



# STROHM NEWSPAPERS

*Marshall Advocate*

P.O. Box 433 • 510 N. Michigan Ave.

*Casey Westfield Reporter*

Marshall, IL 62441

217-826-3600 • Fax: 217-826-3700

**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* is Tuesday by 5pm.

The deadline *Casey Westfield Reporter* is Wednesday at 12pm.

## CIRCULATION

### Marshall Advocate

Paid subscriptions as of January 15, 2024: 968  
 Retail and Vending Locations 350  
 Average Circulation per issue: 1,320  
 Gross Press Run: 1,400

### Marshall Advocate

#### Distribution

Marshall – 62441	599
Martinsville – 62442	129
Dennison – 62423	25
West Union – 62477	71
Out of County	144

### Casey Westfield Reporter

Circulation as of January 15, 2024: 2,638

### Casey Westfield

#### Distribution

Zip	# of homes
Casey 62420	2113
Westfield 62474	362
Out of Town	163
<b>TOTAL</b>	<b>2638</b>

**INSERTS: \$68 CPM (6.8¢ per insert)**

Size	Dimensions	Cost
Full Page	6 Col. / 11.5" x 21" = 126 Linear Inches	\$550
Half Page	6 Col. / 11.5" x 10.5" or 4 Col. / 7.6" x 15.75" = 63"	\$350
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

$$\frac{\text{Columns Wide}}{\text{Inches Tall}} \times \text{Linear Inches} = \text{Rate} \times \text{Cost}$$

Example: 2 columns x 2 inches = 4 linear x \$8.00 = \$32

AD SIZE	Rate
1 - 7"	\$8.00
8 - 15	\$7.75
16 - 31	\$7.50
32 - 64	\$7.25
65 - 126	\$7.00

# FREQUENCY DISCOUNT RATES

committed ads  
2x2 or larger  
within 12 months:

