of special sections.

**Contact us today
to advertise!**

(217) 288-9365

Rinda Maddox, Owner-Editor

Email: editor@thesidellreporter.com

116 E. Market • P.O. Box 475, Sidell, IL 61876

Office Hrs: M-W, 9-5 p.m.; Thurs-Fri, by chance.
We recommend calling office before driving down on
Thursday and Friday as our hours are not set.