

Business Office hours:
Monday - Friday
7:30 a.m.-5:30 p.m.

Morning Publication 6 Days a Week: Monday through Saturday
Daily Circulation: 7,000* • Saturday Circulation: 7,400*
**Approximate Paid Circulation*

DENA SATTLER

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ROBIN PHELAN

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“Advertising Works”

Newspaper advertising is still one of the most cost effective ways to tell people about your business.

Whether you are building a new business or growing an existing one, partnering with the Telegram is a wise decision. In print, we help you reach over 17,000 people in 12 counties every Monday through Saturday. Online at GCTelegram.com, your web ad will be viewed by nearly 50,000 people each month.

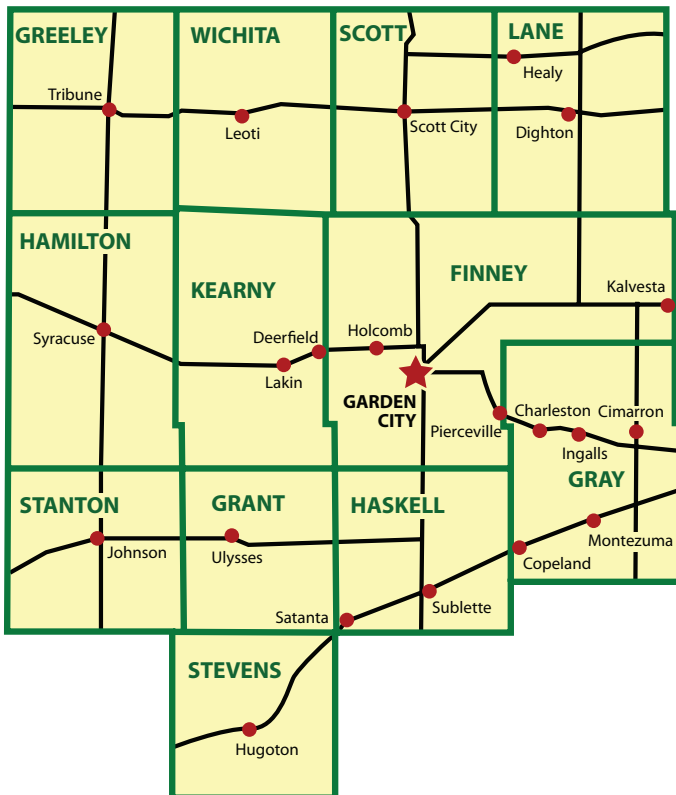
The Telegram has advertising solutions to fit every business size and every budget.

Give us a call at 620-275-8500 and talk with one of our experienced advertising sales reps. We'll put together effective and cost efficient marketing plans to help you achieve your goals.

The future of your business depends on it.

Retail Trade Area

The Garden City Telegram, in business locally since 1906, publishes Monday through Saturday morning, covering these 12 southwest Kansas counties.



La Semana

La Semana is a Spanish language publication printed every Friday, featuring local news, social news, features, and sports from southwest Kansas, as well as news from Latin America. This is a free distribution broadsheet. Current distribution is 3,000 copies. La Semana open rate is \$5.43 per column inch and includes translation. La Semana national rate is \$7.09 and includes translation.

Bargains PLUS

Bargains Plus publishes weekly and is delivered on Wednesday to 14,000 southwest Kansas homes not subscribing to The Garden City Telegram. A combination retail rate of \$6.00 per column inch is allowed when an advertisement appears in The Telegram and Bargains Plus. Open rate in Bargains Plus is \$11.10 per column inch. Classified display rate in Bargains Plus is \$4.70 per column inch when an advertisement appears in The Telegram and Bargains Plus in combination. Open Bargains Plus classified display rate is \$8.70 per column inch.

Retail Display Advertising Rates

Local (Net Rates)	\$11.10			
Repeat	2	3	4-6	7-12
Rate	\$8.33	\$6.67	\$5.55	\$4.44
Discount	25%	40%	50%	60%

*Ads five inches or larger qualify for discounts within a 14-calendar-day period. No copy change allowed.