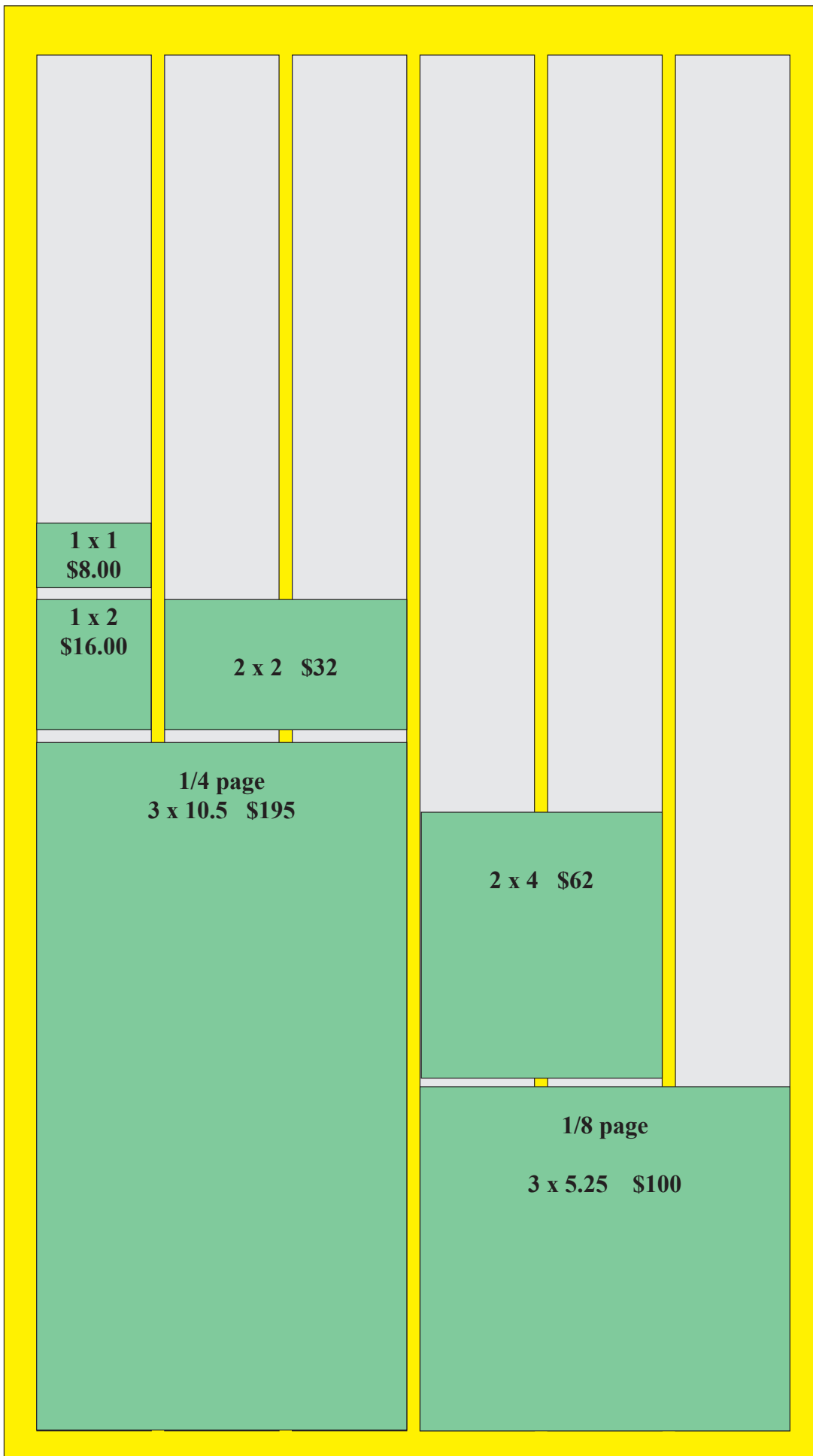
**12 ads =  
20% OFF**

**24 ads =  
25% OFF**

**48 ads =  
35% OFF**

## Common Sizes

1x1	\$8.00
1x2	\$16.00
1x3	\$24.00
1x4	\$32.00
2x2	\$32.00
2x2.5	\$40.00
2x3	\$48.00
2x4	\$62.00
2x5	\$77.50
2x6	\$93.00
3x3	\$69.75
3x4	\$93.00
3x5	\$100.00



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Preferred file type is PDF in CMYK mode with all fonts embedded. All ads may be designed in color (for our online publications), but must be able to convert to gray for printing. Spot colors will be converted to CMYK.

Please do not use rich or "Photoshop" black. Please ensure that black consists of 0% Cyan, 0% Magenta and 0% Yellow.

### **NEWSPAPER COLUMNS**

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

### **TABLOID COLUMNS**

**1 COLUMN = 1.85" WIDE**  
**2 COLUMNS = 3.8875"**  
**3 COLUMNS = 5.925"**  
**4 COLUMNS = 7.9625"**  
**5 COLUMNS = 10"**

**TAB FULL PAGE = 10" X 11.25**

### **Legal publications, Classified ads, Inserts & Miscellaneous**

Line Ads (legal/public notice) : \$1.10 per column line

Assumed Name Publication: \$58

Classified: 55 cents per word

Date, Times, Phone Number, Address lines, Web/Email address each count as one word.

Tuesday, September 11, 8am-5pm, 610 Archer Ave., Marshall, IL } = 8 Words  
217-826-3600, sales@strohnews.com, www.strohnews.com } x .55  
\$4.40

Here's My Card business directory \$17.50/week

Thank You & In Memory: 35 cents per word

Inserts: 6.8 per insert / \$68 CPM

Church Directory Sponsor: \$8/week (1x1 display)

Restaurant Guide: \$11/Column Inch

Focus on the Family Sponsor: \$10/week (Advocate Only)

# Here's My Card

Actual size: 2.73" x 1.8"

A handy reference and directory of area businesses

**GET OUR BEST DEAL**  
in advertising for your business;  
place your ad in this directory!

Marshall Advocate Casey Westfield Reporter West Vigo Times

**Here's My Card!**

Send **YOUR CARD** to our readers!

**\$17.50** / week

[www.strohnews.com/advertise.html](http://www.strohnews.com/advertise.html)  
sales@strohnews.com 217-826-3600



