Why advertise in *The Johnson County Graphic*?

While you may be investing much of your time and energy into your online marketing efforts, it's important not to disregard print advertising. We can help you with both! We have recently launched our digital marketing service, The Graphic Media, and can now help you grow your business utilizing many different tactics.

The more often people see your advertisement the more they become aware of and increase their trust in your business, and when they deliver their message on multiple channels they increase the chances of reaching an individual at exactly the right time for them to take action. Digital marketing garners much attention these days whether it be social media or otherwise, but print advertising still has its advantages and paired with digital marketing, can help you achieve your business goals.

Print advertising is an essential tool to utilize for the business owner who wants to generate the best possible response rate, return on investment, and to grow your customer base while strengthening customer relationships and increasing brand recognition, all while using efforts that your audience will engage with and enjoys. The following statistics support the fact that print advertising is effective in helping convert your ads to sales.

- Regarding response rates, print advertising offers a 112% return on investment.
- Almost 80% of consumers act on print advertisements immediately.
- Print advertisements require 21% less cognitive effort to process than digital advertisements.
- Across all groups (ranging from 18-68) physical printed advertisements were more effective than digital ads in leaving a lasting impression.
- 75% of people can recall a brand after receiving a print advertisement.

The Johnson County Graphic has a readership of close to 7,000. That's 7,000 people in Johnson County and surrounding communities who are likely to visit your place of business and with whom you will be able to improve your brand recognition and boost sales.

Let us help you design customized print and digital advertising and marketing solutions to help you reach your business goals!

Call us at 479-754-2005 or
Email ads@thegraphic.org or megan@thegraphic.org

*Statistics from https://www.conquestgraphics.com/blog/conquest-graphics/2022/06/16/print-advertising-statistics

Display Advertising

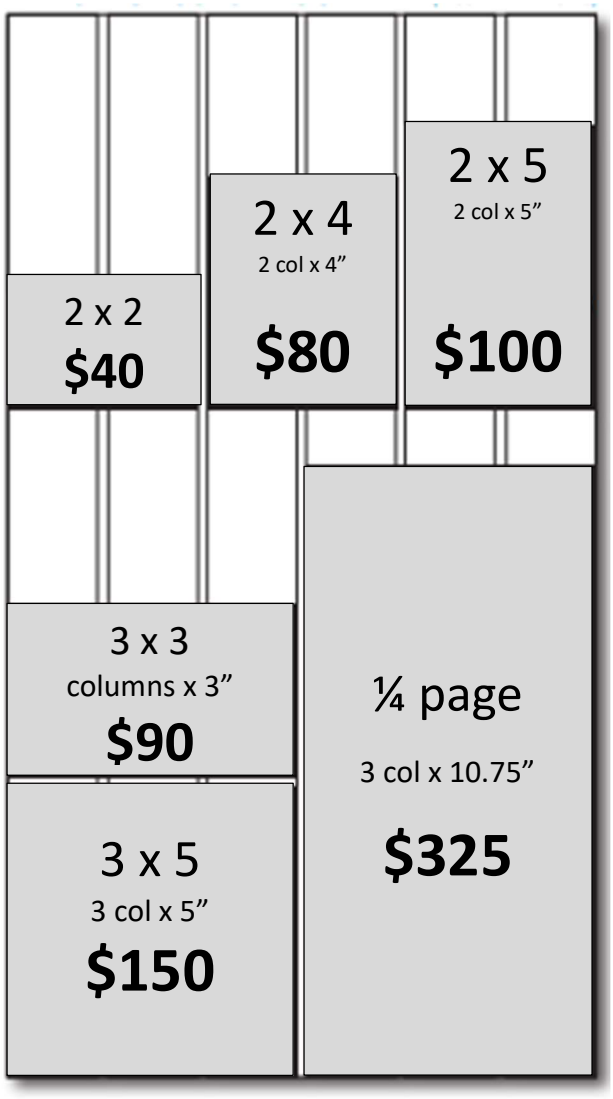
~10.00/column inch – prices are weekly
Agency NET Display Rate-14.00/column inch

Two Column Pricing

Column X inches	Price
2x2	$40.00
2x3	$60.00
2x4	$80.00
2x5	$100.00
2x6	$120.00
2x7	$140.00
2x8	$160.00

Three Column Pricing

3x3	$90.00
3x4	$120.00
3x5	$150.00
3x6	$180.00
3x7	$210.00
3x8	$240.00
3x9	$270.00
¼ page	$325.00
½ page	$645.00
Full Page (6 col x 21.5“)	$1,290.00



Full Color:

