



STROHM NEWSPAPERS

Marshall Advocate
Casey Westfield Reporter
West Vigo Times

P.O. Box 433 • 510 N. Michigan Ave.
 Marshall, IL 62441
 217-826-3600 • Fax: 217-826-3700
 Email: sales@strohmnews.com

PLEASE NOTE: Each newspaper is a separate publication. All prices are per publication.

The deadline for publication in Tuesday's *Marshall Advocate* is Friday by 12pm(Central).
 The deadline for the Friday edition of the *Marshall Advocate*, *Casey Westfield Reporter* and *West Vigo Times* is Wednesday at 12pm(Central).

CIRCULATION

Marshall Advocate

Paid subscriptions as of Aug. 24, 2020: 1,152
 Retail and Vending Locations 350
 Average Circulation per issue: 1,502
 Gross Press Run: 1,600

Casey Westfield Distribution

Zip	# of homes
Casey 62420	2131
Westfield 62474	349
Out of Town	179
TOTAL	2659

Casey Westfield Reporter

Circulation as of Aug. 24, 2020: 3,278

West Vigo Times

Circulation as of Aug. 24, 2020: 4,201

West Vigo Times

West Terre Haute 47885	3954
New Goshen 47863	133
St. Mary's 47876	73
Out of Town	26
TOTAL	4186

INSERTS: \$58 CPM (5.8¢ per insert)

Size	Dimensions	Cost
Full Page	6 Col. / 11.5" x 21" = 126 Linear Inches	\$450
Half Page	6 Col. / 11.5" x 10.5" or 4 Col. / 7.6" x 15.75" = 63"	\$275
1/4 Page	6 Col. / 11.5" x 5.25" or 3 Col. / 5.66" x 10.5" = 31.5"	\$195
1/8 Page	3 Col. / 5.66" x 5.25" or 2 Col. / 3.7" x 7.875" = 15.75"	\$100
Add color (any size)		+\$50

Price by size / linear inch

_____ X _____ = _____ X _____ = _____
 Columns Wide Inches Tall Linear Inches Rate Cost

Example: 2 columns x 2 inches = 4 linear x \$7.25 = \$29

AD SIZE	Rate
1 - 7"	\$7.25
8 - 15	\$7.00
16 - 31	\$6.75
32 - 64	\$6.50
65 - 126	\$6.25