## Marshall Advocate Tuesday

### Here's My Card

A handy reference and directory of Marshall area businesses

<b>OneVille T-SHIRTS</b> 618-362-6490	<b>Gopher Excavating &amp; Pools, Inc.</b> READY FOR SUMMER FUN? 15624 E. US HWY 150 - Paris	<b>AMERICAN FAMILY CARWASH</b> 15624 E. US HWY 150 - Paris
<b>Here's My Card!</b> Send 2018 2019 to our readers in Marshall, Westfield, West Vigo, West Union, Booneville and beyond! <a href="http://www.strohnews.com/advertise.html">www.strohnews.com/advertise.html</a> sales@strohnews.com 217-826-3600	<b>Order YOUR Swim'N Play above-ground pool today!</b> 15624 E. US HWY 150 - Paris	<b>AIRE SERV</b> HVAC & REFRIGERATION 18121 228-8200 1500 N. LEXINGTON, MARSHALL, MO
<b>Dr. Patrick H. Hestings</b> DENTISTRY 15624 E. US HWY 150 - Paris	<b>Computer water analysis &amp; Complete line of Spa chemicals</b>	<b>DARAD</b> 217-826-3600
<b>ZIMMERLY</b> READY MIX CONCRETE Your LOCAL Source For: 1813 S. Hwy 150 - Marshall 217-826-2412	<b>SeaKlear</b> Service & Installation In-ground & Above ground Pools Spas & Chemical Sales GOPHERPOOLS.COM 217-463-1083	<b>MASCHHOFF</b> 217-276-0000
<b>HILL CREEK MEATS &amp; PROCESSING</b> 3071 S. Hwy 150 - Paris 217-889-3263 Clarksville	<b>Net Diatom</b> 800-707-7820	<b>Edward Jones</b> Kurt L. Wilson, CFP® 15624 E. US HWY 150 - Paris
<b>Ingram Waste Disposal</b> 217-465-3335	<b>Here's My Card!</b> Send 2018 2019 to our readers in Marshall, Westfield, West Vigo, West Union, Booneville and beyond! <a href="http://www.strohnews.com/advertise.html">www.strohnews.com/advertise.html</a> sales@strohnews.com 217-826-3600	<b>Edward Jones</b> Kurt L. Wilson, CFP® 15624 E. US HWY 150 - Paris

## Marshall Advocate Friday

### Here's My Card

A handy reference and directory of Marshall area businesses

<b>KING</b> Comprehensive Clinic 15624 E. US HWY 150 - Paris	<b>PERFECT PLACE FOR YOUR WEDDINGS - RECEPTIONS BANQUETS - BIRTHDAYS</b> <b>RAYNE MEADOW EVENT CENTER</b>	<b>GALE</b> INSURANCE AGENCY 407 North Ave. Marshall, MO 64652
<b>LUCAS ETHL ACCOUNTING</b> Accounting, Tax, Payroll & More 15624 E. US HWY 150 - Paris	<b>300+ GARAGES</b>	<b>NextGen WIRELESS</b> 1525 West 49 Hwy - 217-826-2121
<b>MAST BUILDERS</b> Specializing in Pole Buildings 15624 E. US HWY 150 - Paris	<b>BOOK NOW!</b>	<b>Samaritan Cremation and Funeral Services</b> Direct Cremation \$999.00
<b>EWS</b> Edgington's Broker Services, Inc. Automotive Repair & Body Auto Care Center Marshall - Terre Haute	<b>SCOTT &amp; VICKI BOYER</b> 217-822-8373 or 217-826-8374 WEST EDGE OF MARSHALL - 1997 H. ARLFORD LANE	<b>Net Diatom</b> 800-707-7820
<b>Edward Jones</b> Loren F. Ebel 15624 E. US HWY 150 - Paris	<b>Here's My Card!</b> Send 2018 2019 to our readers in Marshall, Westfield, West Vigo, West Union, Booneville and beyond! <a href="http://www.strohnews.com/advertise.html">www.strohnews.com/advertise.html</a> sales@strohnews.com 217-826-3600	<b>Net Diatom</b> 800-707-7820
<b>Here's My Card!</b> Send 2018 2019 to our readers in Marshall, Westfield, West Vigo, West Union, Booneville and beyond! <a href="http://www.strohnews.com/advertise.html">www.strohnews.com/advertise.html</a> sales@strohnews.com 217-826-3600	<b>STENCE REALTY TEAM</b> Roussin Stence 217-264-8156 217-826-2117	<b>KUHN DIRTWORKS, INC.</b> 217-826-3600