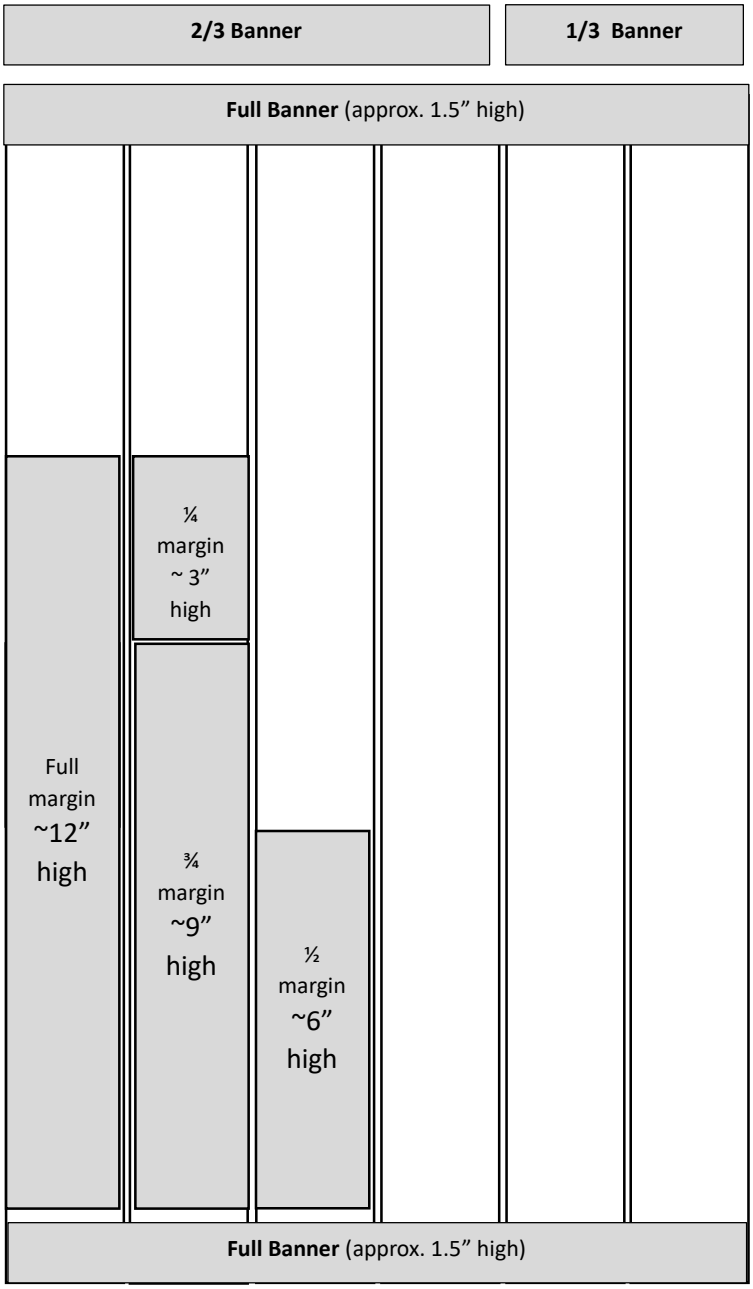
Additional $100

13 weeks - 5% discount ---- 26 weeks- 10% discount ---- 52weeks - 15% discount

Political ads must be paid in advance. Discounts apply as long as the account is kept up to date.

Late payments or not fulfilling run-time commitment may result in back charges of the gross price.

Front Page Advertising



Across top

1/3 banner	2/3 banner	Full banner
$125/1 wk	$250/1 wk	$375/1 wk
$90/13 wks	$180/13 wks	$270/13wks
$75/26 wks	$150/26 wks	$225/26wks

