



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 June 1, 2024: 1060
 Retail and Vending Locations 210
 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 June 1, 2024: 2,632

Casey Westfield

Distribution

Zip	# of homes
Casey 62420	2123
Westfield 62474	355
Out of Town	154
TOTAL	2632

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:

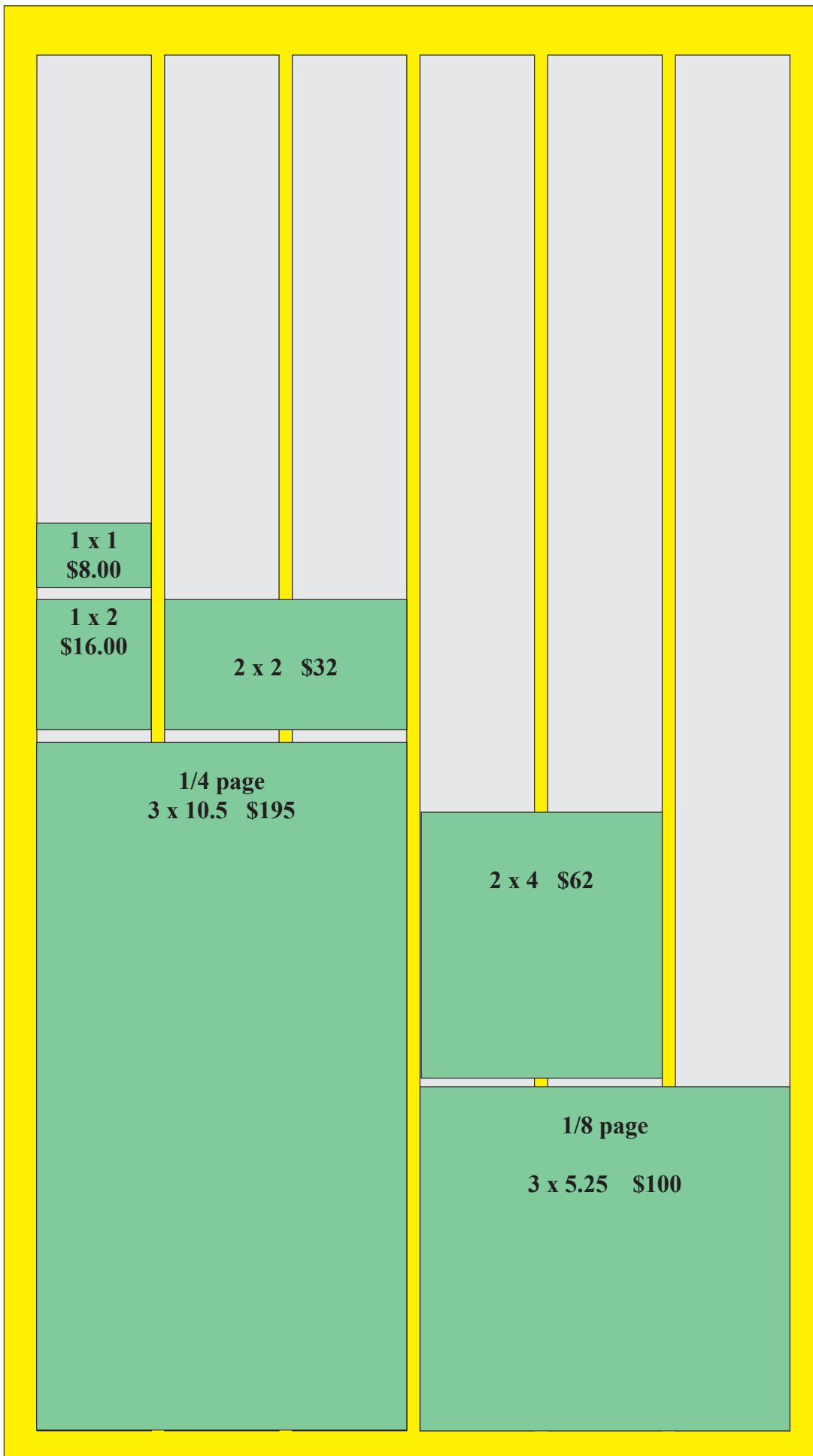
**12 ads =
20% OFF**

**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 = 9.56"
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@strohmnews.com, www.strohmnews.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.strohmnews.com/advertise.html
sales@strohmnews.com 217-826-3600



Marshall Advocate Tuesday

Marshall Advocate Friday

Casey Westfield Reporter

Here's My Card

A USEFUL DIRECTORY OF LOCAL BUSINESSES SERVING THE MARSHALL AREA!

