



The Journal-News

The Newspaper of Record For Montgomery County, Illinois

Montgomery County's Largest Newspaper • Published every Monday and Thursday

CIRCULATION

USPS verified circulation

The Journal-News 5,650

BONUS DISTRIBUTION

Using Total Market Coverage publications

M&M Journal 11,400

Macoupin County Journal 13,500

DISPLAY AD RATES

Rates per column inch

The Journal-News \$6.60

add M&M Journal \$8.70

add M&M/Macoupin County \$11.05

COLOR RATES

In addition to display ad rates

add One Color \$40

add Full Process Color \$150

CLASSIFIED AD RATES

Rate per word

The Journal-News 30¢

M&M and Macoupin County 35¢

Best Value – All 3 Publications 60¢

JOURNAL-NEWS SIZES

Full page print size is 13 x 20 1/2

6 column..... 13^{inch} ... or 78.0 pica

5 column..... 10^{13/16} .. or 64.5 pica

4 column..... 8^{5/8} ... or 51.5 pica

3 column..... 6^{7/16} .. or 38.5 pica

2 column..... 4^{1/4} ... or 25.5 pica

1 column..... 2^{1/16} .. or 12.0 pica

BONUS PUBLICATIONS

M&M Journal

Macoupin County Journal

The Raymond News

Mt. Olive Herald

Bunker Hill Publications

Tri-County (Greenville and Vandalia)

DISCOUNTS

A two percent cash discount is available to established accounts who prepay

DEADLINES

Monday Journal-News Noon Friday

Thursday Journal-News 9 a.m. Wed.

M&M Journal Noon Thursday

Macoupin County Noon Thursday

PREPRINT INSERT RATES

Rates on cost per thousand basis

Single sheet (8 1/2 x 11)..... \$45

4-Page Tabloid \$50

8-Page Tabloid \$65

12-Page Tabloid \$77

- Call for prices on other weight and size preprints.
- Can we design and print your preprint? Yes we can! Call for info.
- Larger inserts in The Journal-News must be folded to a finished size no larger than 6 3/4 x 11 1/4 to meet USPS specifications.
- The Journal-News can fold your inserts if needed for \$15 per thousand.
- Rates may vary from schedule for heavier inserts contributing to increased postal costs.

Quantities required

The Journal-News 5,650

M&M Journal 11,400

Macoupin County Journal 13,500

- We can direct your preprint inserts to specific zip codes in our vast coverage area. Call for details.

BRANCH OFFICE

The Journal-News

510 North State Street

Litchfield, IL 62056

Monday-Thursday 9 a.m - 1 p.m.

217-324-6604