

RUST COMMUNICATIONS MOKS

Media Kit

The Fort Scott Tribune
Fort Scott Countryside
www.fstribune.com

Nevada Daily Mail
The Nevada News
www.nevadadailymail.com

Weekend Herald-Tribune



12 E. Wall, P.O. Box 150, Fort Scott, KS 66701
Ph. (620) 223-1460 Fax (620) 223-0515
www.fstribune.com



131 S. Cedar, P.O. Box 247, Nevada MO 64772
Ph. (417) 667-3344 Fax (417) 667-8384
www.nevadadailymail.com



Rust Communications MOKS



Dear Client:

Thank you for your interest in advertising in The Fort Scott Tribune, Fort Scott Countryside, Nevada Daily Mail, The Nevada News, Weekend Herald-Tribune, The Fort Scott Tribune Online, Nevada Daily Mail Online and various specialty publications, such as our business and service card directory. Our award-winning newspapers are great gateways for your advertisements to reach our communities. We are excited to build a partnership with you.

This media kit is designed to answer all of your advertising questions and provide an insight into the demographics of our readership. The kit provides charts and rates to aid your decision of how to build the best ad for your needs. Included are examples of quality advertisements created by our advertising consultants and graphic designers to show you our finest work.

Our media kit also contains information about our commercial print products. Our webpress department and commercial printshop specialize in a wide range of custom printing, from business cards to specialty publications. In addition, our webpress department can print your newspaper inserts. Our commercial printing staff is proud to present the enclosed samples of optimum commercial printing.

We hope you enjoy exploring the information and samples provided in our media kit. Our advertising consultants and commercial printing staff are looking forward to serving you with the best customer service.

Our staff will contact you soon to discuss your advertising and printing needs. We look forward to doing business with you.

Sincerely,

Julie Simpson
Publisher

The Fort Scott Tribune/Fort Scott Countryside
Weekend Herald-Tribune
12 E. Wall, P.O. Box 150, Fort Scott, KS 66701
Ph. (620) 223-1460 Fax (620) 223-0515
advertising@fstribune.com
www.fstribune.com

Nevada Daily Mail/The Nevada News
Weekend Herald-Tribune
131 S. Cedar, P.O. Box 247, Nevada MO 64772
Ph. (417) 667-3344 Fax (417) 667-8384
advertising@nevadadailymail.com
www.nevadadailymail.com



Rust Communications MOKS



Our Mission

Rust Communications MOKS publishes three newspapers; The Fort Scott Tribune, the Nevada Daily Mail, and the Weekend Herald-Tribune; two total market coverage products, the Fort Scott Countryside and The Nevada News; online versions of our newspapers; and various specialty publications. At Rust Communications MOKS, we take our mission statement seriously. We strive to exceed expectations in every aspect of every product we deliver to our communities. You can rest assured we will exceed expectations in serving you as well.

***Mission Statement:** To exceed expectations by striving to preserve the public trust through fair and accurate reporting; providing value-driven advertising opportunities; producing the highest quality printing products; and actively supporting the communities we serve.*

The Fort Scott Tribune/Fort Scott Countryside
Weekend Herald-Tribune
12 E. Wall, P.O. Box 150, Fort Scott, KS 66701
Ph. (620) 223-1460 Fax (620) 223-0515
advertising@fstribune.com
www.fstribune.com

Nevada Daily Mail/The Nevada News
Weekend Herald-Tribune
131 S. Cedar, P.O. Box 247, Nevada MO 64772
Ph. (417) 667-3344 Fax (417) 667-8384
advertising@nevadadailymail.com
www.nevadadailymail.com



Rust Communications MOKS



The Fort Scott Tribune/Fort Scott Countryside Personnel

Publisher Julie Simpson
Managing Editor Ruth Campbell
Office Manager Teresa Klumpp
Advertising Manager Lorie Harter
Advertising Consultant Andrew LaSota
Advertising Consultant MaryJo Bolerjack