AIRESERV SERVICING ALL BRANDS 18121 228-8200	HAZARD SERVICES 217-826-515	15624 E. US Hwy 150 Center Excavating & Pools, Inc. 217-463-1083 - Paris	R&B AUCTIONS CHECK OUT OUR PAGE ON FACEBOOK! 217-822-2043
CENTRAL STATE CALL US TODAY AT 217-826-8102	MILL CREEK MEATS & PROCESSING 217-889-3363 Clarksville	AMERICAN FAMILY REAL ESTATE 217-826-2412	STENCE REALTY TEAM 217-826-2171
Ingram Waste Disposal 217-485-3335	Dr. Patrick M. Niebrugge 217-932-2310	ZIMMERLY 217-826-2412	GOALE 217-826-4841
Claypool 217-826-8888	Dr. Patrick M. Niebrugge 217-932-2310	READY MIX CONCRETE 217-826-2412	INDUSTRIAL/COMMERCIAL/RESIDENTIAL 217-826-8100
Maschhoff HEATING & COOLING 217-276-6804	Dr. Patrick M. Niebrugge 217-932-2310	YEAR ROUND TREE & STUMP REMOVAL 217-264-0440	Here's My Card! 217-826-3600

TELL THEM YOU SAW THEIR CARD IN THE MARSHALL ADVOCATE!

Here's My Card

A USEFUL DIRECTORY OF LOCAL BUSINESSES SERVING THE MARSHALL AREA!

Samaritan Cremation and Funeral Services 217-826-3600	Good Health for Life 217-826-8100	HOME REPAIR 217-863-1445
LUCAS EITEL ACCOUNTING 217-826-3600	Office Hours 217-826-8100	STENCE REALTY TEAM 217-826-2171
GOALE 217-826-4841	Get On Track With KING CHIROPRACTIC 217-826-8100	LEON JONES 217-826-3600
INDUSTRIAL/COMMERCIAL/RESIDENTIAL 217-826-8100	Here's My Card! 217-826-3600	Here's My Card! 217-826-3600

Tell them you saw their card in the Marshall Advocate!

Here's My Card

A useful directory of local businesses serving the Casey Westfield area!

Pharmacie of Shoppes 217-826-3600	Rain-Bow Seamless Guttering 217-845-8481	DAKAD 217-826-3600
ANDY'S LANDSCAPE & LAWN 217-826-3600	HYDRO FLO GUTTER PROTECTION SYSTEM WORKS 217-826-3600	Samaritan Cremation and Funeral Services 217-826-3600
MILL CREEK MEATS & PROCESSING 217-889-3363	County Line SEEDS 217-967-5442	Maschhoff HEATING & COOLING 217-276-6804
Here's My Card! 217-826-3600	Here's My Card! 217-826-3600	Here's My Card! 217-826-3600

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@strohmnews.com.

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

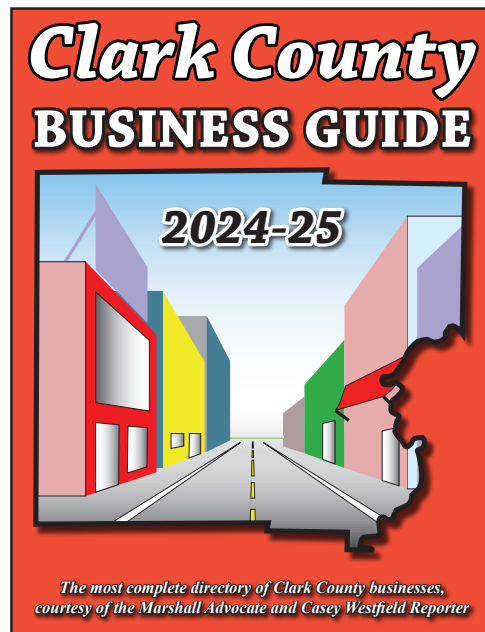
Start your ad today, email sales@strohmnews.com or call 217-826-3600!