Contract Rates

\$Volume	% Discount	Earned Rate
\$5,000	1.5%	\$10.93
\$7,000	3%	\$10.77
\$15,000	6%	\$10.43
\$35,000	9%	\$10.10
\$50,000	12%	\$9.76
\$60,000	14%	\$9.54
\$75,000	16%	\$9.32

\$90,000 or more, talk to your advertising sales representative.

Color Rates

Color charges are in addition to space charges for each run date, on all ads 25 inches or more.

One page or less

One color & black	\$160.00
Two colors & black	\$200.00
Three colors & black	\$250.00

Color is available on ads smaller than 25" at special per column inch rates. Minimum 5" charge.

Spot color (One color & black)	\$2.50
Two colors & Black	\$4.00
Three colors & Black	\$6.00

Available Spot Colors

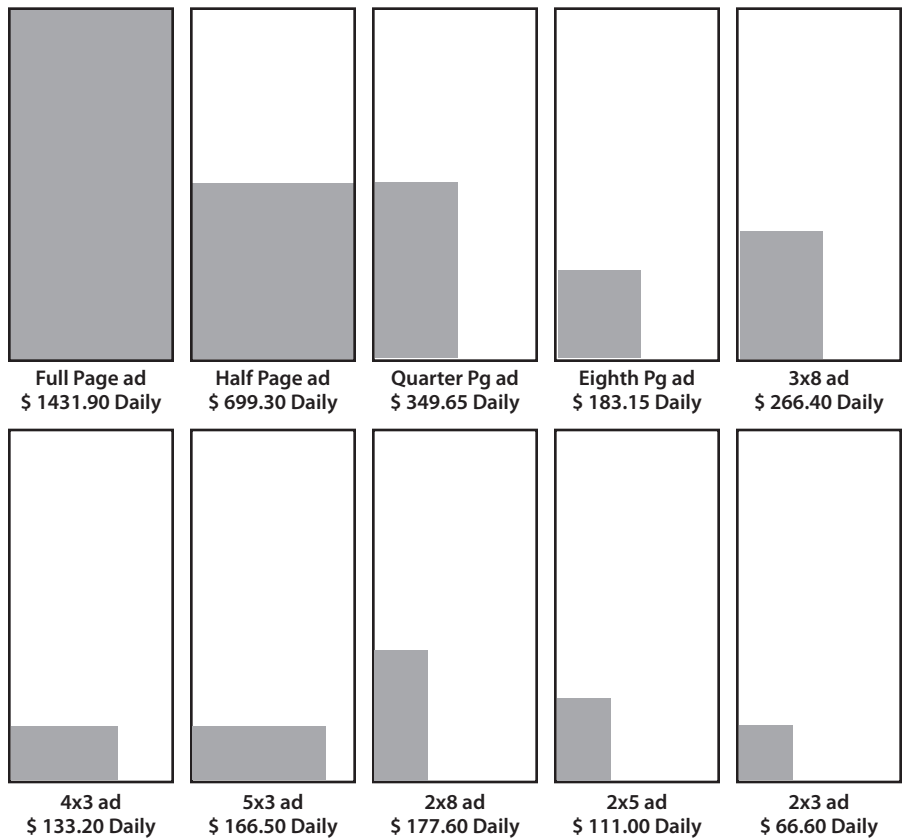
Spot Red	Spot Blue	Spot Green
		

Retail Deadlines

Publication Day	Copy Deadlines
Monday	Thursday 4:00 p.m.
Tuesday	Friday 4:00 p.m.
Wednesday	Monday 4:00 p.m.
Thursday	Tuesday 4:00 p.m.
Friday	Wednesday 4:00 p.m.
Friday Drive section	Wednesday 9:00 a.m.
Sat. Real Estate section	Thursday 10:00 a.m.
Saturday	Thursday 10:00 a.m.
Bargains Plus	Thursday 4:00 p.m.
La Semana	Tuesday 4:00 p.m.

*Holidays advances deadline one day. Full page ads advance deadline one day.

Sample Ad sizes (Price shown for first run. Repeat discounts available)



Business Builder Program

This contract program rewards advertisers by offering additional discounts on fixed ad sizes based on the frequency of the ad schedule. This is great to build awareness for your new business or keep an existing business growing.