## Casey Westfield Reporter

### Here's My Card

A handy reference and directory of Casey Westfield area businesses

<b>DARAD</b> 217-826-3600	<b>NextGen WIRELESS</b> 1525 West 49 Hwy - 217-826-2121	<b>For all your ag seed products and service needs, call</b> <b>COUNTY LINE</b> SEEDS SEEDS SEEDS CHEMICAL · SEED · TRUCKING	<b>ANDY'S LANDSCAPE &amp; LAWN</b> 217-588-4231
<b>Michelle Haley</b> 217-826-3600	<b>Net Diatom</b> 800-707-7820	<b>We are a family-owned business dedicated to our customers and serving the agricultural community.</b>	<b>Here's My Card Reporter</b> Call: 217-826-3600
<b>Net Diatom</b> 800-707-7820	<b>MASCHHOFF</b> 217-276-0000	<b>We specialize in Stine brand seed sales along with many seed treatment options as well as other specialty services such as chemical sales, trucking, and excavating.</b>	<b>HILL CREEK MEATS &amp; PROCESSING</b> 3071 S. Hwy 150 - Paris 217-889-3263 Clarksville
<b>Net Diatom</b> 800-707-7820	<b>Net Diatom</b> 800-707-7820	<b>Look to the County Line Seeds team for excellent goods, service, and guidance to help make your operation prosper.</b>	<b>The Pharmacia Shoppe</b> 15624 E. US HWY 150 - Paris
<b>Net Diatom</b> 800-707-7820	<b>Net Diatom</b> 800-707-7820	<b>Contact Kacey Lovell or Stuart Goble at:</b> <b>217-967-5442</b>	<b>BOB'S FOUNDATION REPAIR</b> 217-650-7882

Get the BEST deal in advertising for your business. place your ad in this directory! For information, email sales@strohnews.com or call our office at 826-3600

Get the BEST deal in advertising for your business. place your ad in this directory! For information, email sales@strohnews.com or call our office at 826-3600

Delivered to EVERY MAILBOX in Casey & Westfield GROW your business. Place your card in this section Call 217-826-3600 or email: sales@strohnews.com

The 'Here's My Card' business directory costs \$17.50 per publication in either the Tuesday or Friday edition of the *Marshall Advocate*, or *Casey Westfield Reporter* and each requires a six month commitment.

Once during that six months, the center feature ad (a quarter page ad, valued at \$195) will be yours at no additional cost. We do ask that new customers prepay for the first month, subsequent months are billed.

If you have any questions, please feel free to call our office at 217-826-3600 or email sales@strohnews.com.

(Please note that the \$17.50 price is for publication in either the Tuesday or Friday edition, not both.)

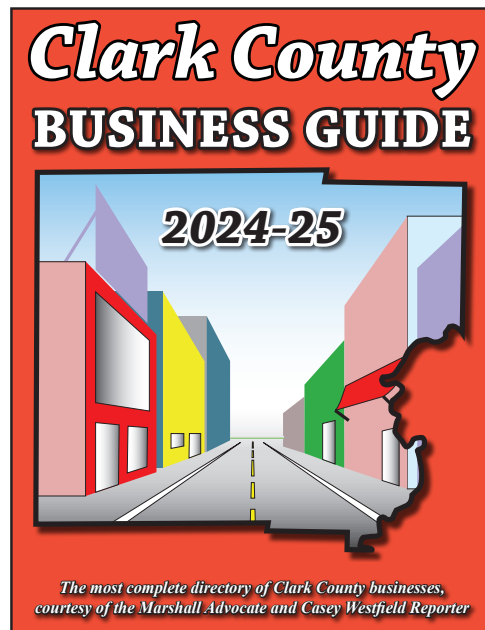
**Start your ad today, email sales@strohnews.com or call 217-826-3600!**

# Friends - Neighbors - Customers

Local businesses can only thrive with local support. Our customers are our friends and our neighbors.

## That's why we're publishing the **2024-25 Clark County Business Guide.**

Our goal is to include every business in Clark County into this handy directory, which will be published in an 8 $\frac{1}{4}$ " x 10 $\frac{3}{4}$ " booklet format to make it easier to use all year long.



Fill out the brief questionnaire below and return it to make sure that your business doesn't get left out!

The Clark Co. Business Guide will be inserted into the *Marshall Advocate* and *Casey Westfield Reporter* in July and extra copies will be available at businesses throughout the county.

There is no obligation to purchase an ad to be included in the Clark County Business Guide. However, ad spaces ARE available. See the reverse side for ad information.

