

We've got Ringgold County covered!

Mount Ayr **Record News**



**TWO
GREAT
NEWSPAPERS!**

**Reach
Over 5,500
Readers
Each Week**

**EVERY
THURSDAY!**



Diagonal Progress

Tom Hawley, Editor & Publisher

122 W. Madison Street--PO Box 346

Mount Ayr, IA 50854

Phone 641-464-2440 • Fax 641-464-2229

email: staff@mtayrnews.com

On the web: mtayrnews.com

OFFICIAL NEWSPAPER FOR:



City of Mount Ayr
City of Kellerton
Ringgold County
Mount Ayr Community Schools



City of Diagonal
Ringgold County
Diagonal Community Schools

2024 ADVERTISING RATES

Both Newspapers

BEST RATE:

only \$10

per column inch

*Save \$1.00 per inch
when you run your ad
in the Mount Ayr
Record-News*

*and the
Diagonal Progress!*



LOCAL DISPLAY RATE:

\$6.25

per column inch

*FREE design included!
We provide complimentary
advertising consultation for local
businesses/organizations.*

COLOR CHARGE:

Per spot color \$75

Full color \$225

LINE CLASSIFIED:

\$5.50 for the first 20 words, 25
cents a word for each additional
word per insertion.

WEBSITE ADVERTISING:

No charge for advertisements printed
in the Record News. Ad will also run
on our website: www.mtaylornews.com

NEW! Church Page Sponsorship

Showcase your logo or business card
ad, with web link, next to our online
church directory for \$25 a mo.

Diagonal Progress

LOCAL DISPLAY RATE:

\$4.75

per column inch

*FREE design included!
We provide complimentary
advertising consultation for local
businesses/organizations.*

COLOR CHARGE:

Per spot color \$50

Full color \$125

LINE CLASSIFIED:

\$4.00 for the first 20 words, 25
cents a word for each additional
word per insertion.

MECHANICALS

Page size:

Six columns by 21.5 inches high
(allow 1" for newspaper header)

Full Page Size: 10.5" x 20.5"

1/2 Page Size: 10.5" x 10.25"

1/4 Page Size: 5.16" x 10.25"

1/8 Page Size: 5.16" x 5.125"

1/16 Page Size: 5.16" x 2.56"

Column Widths:

1 column 1.61"

2 column 3.39"

3 column 5.16"

4 column 6.94"

5 column 8.72"

6 column 10.5"

Ad sizing is measured
by the column width.

Depth is variable
based on your artwork.
*Multiply the number of
columns by depth for total
column inches.*

OBITUARIES:

Record News \$75 flat fee

Diagonal Progress. . \$45 flat fee

Both papers \$105

AD DEADLINE:

9:00 a.m. Tuesday
the week of publication.
Thursday is publication day

CONTACT US:

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INSERT INFORMATION:

Maximum unfolded size

11.5" x 10.5"

INSERT RATES:

Single Sheet \$70/M

Up to 12 tab \$80/M

Up to 24 tab \$90/M

Over 24 tab. **Special Quote**
plus copy/print cost if needed

Mount Ayr Record News full run

2,000 copies

Diagonal Progress full run

500 copies (\$70 minimum)