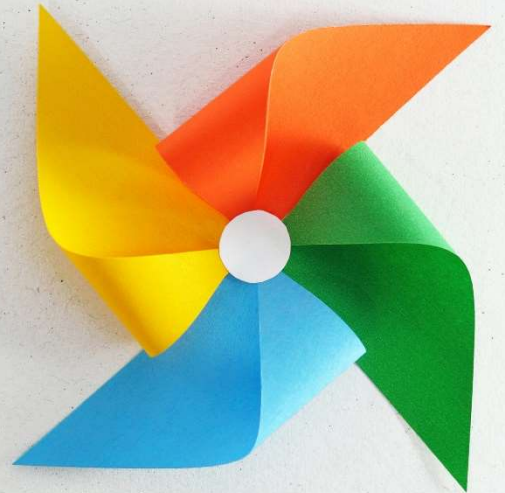


2023

The Johnson County Graphic &
The Graphic Media



Print & Digital Advertising
& Marketing Solutions

479-754-2005

ads@thegraphic.org or

megan@thegraphic.org

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. Successful businesses use a three-pronged approach to marketing: print, digital, and social media. We can help you with all three! Using our digital marketing service, *The Graphic Media*, we can now help you grow your business utilizing a variety of online tactics to target your ideal customers and bring them to your door or website. And with our monthly reporting, you can see measurable results, allowing you to monitor and adjust your approach based on what is getting results. Pair this with print advertising which reaches our readership of close to 7,000 people and you have a winning combination.

The more often people see your advertisement the more they become aware of and increase their trust in your business, and when you deliver your message through multiple channels you increase the chances of reaching an individual at exactly the right time for them to take action.

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. Newspapers are one of the only permission-based models of advertising in existence. Our customers purchase the newspaper and expect to see advertisements when they read it and they pay attention to those ads. 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.

Let us put you in touch with *The Graphic's* nearly 7,000 readers in Johnson county and surrounding areas who are likely to visit your place of business and with whom you will be able to improve your brand recognition and boost sales. And let us help you to serve ads digitally to whoever your ideal customer is with one of our many digital marketing tactics and help you reach your business goals!

Call us at 479-754-2005 or

Email ads@thegraphic.org or megan@thegraphic.org

Display Advertising

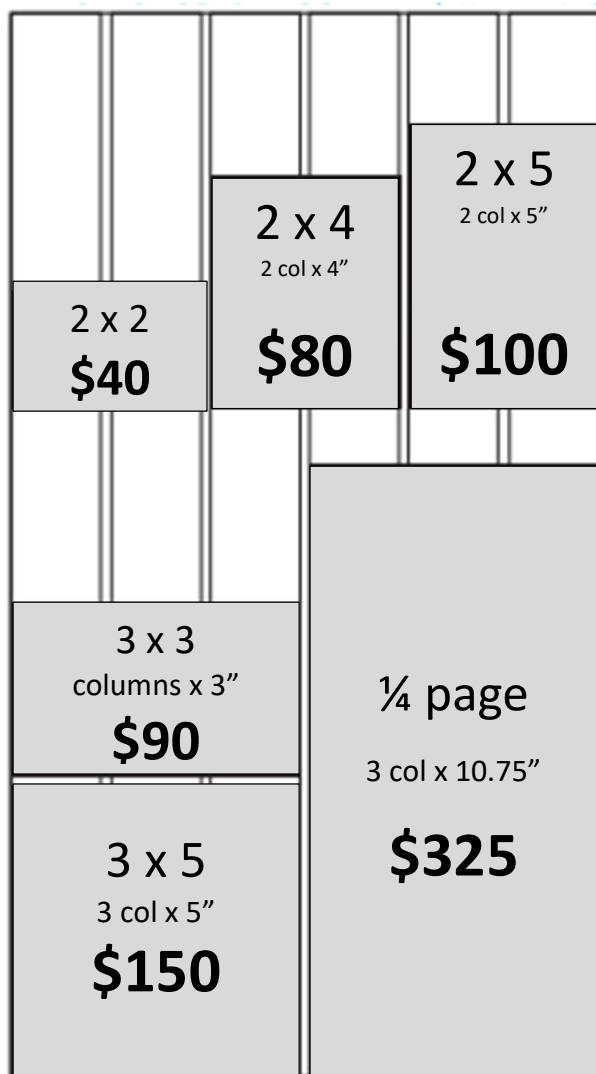
~10.00/column inch – prices are weekly
Agency NET Display Rate-15.00/column inch