Nevada Daily Mail/The Nevada News Personnel

Publisher Julie Simpson
Managing Editor Lynn Wade
Office Manager Lois McMillan
Advertising Manager Lorie Harter
Advertising Assistant/Classified Sales Consultant Sandy Stapleton
Advertising Consultant Kari Vincent

The Fort Scott Tribune/Fort Scott Countryside
Weekend Herald-Tribune
12 E. Wall, P.O. Box 150, Fort Scott, KS 66701
Ph. (620) 223-1460 Fax (620) 223-0515
advertising@fstribune.com
www.fstribune.com

Nevada Daily Mail/The Nevada News
Weekend Herald-Tribune
131 S. Cedar, P.O. Box 247, Nevada MO 64772
Ph. (417) 667-3344 Fax (417) 667-8384
advertising@nevadadailymail.com
www.nevadadailymail.com



Rust Communications MOKS



Fort Scott Publications

THE FORT SCOTT TRIBUNE



The Fort Scott Tribune, owned by Rust Communications MOKS, is a daily newspaper published four days a week. Serving Bourbon County since 1884, The Fort Scott Tribune presents community, regional, state and national news that directly affects area readers. It stays directly connected to Fort Scott, Kansas and surrounding communities by featuring local guest columnists and editorials and by hosting and participating in community events.

With a circulation of 2,400 in five counties and mail subscribers across the country, it is the source community members turn to for accurate information on current events, lifestyles and religion, intriguing editorials, action-packed sports coverage, detailed display and classified ads and helpful business tips.

THE FORT SCOTT TRIBUNE ONLINE

With the re-launch of The Fort Scott Tribune Online, www.fstribune.com, in April 2007, The Fort Scott Tribune's essential information can be accessed easily anytime day or night. The revamped site hosts special features, such as the eEdition, a virtual replica of the newspaper, photo galleries, and multi-media, and functions that promote reader interactivity, such as online polls, online submission forms and story commenting. The Fort Scott Tribune Online is a fresh medium presenting new features and increased advertising opportunities to a diverse audience.

The Fort Scott Tribune Online offers animated advertising. These ads are a great way to draw attention to your business. The ads are viewed thousands of times a month by thousands of online readers. The ads can also redirect audiences to your own commercial Web site.

The Fort Scott Tribune/Fort Scott Countryside
Weekend Herald-Tribune
12 E. Wall, P.O. Box 150, Fort Scott, KS 66701
Ph. (620) 223-1460 Fax (620) 223-0515
advertising@fstribune.com
www.fstribune.com

Nevada Daily Mail/The Nevada News
Weekend Herald-Tribune
131 S. Cedar, P.O. Box 247, Nevada MO 64772
Ph. (417) 667-3344 Fax (417) 667-8384
advertising@nevadadailymail.com
www.nevadadailymail.com



Rust Communications MOKS



Nevada Publications

NEVADA Daily Mail

The Nevada Daily Mail, a Rust Communications MOKS daily newspaper, delivers quality local, regional, state and national news, sports, editorials and display and classified ads to approximately 2,200 subscribers in five counties. Published four days a week, the Nevada Daily Mail has been serving Vernon County since 1883.

As a stakeholder and a beacon in the community, the Nevada Daily Mail welcomes the contributions of editorials, columnists, guest writers and reader comments. The Nevada Daily Mail not only covers its community, it goes to great lengths to demonstrate its contribution in the community's well being and progress.

NEVADA DAILY MAIL ONLINE

The re-launch of The Nevada Daily Mail Online, www.nevadadailymail.com, in June 2007 allows readers to access up-to-the-minute news at their fingertips. The site features special attractions such as the eEdition, a virtual replica of the newspaper, photograph slideshows, and multimedia, and functions that let the reader tell us what he or she thinks, such as online polls, story comments and online submissions. New features and amplified advertising opportunities make The Nevada Daily Mail Online an innovative way to reach a wide audience.