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 8¼" x 10¾" 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.

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: \$35 (2.375" wide x 2" tall)
- _____ Plus: \$60 (2.375" wide x 4" tall)
- _____ Premium: \$85 (2.375" wide x 6" tall)

+ \$25 Color _____ YES _____ NO

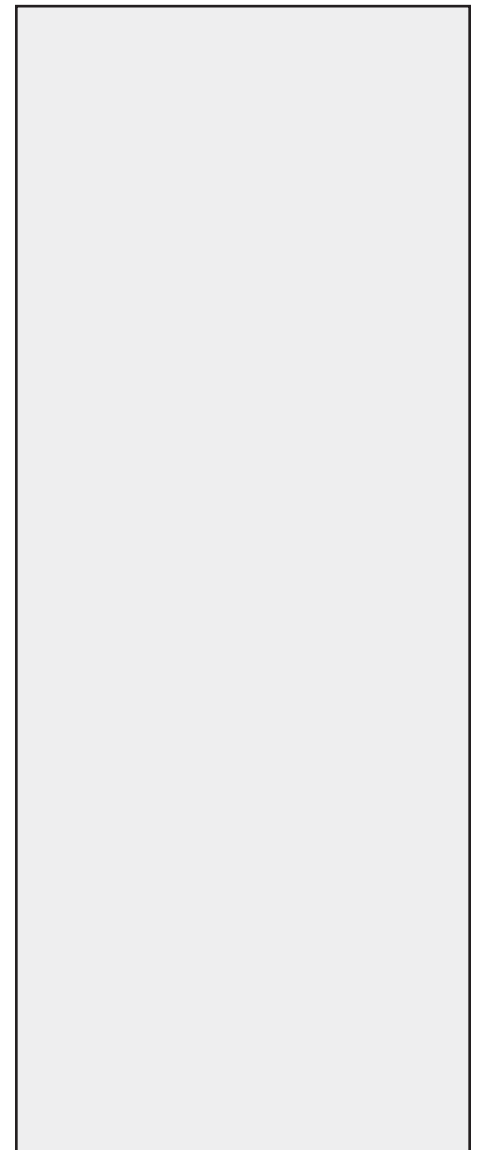
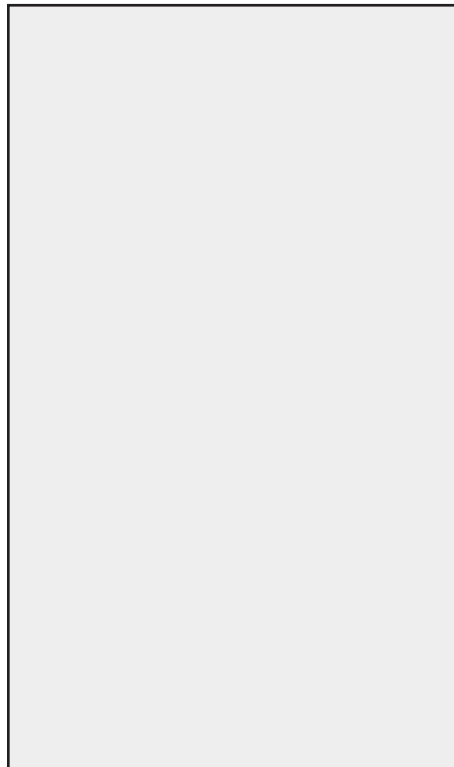
LARGER OPTIONS

- _____ FULL PAGE: \$350
(7.5" wide x 9.75" tall)
- _____ 1/2 Page: \$185
(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 >