

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 \$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 October 2018: 1,167
 Retail and Vending Locations 345
 Average Circulation per issue: 1,650
 Gross Press Run: 1,800

Casey Westfield Reporter

Circulation as of October 2018: 3,254

West Vigo Times

Circulation as of July 2018: 4,299

All Rates Effective January 1, 2018

Casey Westfield Distribution

Zip	# of homes
Casey 62420	2152
Westfield 62474	369
Yale 62481	157
Greenup 62428	368
Out of Town	208
TOTAL	3254

West Vigo Times

West Terre Haute 47885	4056
New Goshen 47863	131
St. Mary's 47876	79
Out of Town	33
TOTAL	4299

Frequency Discount Rates

committed ads within 12 months:

12 ads = 20% OFF

24 ads = 25% OFF

48 ads = 35% OFF