The Nevada Daily Mail Online offers animated advertising. These ads are a great way to draw attention to your business. The ads are viewed thousands of times a month by thousands of online readers. The ads can also redirect audiences to your own commercial Web site.

The Fort Scott Tribune/Fort Scott Countryside
Weekend Herald-Tribune
12 E. Wall, P.O. Box 150, Fort Scott, KS 66701
Ph. (620) 223-1460 Fax (620) 223-0515
advertising@fstribune.com
www.fstribune.com

Nevada Daily Mail/The Nevada News
Weekend Herald-Tribune
131 S. Cedar, P.O. Box 247, Nevada MO 64772
Ph. (417) 667-3344 Fax (417) 667-8384
advertising@nevadadailymail.com
www.nevadadailymail.com

Rust Communications MOKS



Shared Publications



WEEKEND

Herald-Tribune



The Weekend Herald-Tribune is published every Saturday for both Fort Scott, Kansas and Nevada, Missouri. This regional newspaper publishes news, sports, and display and classified ads from both communities, reaching 5,000 subscribers across 10 counties and mailed out across the country. It's the best of both communities, reaching more subscribers than ever before.

Fort Scott
Countryside  **The Nevada News**

The Fort Scott Countryside/The Nevada News, a special Wednesday total market coverage (TMC) paper, is delivered to virtually every household in Bourbon and Vernon counties. With a circulation of 17,000, it's the perfect paper for anyone looking for a bargain!

SPECIALTY PUBLICATIONS

Rust Communications MOKS welcomes the addition of a Special Publications Department. The Fort Scott Tribune and Nevada Daily Mail are partnering to produce the highest quality specialty publications to meet the needs of specific audiences in Fort Scott, Nevada and surrounding communities.

SHE Magazine

She, a quarterly publication, is the premiere full color magazine, created for women, primarily 20-60 years old, in the Southwest Missouri & Southeast Kansas areas. With engaging in-depth stories and fun features, She is a delightful read from cover to cover. She features interesting local women and their stories, as well as articles on health, beauty, leisure and family issues. Also, She highlights local women artists, product reviews, gadgets, and other stories for a captivated audience.

Ageless Magazine

Ageless, a quarterly publication, is a magazine for people who have experienced life long enough to know they want more. It's about the vibrant, health-conscious, self-assured generation living life to its fullest. It's about today and tomorrow, plus a little bit of yesterday. It's a magazine that celebrates experience, new beginnings and familiar treasures. Distributed in the Southwest Missouri & Southeast Kansas areas.

The Fort Scott Tribune/Fort Scott Countryside
Weekend Herald-Tribune
12 E. Wall, P.O. Box 150, Fort Scott, KS 66701
Ph. (620) 223-1460 Fax (620) 223-0515
advertising@fstribune.com
www.fstribune.com

Nevada Daily Mail/The Nevada News
Weekend Herald-Tribune
131 S. Cedar, P.O. Box 247, Nevada MO 64772
Ph. (417) 667-3344 Fax (417) 667-8384
advertising@nevadadailymail.com
www.nevadadailymail.com



Rust Communications MOKS



Reader Profile

THE FORT SCOTT TRIBUNE / NEVADA DAILY MAIL WEEKEND HERALD-TRIBUNE

The Fort Scott Tribune, Nevada Daily Mail and Weekend Herald-Tribune target the various individuals that make up each community, from the young professional to the retiree, covering issues that affect readers of all ages. The Rust Communications MOKS staff is proud to produce publications that can be read at the family kitchen table, covering all areas of life, from school plays to city government accountability.

THE FORT SCOTT TRIBUNE AND NEVADA DAILY MAIL ONLINE

The Fort Scott Tribune Online, www.fstribune.com, and the Nevada Daily Mail Online, www.nevadadailymail.com, bring the same quality coverage of the tangible newspaper and more to the reader's fingertips. The sites are a great way for busy individuals to keep up to date on current events at work, over a lunch hour or while traveling. The sites also provide an important connection to Fort Scott and Nevada natives who have moved away from home, or for local students who are away at school.