Two Column Pricing

<u>Column X inches</u>	<u>Price</u>
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



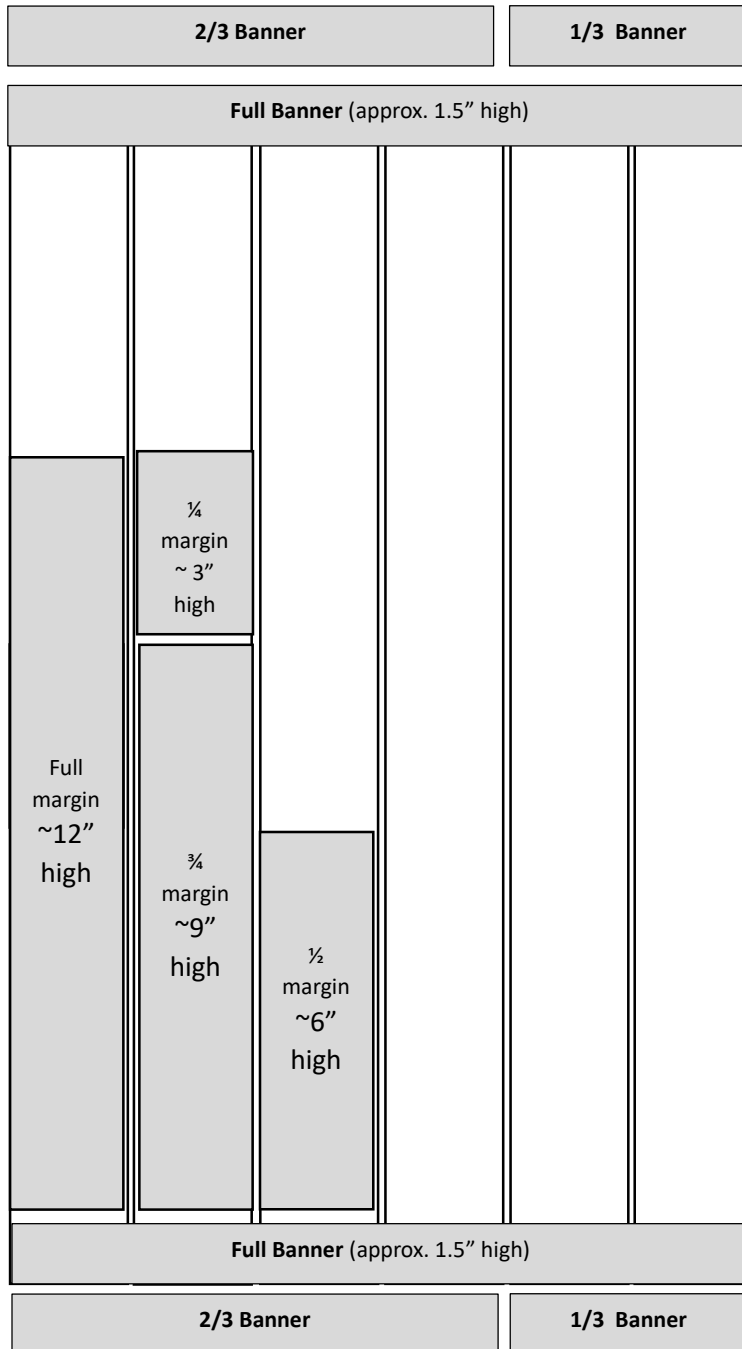
Full Color: Additional \$100

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



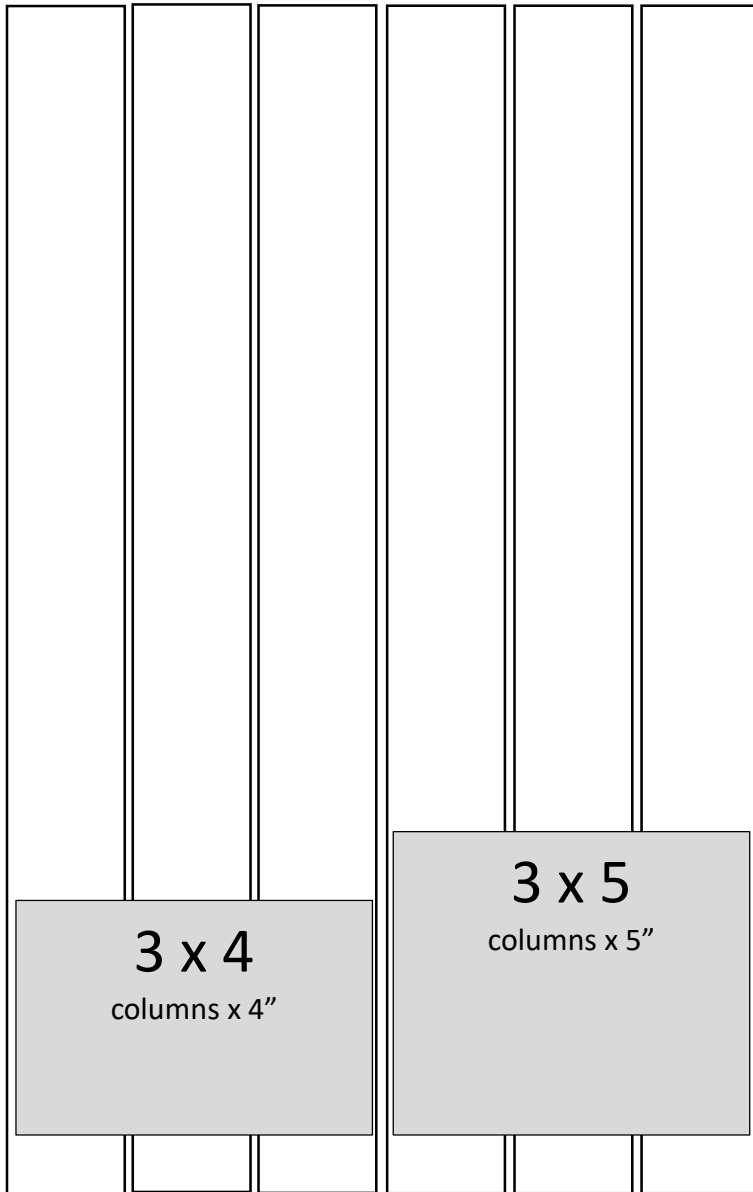
Across top		
1/3 banner	2/3 banner	Full banner
\$125/1 wk	\$250/1 wk	\$375/1 wk
\$90/13 wks	\$180/13 wks	\$270/13wks
\$75/26 wks	\$150/26 wks	\$225/26wks

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		
1/3 banner	2/3 banner	Full banner
\$100/1 wk	\$200/13 wks	\$300/26 wks
\$80/13 wks	\$160/13 wks	\$240/26 wks
\$67/26 wks	\$133/13 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

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, Paid Obituaries, 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 (with border) \$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)

