

Total Market Coverage

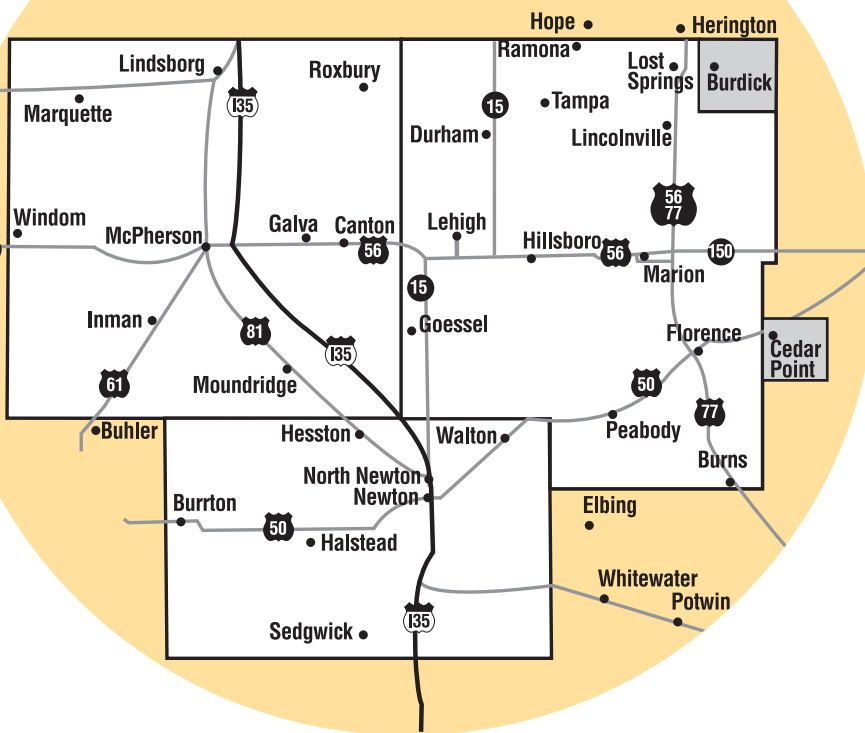
The Best way to Reach Your Target Consumers

Formerly Marion County Advocate

BUYER'S EDGE

OF SOUTH CENTRAL KANSAS

Saturation of These Towns & Routes



Buyer's Edge of South Central Kansas, published 12 times per year, can help you reach nearly 40,000 homes. It is delivered as an insert in the *Hillsboro Free Press* in Marion County, and mailed to your customer's homes in all or part of nine counties. No other area publication gives you this many homes, or this great of a value.

Display Advertising Rates

Inside pages (12x contract rate)	\$11.50 pci
Inside pages (open rate)	13.50 pci
Front Cover Teaser (full run only)	150.00
Back Cover (full run only)	1,120.00

4 column inch minimum for all ROP ads.
Process or simulated spot color 25% of ad cost.

Business Guide Program

Business Guide 1x2, Restaurant Guide 1x2, also on the internet. Requires 12-time commitment. Cost is \$21.32 per month. No other discounts apply other than 2% net 10 days on invoices.

Column Widths & Ad Sizes:

Five column (9.567 wide x 11.5 inches deep) tabloid format, One column is 1.833" wide, gutters are .10," 55.5 column inches per page. High quality offset printing.

ROP: 1=1.833" 2=3.767" 3=5.700" 4=7.633" 5=9.567"

Discounts

12-time contract 15% discount (10-inch / issue minimum)
2% net 10 days on invoices for customers with current balances.

Insert Rates

Number of pieces (up to .053 lbs.) times \$65 per thousand inserts or number of pieces (.053 lbs. and over) times \$40 per thousand plus the total weight times \$.47 per pound.

Maximum size 11.375" x 12.5"
Zoning available by zip code (see below)

SATURATION POSTAL COUNTS, HOME DELIVERY AND RACK DISTRIBUTION

Harvey County					
Hesston (67062)	1648	Marquette (67464)	526	Lost Springs (66859)	82
Newton (67114)	8903	Lindsborg (67456)	1992	Marion (66861)	1461
North Newton (67117)	780	Total	12,884	Peabody (66866)	724
Walton (67151)	220	Other Cities		Goessel (67053) ^{150 rack}	150
Halstead (67056)	1315	Buhler (67522)	847	Lehigh (67073)	135
Burrton (67020)	746	Elbing (67041)	81	Durham (67438)	124
Sedgwick (67135)	1294	Potwin (67123)	322	Tampa (67483)	136
Total	14,906	Whitewater (67154)	580	Ramona (67475)	99
McPherson County		Cedar Point (66843)	124	Florence (66851)	309
Canton (67428) ^{100 rack}	405	Burdick (66838)	85	Burns (66840)	304
Moundridge (67107)	1229	Herington (67449)	1482	Total	5,259
Galva (67443)	722	Hope (67451)	475		
McPherson (67460)	6721	Total	3,996		
Roxbury (67476)	54	Marion County		Total Mail	37,045
Inman (67546)	1066	Hillsboro (67063) home delivery & mail	1535	Bulk, Rack & Home Delivery	2,352
Windom (67491)	169	Lincolnvilleville (66858)	200	Buyer's Edge Grand Total	39,397

2009 SCHEDULE: Jan. 14, Feb. 4, March 4, April 1, May 6, June 3, July 1, Aug. 5, Sept. 2, Oct. 7, Nov. 4, Dec. 2
Advertising material deadlines Tuesday prior, Space 10 days prior