THE FORT SCOTT COUNTRYSIDE AND THE NEVADA NEWS

As total market coverage (TMC) papers, The Fort Scott Countryside and The Nevada News appeal to everyone looking for a bargain! Delivered to 17,000 households weekly, they reach individuals and families of every walk of life. They are a guaranteed way to get your ad noticed!

The Fort Scott Tribune/Fort Scott Countryside
Weekend Herald-Tribune
12 E. Wall, P.O. Box 150, Fort Scott, KS 66701
Ph. (620) 223-1460 Fax (620) 223-0515
advertising@fstribune.com
www.fstribune.com

The Nevada Daily Mail/The Nevada News
Weekend Herald-Tribune
131 S. Cedar, P.O. Box 247, Nevada MO 64772
Ph. (417) 667-3344 Fax (417) 667-8384
advertising@nevadadailymail.com
www.nevadadailymail.com



Rust Communications MOKS



Testimonials

Readers

The Fort Scott Tribune

“I think it’s essential; even though it is a small town, it’s important that we need to know what’s going on. I think they do a pretty good job at informing us on problems and promoting the good things that are going on in the community. We at the Beacon have appreciated the heads up that the paper gives about our fundraisers. It benefits everybody.”

- Bob Eckles, director, The Beacon (community resource center), Fort Scott, Kan.

Nevada Daily Mail

“What I’ve been most impressed with is the accuracy with their reporting. On the stories that they’ve done that I know something about or the meetings they cover that I have attended, what they are reporting is exactly what I saw. I like the way the Nevada Daily Mail has covered the news in Nevada in the past year. They’ve done a good job of straight ahead reporting of what they saw.”

- John Flynn, broker associate & partner, Pro Realty Group, LLC, Nevada, Mo.

Advertisers

The Fort Scott Tribune

“The contact with the ad representative is the most important thing. They have to be in our store once or twice a week. Then they have a feeling of what is going on with our business. The Fort Scott Tribune has been very good because it has improved 100 percent. The production is much better and the timing of the ads are real important to us. With their ad representative, and the production, they take care of us. We are very pleased with it. It is professional.”

- Terry Davenport, manager, Ruddick’s Furniture, Inc., Fort Scott, Kan.

Nevada Daily Mail

“Anytime I call and need something, our ad representative does it right away. Right now we are running CD specials. People who call mention the ad, so I know people look at it. We’ve gotten customers from Kansas that have seen the ad in the paper that we normally would not attract.”

- Jeannie Hirschman, assistant cashier, First National Bank, Nevada, Mo.



Rust Communications MOKS



Bourbon County, Kansas Demographics

County seat: Fort Scott, Kansas

Bourbon County Population (*2000)

Total	15,379	
Male	7,412	(48.2%)
Female	7,967	(51.8%)

Age (*2003 statistics)

Under 5	945	(6.1%)
5 to 19	3,584	(23.3%)
20 to 24	891	(5.8%)
25 to 34	1,637	(10.6%)
35 to 54	4,070	(26.4%)
55 to 64	1,448	(9.4%)
65 to 84	2,342	(15.2%)
85 and older	462	(3.0%)
Under 18	4,529	(29.4%)

Population by Race and Ethnicity (*2000)

White	14,466	(94.1%)
Black	474	(3.1%)
American Indian/Alaska Native	129	(0.8%)
Asian/Pacific Islander	63	(0.4%)
MultiRacial	173	(0.9%)
Hispanic	199	(1.3%)
Non-Hispanic	15,180	(98.7%)

Households by Type (*2000)

Total households	6,161	
Families:	4,126	(67.0%)
Married couples	3,360	(54.5%)
Married couples w/ own children < 18	1,388	(22.5%)
Single mothers	362	(5.9%)
Non-family households	2,035	(33.0%)
Persons living alone	1,785	(29.0%)
Householders 65 years and older	915	(14.9%)
Average household size	2.44	
Average family size	3.01	

