

310 N. Seventh • P.O. Box 958 • Garden City, KS 67846  
620-275-8500 • 1-800-475-8600 • FAX: 620-275-5165  
Afternoon Publication: 5 Days a Week  
Morning Publication: Saturday  
Daily Circulation: 7,500\*  
Saturday Circulation: 7,800\*  
Rates Effective October 1, 2009  
*\*Approximate Paid Circulation*

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**retail**

**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, see your advertising sales representative		

**COLOR RATES for RETAIL & CLASSIFIED**

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

**One page or less**

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

Double-truck color will be charged at full price for one page and 1/2 price for the second page.

**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.
Saturday	Thursday 10:00 a.m.
Stay Tuned To Entertainment Saturday	Tuesday 12:00 p.m.
Bargains Plus	Wednesday 4:00 p.m.
La Semana	Tuesday 4:00 p.m.

\*Deadline for Holidays advances deadline one day.

**retail trade area**

The Telegram, in business locally since 1906, publishes Monday through Friday afternoons and Saturday morning, covering 12 southwest Kansas counties.

**classified**

**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, see your advertising sales representative		

**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.
Saturday	Thursday 10:00 a.m.
Bargains Plus	Wednesday 4:00 p.m.
La Semana	Thursday 3:00 p.m.

\*Deadline for Holidays advances deadline one day.

Classified Transient Ads may be placed in person, by phone or fax Monday-Friday 7:30 a.m.-7p.m. The deadline to place or cancel transient ads is 3 p.m. the day prior to publication, except 11 a.m. Friday for Saturday's paper and 3 p.m. Friday for Monday's paper.



**A**  
Audit Bureau  
of Circulations  
Member

Kansas Press Association  
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# pre-print insert

Telegram ABC Audited Saturday Circulation: 7,800\*  
 Telegram Weekday ABC Audited Circulation: 7,500\*  
 Bargains Plus Circulation: 14,000\*  
 LaSemana Circulation: 3,000\*

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

Circulation less than full City Zone: \$85 CPM  
 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 8 a.m. and 4 p.m. Monday through Friday.

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

# measurements

### Standard Size:

Width of page - Six columns (10.25")  
 Depth of page - 21.25"

One Column	1.60"
Two Column	3.33"
Three Columns	5.06"
Four Columns	6.79"
Five Columns	8.52"
Six Columns	10.25"

### Classified Size:

Width of page - 8 columns (10.25")  
 Depth of page - 21.25"

One Column	1.19"
Two Columns	2.48"
Three Columns	3.78"
Four Columns	5.07"
Five Columns	6.37"
Six Columns	7.66"
Seven Columns	8.96"
Eight Columns	10.25"

### Tab Size:

Width of page - Five columns (10.32")  
 Depth of page - 10"

One Column	1.95"
Two Column	4.07"
Three Columns	6.18"
Four Columns	8.30"
Five Columns	10.32"

# special days, pages, features

Daily	Stock Market
Tuesday	Best Food Day
Wednesday	Classtime/Summertime
Thursday	Agriculture News
Friday	Church News, Automotive
Saturday	Real Estate, Business News Weddings/Engagements & Anniversaries, and Stay Tuned to Entertainment Guide

# 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.

# 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 1/2 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 their account.



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 is a weekly publication delivered every Tuesday 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 Shopmate 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.