Two copy changes a month.
No other discounts apply.
Ads must run consecutive weeks.

Retail Display Ads

Garden City Telegram				
All pricing per column inch				
Per Wk	1	2	3	4+
52 wk	\$7.22	\$6.66	\$6.11	\$5.55
26 wk	\$7.77	\$7.22	\$6.66	\$6.11
13 wk	\$8.33	\$7.77	\$7.22	\$6.66

Ad sizes: 2, 4, 6, and 8 inch

Bargains Plus

Pickup your Business Builder ad and schedule it to run in Bargains Plus and receive additional price breaks.

52 weeks	\$3.00
26 weeks	\$4.44
13 weeks	\$5.22
La Semana Rate	
52 weeks	\$2.72
26 weeks	\$4.02
13 weeks	\$4.72

Monthly Earned Discount

	Earned \$ Vol	Disc. %
65-128 column inches	10.77	3%
129-257 column inches	10.43	6%
258-515 column inches	10.10	9%
516-1031 column inches	9.77	12%
1032 or >	9.32	16%

Measurements

ROP Standard Size: 6 Cols (10.25"W x 21.25"H)
Classified Size: 8 Cols (10.25"W x 21.25"H)
Tab Size: 5 Cols (10.42"W x 10"H)

	ROP	Classifieds	Tab
1 Col	1.60"	1.19"	1.96"
2 Col	3.33"	2.48"	4.07"
3 Col	5.06"	3.78"	6.19"
4 Col	6.79"	5.07"	8.30"
5 Col	8.52"	6.37"	10.42"
6 Col	10.25"	7.66"	
7 Col		8.96"	
8 Col		10.25"	

Classified Display Advertising Rates

Local (Net Rates)				\$8.70
Repeat	2	3	4-6	7-12
Rate	\$6.53	\$5.22	\$4.35	\$3.48
Discount	25%	40%	50%	60%

*Ads five inches or larger qualify for discounts within a 14-calendar-day period. No copy change allowed.

Contract Rates

\$ Volume	% Discount	Earned Rate
\$5,000	1.5%	\$8.57
\$7,000	3%	\$8.44
\$15,000	6%	\$8.18
\$35,000	9%	\$7.92
\$50,000	12%	\$7.65
\$60,000	14%	\$7.48
\$75,000	16%	\$7.30

\$90,000 or more, talk to your advertising sales representative.

Color Rates

Color charges are in addition to space charges for each run date, on all ads 25 inches or more.

One page or less

One color & black	\$160.00
Two colors & black	\$200.00
Three colors & black	\$250.00

Special per column inch rates apply for color on ads smaller than 25". Minimum 5" charge.

Spot color (One color & black)	\$2.50
Two colors & Black	\$4.00
Three colors & Black	\$6.00

Monthly Earned Discount

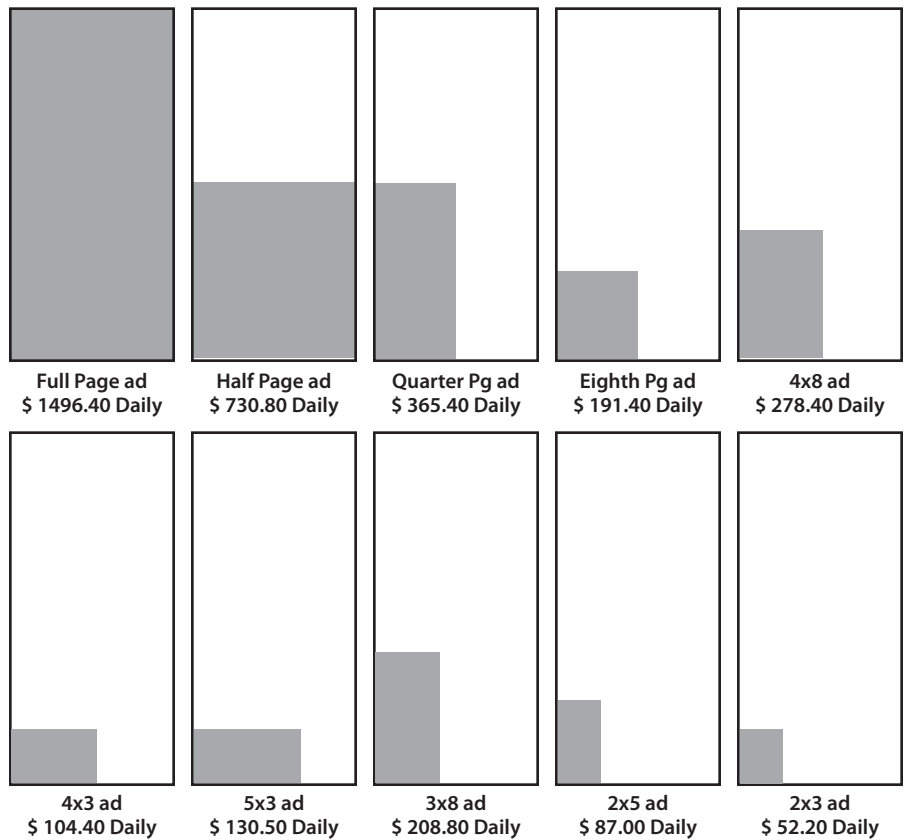
	Earned \$ Vol	Disc. %
65-128 column inches	8.44	3%
129-257 column inches	8.18	6%
258-515 column inches	7.92	9%
516-1031 column inches	7.66	12%
1032 or >	7.32	16%