Housing Data (*2000)

Total housing units	7,135
Owner-occupied	4,557
Renter-occupied	1,604

Total Full-time and Part-time Employment (*2000)

Civilian labor force (*2005)	8,125
Employed (*2005)	7,570
Unemployed (*2005)	555 (6.8%)

Farm employment	313	(4.2%)
Retail trade	743	(10.1%)
Government	960	(13.0%)
Manufacturing	1,457	(19.8%)
Other services, except public admin.	294	(4.0%)
Services	1,172	(15.9%)
Construction	452	(6.1%)
Finance/insurance	594	(8.1%)
Total Full-time and Part-time Employment, cont. (*2000)		

Wholesale trade

433 (5.9%)

Professional/technical services

260 (3.5%)

Household Income (*2000)

< than \$10,000	816	(13.3%)
\$10,000 to \$24,999	1,615	(26.3%)
\$25,000 to \$49,999	2,145	(35.0%)
\$50,000 to \$99,999	1,331	(21.6%)
\$100,000 to \$199,999	160	(2.7%)
\$200,000 or more	68	(1.1%)

Selected Income Indicators (*2000)

Median household income	\$31,199
Median family income	\$39,239
Per capita personal income	\$16,393

Travel to Work/Commuting Patterns (*2000)

Total workers aged 16 and over	7,309
Mean travel time to work (in minutes)	19.5
Worked at home	302 (4.1%)

Educational Attainment (*2000)

Population age 25 or older	9,965
Less than high school, no diploma	837 (8.4%)
High school grad or GED	3,161 (31.7%)
Some college, no degree	2,581 (25.9%)
College graduate	2,650 (26.6%)
High school graduation rate	81%

Children and Families (*2000)

Families below poverty	392 (9.5%)
------------------------	------------

* Statistics from Kansas Statistical Abstract 2005, U.S. Census Bureau, Census 2000, <http://www.ipsr.ku.edu>.; Data Summary for Bourbon County, Kansas, <http://www.oznet.k-state.edu> and the Bourbon County Courthouse.



Rust Communications MOKS



Vernon County, Missouri Demographics

County seat: Nevada, Missouri

Vernon County Population (*2004)

Total	20,383	
Male	9,863	(48.4%)
Female	10,520	(51.6%)

Age (*2003 statistics)

Under 5	1,319	(6.5%)
5 to 17	3,908	(19.3%)
18 to 24	2,089	(10.3%)
25 to 34	2,171	(10.7%)
35 to 54	5,503	(27.1%)
55 to 64	2,097	(10.3%)
65 to 84	2,690	(13.3%)
85 and older	560	(2.5%)
Under 18	5,227	(25.8%)

Population by Race and Ethnicity (*2003)

White	19,688	(97.1%)
Black	154	(0.8%)
America Indian/Alaska Native	187	(0.9%)
Asian/Pacific Islander	81	(0.4%)
MultiRacial	173	(0.9%)
Hispanic	193	(1.0%)
NonHispanic	20,090	(99.0%)

Households by Type (*2000)

Total households	8,018	
Families:	5,491	(68.5%)
Married couples	4,452	(55.5%)
Married couples w/ own children < 18	1,948	(24.3%)
Single parent families	686	(8.6%)
Single mothers	516	(6.4%)
Other families	353	(4.4%)
Non-family households	2,527	(31.5%)
Persons living alone	2,240	(27.9%)

Population by Place Category (*2004)

Living in places of 2,500+ population	8,434	(41.4%)
Living in places < 2,500	1,898	(9.3%)
Living in an unincorporated area	10,051	(49.3%)

**Census designated places not included

Housing Data

Total housing units (*2003)	9,045	
Home ownership rate (*2000)	72.3%	
Percent units in multi-unit structures (*2000)	10.4	
Median house value (*2000)	\$58,500	

