



THE TRADER

HAYS

ads@haystrader.com

PLAINS

ads@plainstrader.com

WACONDA

ads@wacondatrader.com

HAYS, KANSAS

785-625-5876 • 888-336-6537

Fax: 785-625-5877

BELOIT, KANSAS

785-738-2424 • 800-530-5496

Fax: 800-471-1816

DISPLAY ADVERTISING

Column Inches per Month

LOCAL RATE

	1-7	\$12.50 per col. inch
30% Discount	8-39.....	\$8.70 per col. inch
40% Discount	40-89	\$7.50 per col. inch
45% Discount	90-189	\$6.90 per col. inch
50% Discount	190 + Up	\$6.20 per. col. inch

...
**Add
 Another
 Trader
 for
 HALF
 PRICE!**
 ...

PAGE RATE: \$525 • FRONT PAGE: \$675 (FULL) | \$450 (HALF)

1/12 PAGE SAVINGS

- 1 Run: \$90
- 2 Runs: \$85 ea.
- 3 Runs: \$80 ea.
- 4 Runs: \$75 ea.

2 column x 5.25"
 or
 3 column x 3.5"

1/8 PAGE SAVINGS

- 1 Run: \$132
- 2 Runs: \$127 ea.
- 3 Runs: \$118 ea.
- 4 Runs: \$108 ea.

3 column x 5.25"

1/4 PAGE SAVINGS

- 1 Run: \$215
- 2 Runs: \$190 ea.
- 3 Runs: \$180 ea.
- 4 Runs: \$170 ea.

3 column x 10.5"
 or
 6 column x 5.25"

1/2 PAGE SAVINGS

- 1 Run: \$348
- 2 Runs: \$326 ea.
- 3 Runs: \$306 ea.
- 4 Runs: \$296 ea.

6 column x 10.5"
 or
 3 column x 21"

COLOR CHARGE: \$40

CLASSIFIEDS

\$7.50 first 10 words, 50¢/word after
 Add a Photo: \$7.50 per week

BUSINESS BILLBOARD

\$7.00 per col. inch
 Min. of 2 Runs - 1/8 Pg Max. Size

INSERTS

Under 1 oz.: \$100.00 per thousand
 1 oz. to under 1½ oz.: \$110.00 per thousand
 Must be delivered by noon Friday,
 two weeks prior to insertion

- AD PLACEMENT REQUESTS, FIRST COME FIRST SERVED -