

# PLAINDEALER ADVERTISING RATES

Display Rates Effective June 2011

## LOCAL RATES (per issue)

- Full Page (10" X 12") \$750.00
- 1/2 Page (horizontal) 500.00
- 1/4 Page (4" W X 6.5" H) 275.00
- 1/8 Page (4" X 4") 150.00
- Business card (4" W X 2" H) 90.00

## CIRCULATION INFORMATION

Subscribers: 10,000  
Readership: 15,000  
Distribution Method: Mailed to homes,  
also distributed at union events and  
through Wichita branch libraries  
Frequency: Monthly

**National Rate: \$20 per column inch**

## DEADLINES

Artwork and copy are due to the editor by the 18th of every month. Anything received after that day will have to appear in the subsequent issue.

## AD SPECS

Supplied ads should be in pdf format, grey scale if ran as black and white.  
Color ads need to be saved as CMYK documents.

## COST SAVINGS

10% off for union member ads

10% off if ads are purchased three at a time and printed in three subsequent issues.

**the plaindealer**  
"A Voice for Working Kansans Since 1919"

**Vanessa Whiteside, Editor**

3830 S. Meridian  
Wichita, KS 67217-3704  
editor@plaindealerlabornews.com  
316.529.8513