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**Please help us inform Clark County consumers about your business by answering the questionnaire below:**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

What category best describes your business: \_\_\_\_\_

**Return this printed copy to Strohm Newspapers, PO Box 433, Marshall, IL 62441**

Business Name: \_\_\_\_\_ Authorized Agent: \_\_\_\_\_

Send proof to: \_\_\_\_\_ (email address) OR \_\_\_\_\_ NO PROOF REQUIRED  
(check here if you do not need a proof)

### REGULAR AD SIZES

- \_\_\_\_\_ Basic: \$25 (2.375" wide x 2" tall)
- \_\_\_\_\_ Plus: \$50 (2.375" wide x 4" tall)
- \_\_\_\_\_ Premium: \$75 (2.375" wide x 6" tall)

+ \$25 Color \_\_\_\_\_ YES \_\_\_\_\_ NO

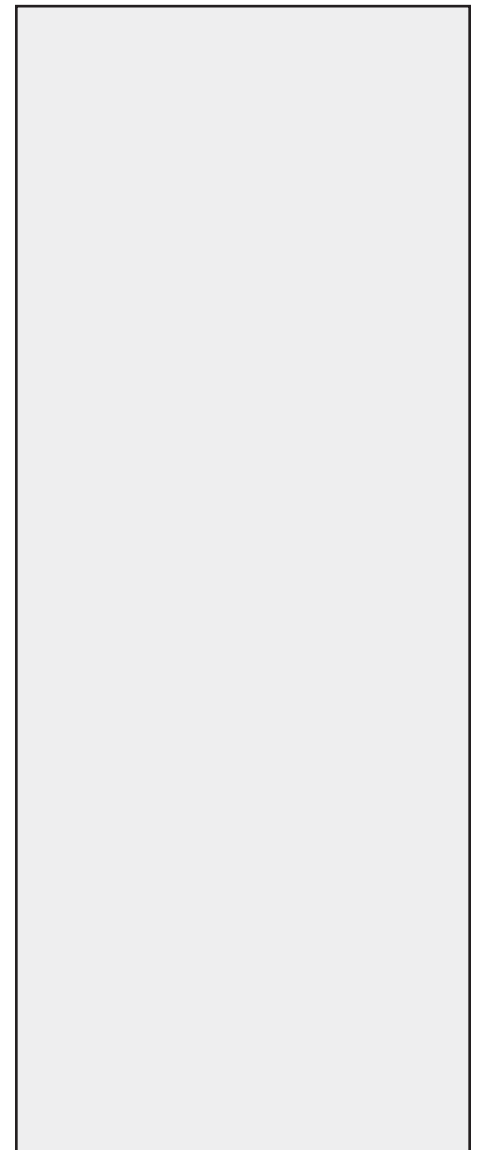
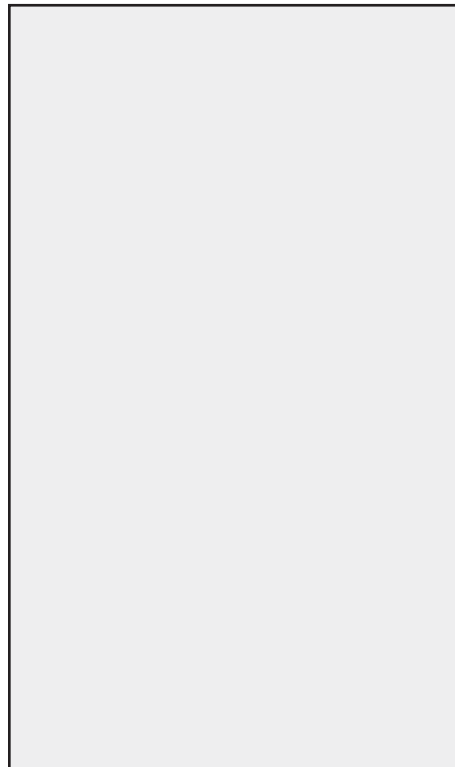
### LARGER OPTIONS

- \_\_\_\_\_ FULL PAGE: \$300  
(7.5" wide x 9.75" tall)
- \_\_\_\_\_ 1/2 Page: \$165  
(7.5" wide x 4.7813" tall)  
or (4.9375" x 7.3125")
- \_\_\_\_\_ 1/4 Page: \$95  
(4.9375" wide x 3.6563" tall)

Example sizes: Feel free to sketch your ad  
in the space provided

2.375" wide x 2" tall

2.375" wide x 4" tall



For more information,  
call Debbie Pleij  
at 217-826-3600  
or email *debbie@  
strohmnews.com*

2.375" wide x 6" tall >