Classified Deadlines

Publication Day	Copy Deadlines
Monday	Thursday 4:00 p.m.
Tuesday	Friday 4:00 p.m.
Wednesday	Monday 4:00 p.m.
Thursday	Tuesday 4:00 p.m.
Friday	Wednesday 4:00 p.m.
Friday Drive section	Wednesday 9:00 a.m.
Saturday	Thursday 10:00 a.m.
Bargains Plus	Thursday 4:00 p.m.
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Sample Ad sizes (Price shown for first run. Repeat discounts available)



Business Builder Program

This contract program rewards advertisers by offering additional discounts on fixed ad sizes, based on the frequency of the schedule. This is great to build awareness for your new business or keep an existing business growing. Two copy changes a month. No other discounts apply. Ads must run consecutive weeks.

Classified Display Ads

Garden City Telegram
All pricing per column inch

Per Wk	1	2	3	4+
52 wks	\$5.66	\$5.22	\$4.76	\$4.35
26 wks	\$6.09	\$5.66	\$5.22	\$4.79
13 wks	\$6.53	\$6.09	\$5.66	\$5.22

Ad sizes: 1, 3, 5, 10 inches

Bargains Plus

Pickup your Business Builder ad and schedule it to run in Bargains Plus and receive additional price breaks.

52 weeks	\$2.35
26 weeks	\$3.49
13 weeks	\$4.09

Classified Service Directory

Service Directory ads run for 30 days in the Telegram and on our website, and 5 weeks in Bargains Plus, our weekly shopper. Minimum size is 1x1. Two copy changes allowed. Pricing per column inch for entire run

30 days	1x1	\$119.00
90 days	1x1	\$164.25

Available Spot Colors



Measurements

ROP Standard Size: 6 Cols (10.25"W x 21.25"H)
Classified Size: 8 Cols (10.25"W x 21.25"H)
Tab Size: 5 Cols (10.42"W x 10"H)

	ROP	Classifieds	Tab
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4 Col	6.79"	5.07"	8.30"
5 Col	8.52"	6.37"	10.42"
6 Col	10.25"	7.66"	
7 Col		8.96"	
8 Col		10.25"	

Pre-print Insert

Telegram Saturday Circulation: 7,400*
 Telegram Weekday Circulation: 7,000*
 Bargains Plus Circulation: 14,000* • LaSemana Circulation: 3,000*
 *Approximate Circulation

Single Sheet	Telegram	Telegram & Bargains Plus	Telegram & La Semana	All Three Pubs
New Flat Rate	\$562	\$1,340	\$685	\$1,503
4-8 Page Tab	\$584	\$1,411	\$718	\$1,586
12 Page Tab	\$622	\$1,505	\$764	\$1,691
16 Page Tab	\$660	\$1,594	\$811	\$1,792
20 Page Tab	\$697	\$1,680	\$857	\$1,889
24 Page Tab	\$753	\$1,820	\$926	\$2,046

Circulation less than full City Zone: \$85 CPM; minimum charge \$300

National inserts: Add 25% to above insert rates

Please deliver pre-prints to The Telegram at least three days prior to insertion. Minimum size accepted is 5"x9". Maximum size accepted is 11.5"x21" (full size) or 10.5"x11.5" (tabloid size). Full size inserts must be half folded.

