

# Strohm Newspapers

*Marshall Advocate - West Vigo Times - Casey Westfield Reporter*

P.O. Box 433 • 610 Archer Avenue • Marshall, IL 62441

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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).

Columns wide x Inches tall= Col. Inch x Rate= COST

| AD SIZE                                      | Rate per inch                                |
|--|--|
| 1 - 7 column inches                          | \$7.25                                       |
| 8 - 15                                       | \$7.00                                       |
| 16 - 31                                      | \$6.75                                       |
| 32 - 64                                      | \$6.50                                       |
| 65 - 126                                     | \$6.25                                       |
| 1/8 page                                     | \$100.00                                     |
| 1/4 page                                     | \$195.00                                     |
| Half Page                                    | \$275.00                                     |
| Full page                                    | \$450.00                                     |
| Color  | +\$50.00                                     |
| Business Directory                           | Marshall Advocate<br>\$14.00 per publication |
| Times & CW Reporter: \$14.00 per publication |  |
| Church Directory                             | \$6.00 each (52 weeks)                       |
| Classifieds                                  | 40 cents per word                            |
| Line Ads (legal & public notices)            | 90 cents per column line                     |
| Thank You and In Memory Ads .....            | 25 cents per word                            |
| Inserts                                      | 5.8 cents per insert/flyer                   |
| Focus on the Family sponsor ads              | 8.00 (Advocate only) each week               |

**FULL PAGE = 6 COLUMNS WIDE BY 21 INCHES**

**1 COLUMN = 1.76"      2 COLUMNS = 3.70"**  
**3 COLUMNS = 5.66"      4 COLUMNS = 7.60"**  
**5 COLUMNS = 9.55"      6 COLUMNS = 11.50"**

## Circulation

### *Marshall Advocate*

Paid subscriptions as of Jan. 2018: 1,240  
 Retail and Vending Locations 560  
 Total Circulation per issue: 1,800

### *Casey Westfield Reporter*

Circulation as of January 2018: 3,341

### *West Vigo Times*

Circulation as of January 2018: 4,270

*All Rates Effective January 1, 2018*

## Casey Westfield Distribution

| Zip             | # of homes  |
|-----------------|-------------|
| Casey 62420     | 2161        |
| Westfield 62474 | 366         |
| Yale 62481      | 155         |
| Greenup 62428   | 435         |
| Out of Town     | 209         |
| <b>TOTAL</b>    | <b>3326</b> |

## West Vigo Times

|                          |             |
|--------------------------|-------------|
| West Terre Haute 47885   | 1008        |
| Surrounding Rural Routes | 3043        |
| New Goshen 47863         | 139         |
| St. Mary's 47876         | 80          |
| <b>TOTAL</b>             | <b>4270</b> |

## Frequency Discount Rates

committed ads within 12 months:

**12 ads = 20% OFF**

**24 ads = 25% OFF**

**48 ads = 35% OFF**