Left margin only

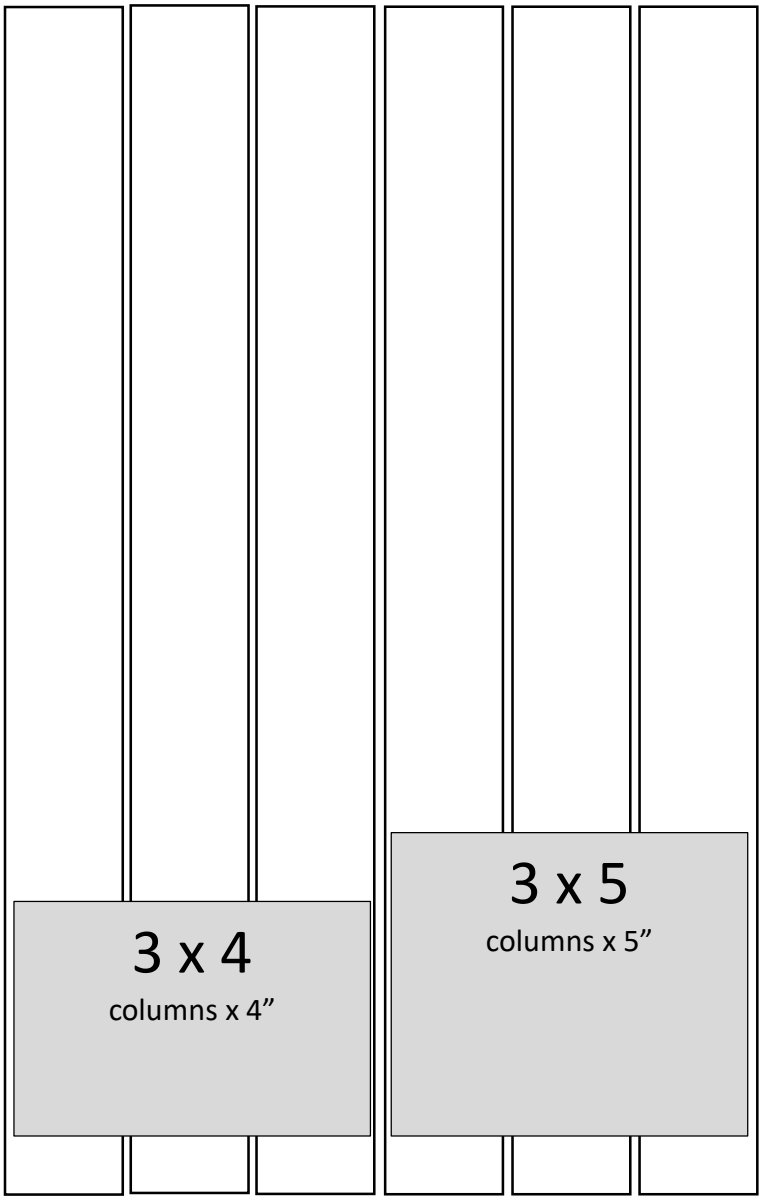
¼ margin	½ margin	¾ margin	full margin
$125/1 wk	$250/1wk	$375/1wk	$500/1wk
$90/13 wks	$180/13wks	$270/13wk	$360/13wks
$75/26 wks	$150/26wks	$225/26wks	$300/26wks

Across bottom- Full banner only

$300/1 wk	$240/13 wks	$200/26 wks

***Front page ad pricing includes color**

Back Page Advertising



Only 2 guaranteed back page ad spots are available and can be reserved for up to 26 weeks at a time, to be billed monthly. Guaranteed back page ads are color only. Both advertisers may choose either size.

3 x 4	**3 x 5**
$240/1 wk	$340/1 wk
$175/13 wks	$250/13 wks
$150/26 wks	$205/26 wks

***Back page ad pricing includes color**

Classified Advertising

Deadline for all classifieds is Friday at 3 p.m.

Classified Line Ads

Ads for individuals or businesses that have something to sell, a service to offer, homes for rent/sale/lease, garage sales, or job listings.

Classified line ads are also shared on www.thegraphic.org at no additional charge

$10 for 30 words or less; $0.35/word over 30

Legal Notices

Public Notices, Bid Notices, Auctions, Estate Sales, Notice to Creditors, Citations, etc.

$0.35/word (price in accordance with state law)

Pre-printed Insert Rates – (See insert rate sheet)

$425, $450 or $500

We do not print inserts. Inserts must be delivered a week before they are scheduled to run.

Job Listings

Line Rate as seen above

OR

Classified Display Ad $11/column inch

(Can include logo and wording of choice)

Columns (c) x inches	Price
1c x 1	$11.00
1c x 2	$22.00
2c x 2	$44.00
2c x 3	$66.00
2c x 4	$88.00
3c x 3	$99.00
3c x 4	$132.00
3c x 5	$150.00

Classified Display Discounts: 13 weeks - 5% discount ---- 26 weeks- 10% discount ---- 52weeks - 15% discount

Agency Rate - $15/column inch (prices are per week)

THE GRAPHIC MEDIA

DIGITAL MARKETING SOLUTIONS

CLIENT NEEDS

Since every client is unique, we want to hear what your business goals and struggles are.

STRATEGIC PLAN

Our team will put together a plan to help reach your goals and build your business with our digital marketing tactics.

REPORTING

We like to sit down with our clients on a monthly basis to go over our detailed reporting. This gives you the ability to see the effectiveness of your campaigns.

TACTICS

- Print Advertising
- Search & Keyword
- Geofencing
- Site Retargeting
- Addressable Geofencing
- Social Media
- Streaming TV
- Streaming Radio
- YouTube/YouTube TV
- Text Messaging
- Recruitment Ads
- Email Blasts
- Logo & Brand Kit
- Local SEO
- Reputation Management
- Website Design

ABOUT US

Our family business has been providing innovative marketing solutions to business customers since 1877. With each generation, we have helped our clients adapt to the unique challenges that have come with technological advancement. We have partnered with large and small businesses to take them to the next level as they provide their goods and services to a rapidly advancing global economy. Each client is different in the way they run their business, and in how they work toward their business goals. Our team takes pride in our tailored approach to help our clients scale their companies and attain their goals and dreams.

Megan Wylie
Sales & Marketing Director

479.754.2005
megan@thegraphic.org