Deliveries accepted between 9 a.m. and 4 p.m. Monday through Thursday, and 9 a.m. to 1 p.m. on Fridays.

PACKING: Cartons or skids. Turns of 50 to 100, stacked no taller than four feet. Maximum weight 1,800 pounds per skid.

Policies

- Advertising bills are due by the 25th of each month.
- Advertising is payable in advance unless credit has been established. Any unpaid balance over 30 days is subject to a 1 ½ percent monthly finance charge. Credit privileges may be suspended at any time.
- Position requests are honored when possible, guaranteed position (when available) is an additional 25%.
- Political ads must be paid in advance and must state on the ad who paid for it.
- All advertising accepted is subject to approval, and we reserve the right to refuse or cancel an ad at any time.
- We will not knowingly accept or publish material that is in violation of the law.
- By insertion order, advertiser and/or agency agree that either has the authority to place the ad and agree to assume liability for all contents of all ads printed, as well as any claim arising there from made against us.
- The Garden City Telegram reserves the right to revise advertising rates at any time.
- An advertisement cancelled after 11 a.m. one day previous to insertion may do so at a charge of 30% of the original space charge. If the advertisement is rescheduled within seven publishing days, the charge will be credited to your account.

Acceptable files

We prefer - Portable Document Format (.pdf), Plain Text (.txt), Rich Text Format (.rtf), InDesign CS2 or CS3 (.indd with linked files and fonts), Encapsulated Postscript (.eps), Photoshop (.psd), Graphics files (.jpg, .tiff). Plain text as part of the email body is great.
We can't use - Microsoft Publisher or Powerpoint (.pub, .ppt, .pps), certain Graphics files (.gif, .bmp, .pcx, .wmf), PrintShop (.pdp, .pds), or images embedded in Word documents. Web images are usually not high enough resolution, and they are copyrighted. Good print quality needs 300 PPI (pixels per inch). Photos emailed from camera phones are of low quality and may or may not yield the best results.
 We run on Mac's and don't use the Microsoft Office suite of apps. The Office suite we use, NeoOffice, is designed for a Mac and it can open most MS Office files. However, we can not guarantee it will exactly translate the page or text formatting of your MS Office files. Therefore, please send us PDF, Text, or RTF files.

Tearsheets

Advertisers can request PDF tearsheets to be emailed to them. Simply send a request for PDF files to tearsheets@gctelegram.com

National Rates

Display per column inch	\$14.88
Classified per column inch	\$11.65
National Color Rates - One Page or Less	
Black plus one color	\$190.00
Black plus two colors	\$240.00
Black plus three colors	\$295.00

National rates are commissionable at 15% to recognized advertising agencies. Businesses placing advertising through an ad agency assume full liability for payment.

Special Pages, Features

Tuesday	Best Food Day
Wednesday	Classtime
Thursday	Agriculture News
Friday	Church News, Drive, Real Estate Guide (1st Fri. ea. month), TV viewing schedule
Saturday	Real Estate, Business News and Stock Market, Engagements, Anniversaries, Weddings

Online Advertising

Banners and buttons, peel ads, and other advertising opportunities are available on the #1 information website in southwest Kansas, GCTelegram.com

Call your Ad Rep about web ad opportunities for all the Telegram's web real estate.

GCTelegram.com - our main site

SWKPrepZone.com - Prep Sports

Modular Tab Ads

1/8 Page - \$100 (5.12 in. wide by 2.5 in. tall)
1/4 Page - \$160 (5.12 in. wide by 5 in. tall)
1/2 Page - \$315 (10.42 in. wide by 5 in. tall)
Full Page - \$625 (10.42 in. wide by 10 in. tall)
Color at regular rates.