Service Directory

Package Options	
<input type="checkbox"/> <p style="text-align: center;"><u>Package 1</u></p> <p style="text-align: center;">3"x2" (Business Card)</p> <ul style="list-style-type: none"> • printed • shared on The Graphic Facebook page 1x/week <p style="text-align: center;">\$35/week – billed monthly</p>	<input type="checkbox"/> <p style="text-align: center;"><u>Package 2</u></p> <p style="text-align: center;">3"x2" (Business Card)</p> <ul style="list-style-type: none"> • printed • shared on The Graphic Facebook page 1x/week • added to business directory on website <p style="text-align: center;">\$45/week – billed monthly</p>
<input type="checkbox"/> <p style="text-align: center;"><u>Package 3</u></p> <p style="text-align: center;">1.75"x2" (1/2 Business Card)</p> <ul style="list-style-type: none"> • printed • shared on The Graphic Facebook page 1x/week <p style="text-align: center;">\$20/week – billed monthly</p>	<input type="checkbox"/> <p style="text-align: center;"><u>Package 4</u></p> <p style="text-align: center;">1.75"x2" (1/2 Business Card)</p> <ul style="list-style-type: none"> • printed • shared on The Graphic Facebook page 1x/week • added to business directory on website <p style="text-align: center;">\$30/week – billed monthly</p>
TOTAL INVESTMENT	
Business Name: _____ Contact Person: _____	
Billing Address: _____	
Email: _____ Phone: _____	
Package Option: 1 2 3 4 Package Term (13 wk minimum) _____	
Beginning Date: _____ Ending Date: _____	
Method of Payment: cash check # _____	
Credit Card: Visa/Mastercard/Amex/Discover Name on Card: _____	
CC# _____ Billing Address: _____	
CC expiration: _____ CCV# _____	

Pre-Printed Insert Rates

You print, we distribute! Instead of delivering circulars by mail, you can have them made a part of *The Graphic*. This is a great way to increase conversion rates for your ideal customers and increase your revenue. Studies have shown that:

- 88% of all consumers and 91% of millennials use paper coupons ([Valassis](#))
- Shoppers 18 to 25 years old use paper coupons twice as much as other methods ([CreditCards.com](#))
- 71% of consumers said they would use a featured coupon code from a print advertisement to buy online ([Valassis](#))
- [69% of people](#) like receiving print advertisements that include coupons for restaurants and 65% like coupons for retail businesses. (Conquest Graphics)

What you need to know about The Graphic:

Published every Wednesday

Print Circulation: 2700 Readership: 6750

Single copy price - .50

Printed by offset – 50" web format

Page size: 6 col. X 21.5" (mechanical 21.25"), 129 col. Inches/page

Column size: 1/75 inches (.12 gutter)

Zip Code Distribution for rack sales: 72821, 72830, 72832, 72839, 72840, 72845, 72846, 72847, 72852, 72854, 72863, 72801(CSV file available for mailing list upon request)

The number of copies sent to us must agree with our total press run (2700 at this date).

Advertiser must agree to reimburse publisher for any additional postage assessed by the US Post Office in the event of nonconformity to Postal Regulations.

It is preferred inserts be onsite by the WEDNESDAY prior to insertion date and no later than the FRIDAY PRIOR TO INSERTION DATE.

Pre-Printed Insert Options

Options		
<input type="checkbox"/> <u>Option 1*</u> Tabloid – 1 to 24 pages Full Size – 1 to 12 pages 1 to 2,064 Col. Inches \$425	<input type="checkbox"/> <u>Option 2*</u> Tabloid – 25 to 48 pages Full Size – 13 to 24 pages 2,065-4,128 Col. Inches \$450	<input type="checkbox"/> <u>Option 3*</u> Tabloid – 49 to 72 pages Full Size – 25 to 36 pages 4,129-6,192 Col. Inches \$500

*Your business might be eligible for co-op pricing. For questions, call or email us for more information.

Ask us about our wide range of digital marketing options to find out other ways we can help you increase traffic and grow your business, while working within your budget. Free consultation and customized advertising proposals.

Call us today at 479-754-2005 or email megan@thegraphic.org

Business Name: _____ Contact Person: _____

Phone: _____ email: _____

Package: 1 2 3 Week/s to run: 1 2 3 4

Total per month: _____ Total Investment: _____

Beginning Date: _____ Ending Date: _____

Method of Payment: cash check # _____

Credit Card: Visa/Mastercard/Amex/Discover Name on Card: _____

CC# _____ Billing Address: _____

CC exp. _____ CCV# _____

Web Page Advertising

ONLINE PRICING: Online ad rates are monthly prices.

Ad sizes are in pixels.



HEADER AD
255X127...\$250

SPOTLIGHT ADS
350X250...\$150

DISPLAY ADS
Small...\$75
(180x90)

Medium...\$100
(300x300)

Large...\$150
(300x600)

BANNER ADS
700x200...\$250
Placed above and below
breaking news or e-
edition

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
