

Kansas Traveler - 2008 Ad Rates

Your key to Kansas travel treasures

Classified Ads

To place a classified ad, tell us (via email or ground-mail) what you want your ad to say. We will make up your ad and send you a quote, based on the features below:

- **Commercial Rate:** For businesses or individuals.
 - \$25 for up to 20 words.
 - Additional words: 50 cents each.

How some special words are counted:

- **Phone number** is strongly recommended (including area code) and counts as **two words**.
- **Email and website addresses** each count as **three words**.
- **ALL CAPS:** Each word counts as **two words**.

Enhancements:

Bold, italicized, big, color (red or blue): 50 cents additional per word.

Centered and blank lines: \$1.00 each.

Photo and/or logo:

\$40/column-inch (supplied by you). Design services are available for an additional charge.

Locator map: \$10. Maps look like this: (showing, of course, your area in Kansas).

Border: \$10.

- **Not-for-profit:** Ad is discounted 10%. (An official not-for-profit status isn't required. Ask for this discount if you think you qualify.)

Special Sections

Special section ads have different rates than the usual part of the paper. When those rates have been established each year, they will appear on this website and will be announced to those who receive our emailed newsletter, KT-Enews. To get KT-Enews, send an email to howell@kansastraveler.com asking us to add you.

- **Winter issue:** A two-page **center-spread photo calendar**.
- **Spring issue:** The **Kansas Sampler Festival Guide**
- **Other special sections** are being developed and will be announced later. If you are getting KT-Enews, you will be notified as soon as the details are finalized.

Display Ads (Rates include color and design if desired)

Agreement Discounts:

We offer percentage discounts based on how many ads you agree to run in a year. These are shown in the chart below.

Col-Inches	Some standard ad sizes (columns x inches)	Ad Rates Per Insertion (At various Agreement discount levels)			
		1x (Open rate)	2x (-5%)	3x (-10%)	4x (-20%) Best Rate
2	1x2 / 2x1	\$140	\$133.00	\$126.00	\$112
3	1x3 / 3x1	\$190	\$180.50	\$171.00	\$152
4	1x4 / 2x2 (~ business-card size)	\$240	\$228.00	\$216.00	\$192
5	1x5 / 5x1	\$295	\$280.25	\$265.50	\$236
6	2x3 / 1x6	\$335	\$318.25	\$301.50	\$268
7	1x7	\$390	\$370.50	\$351.00	\$312
8	2x4 / 1x8	\$440	\$418.00	\$396.00	\$352
9	3x3	\$485	\$460.75	\$436.50	\$388
10	2x5 / 5x2	\$540	\$513.00	\$486.00	\$432
12	3x4, 2x6, 1x12	\$630	\$598.50	\$567.00	\$504
14	2x7	\$715	\$679.25	\$643.50	\$572
15	1/4 page: 3x5 / 5x3	\$755	\$717.25	\$679.50	\$604
16	2x8	\$795	\$755.25	\$715.50	\$636
18	3x6 / 2x9	\$875	\$831.25	\$787.50	\$700
20	1/3 page: 5x4	\$950	\$902.50	\$855.00	\$760
21	3x7	\$990	\$940.50	\$891.00	\$792
24	3x8	\$1,100	\$1,045.00	\$990.00	\$880
25	5x5	\$1,135	\$1,078.25	\$1,021.50	\$908
27	3x9	\$1,205	\$1,144.75	\$1,084.50	\$964
27	Junior Page: 3x9 - EXCLUSIVE	\$1,490	\$1,415.50	\$1,341.00	\$1,192
30	1/2 page: 5x6	\$1,305	\$1,239.75	\$1,174.50	\$1,044
35	5x7	\$1,490	\$1,415.50	\$1,341.00	\$1,192
40	5x8	\$1,625	\$1,543.75	\$1,462.50	\$1,300
60	Full page	\$1,800	\$1,710.00	\$1,620.00	\$1,440
60	Inside back	\$2,160	\$2,052.00	\$1,944.00	\$1,728
60	Inside front	\$2,160	\$2,052.00	\$1,944.00	\$1,728
60	Back page	\$2,700	\$2,565.00	\$2,430.00	\$2,160

Advertising rates are non-commissionable. All rates are net.

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