Total Full-time and Part-time Employment (*2003)

Total employment	11,429	
Unemployment rate (*May 2005)	4.8%	
Farm employment	1,551	(13.6%)
Retail trade	1,271	(11.1%)
Local government	1,268	(11.1%)
Manufacturing	1,232	(10.8%)
Other services, except public admin.	675	(5.9%)
Accommodation/food services	641	(5.6%)
State government	594	(5.2%)
Construction	485	(4.2%)
Finance/insurance	430	(3.8%)
Wholesale trade	264	(2.3%)
Professional/technical services	254	(2.2%)

Personal Income (*2003)

Total personal income (in thousands)	\$456,474	
Personal current transfer receipts	134,268	(29.4%)
Dividends, interest and rent	69,684	(15.3%)
Manufacturing	61,520	(13.5%)
Local government	42,607	(9.3%)
Retail trade	22,337	(4.9%)
State government	18,243	(4.0%)
Finance/insurance	12,990	(2.8%)
Other services, except public admin.	10,259	(2.2%)

Selected Income Indicators

Median household income (*2002)	\$29,438
Median family income	\$37,714
Per capita personal income	\$22,475



Vernon County, Missouri Demographics, cont.

Travel to Work/Commuting Patterns (*2000)

Total workers aged 16 and older	9,102	
Work outside the county	1,941	(21.3%)
Did not work at home (commuters)	8,634	(94.9%)
Commute time:		
< 30 minutes	6,823	(75.0%)
30 to 60 minutes	1,251	(13.7%)
60 minutes or more	560	(6.2%)
Worked at home	468	(5.1%)

Educational Attainment (*2000)

Population age 25 or older	13,169	
Less than high school, no diploma	3,082	(23.4%)
High school grad or GED	5,257	(39.9%)
Some college, no degree	2,958	(22.5%)
College graduate	1,872	(14.2%)
High school graduation rate		89.9%

Children and Families

All persons below poverty		
2000	2,895	(14.9%)
2002	3,008	(15.5%)
Children (ages 0 to 17) below poverty		
2000	1,048	(20.3%)
2002	1,067	(21.2%)

*Statistics compiled by the University of Missouri Extension, Office of Social and Economic Data Analysis, from USDC, Bureau of the Census, MO Depts of Economic Development; Elementary and Secondary Education; Health and Senior Services; <http://medc2.missouri.edu>.



**The Fort Scott Tribune/Fort Scott Countryside
Weekend Herald-Tribune**

Circulation

The Fort Scott Tribune

Total Distribution..... 2,400

Fort Scott Countryside/The Nevada News

Total Distribution..... 17,000

Bourbon County, KS 7,800

Vernon County, MO 9,500

Weekend Herald-Tribune

Total Distribution..... 5,000

Zip Code Count

The Fort Scott Tribune/Weekend Herald-Tribune

Mound City 66056 36

Pleasanton 66075 43

Fort Scott 66701 2,001

Bronson 66716 43

Fulton 66738 29

Mapleton 66754 33

Prescott 66767 25

Redfield 66769 54

Uniontown 66779 74

All Other 295

Total 1,937

Fort Scott Countryside

Centerville 66014 173

Mound City 66056 939

Pleasanton 66075 1,098

Fort Scott 66701 4,129

Bronson 66716 260

Fulton 66738 184

Garland 66741 95

Mapleton 66754 120

Prescott 66767 203

Redfield 66769 300

Uniontown 66779 299

Total 7,800

Racks

Tuesday-Friday 363

Saturday 363



Rust Communications MOKS



Nevada Daily Mail/The Nevada News/Weekend Herald-Tribune

Circulation

Nevada Daily Mail
Total Distribution..... 2,200

The Nevada News/Fort Scott Countryside
Total Distribution..... 17,000
 Bourbon County, KS 7,800
 Vernon County, MO 9,500

Weekend Herald-Tribune
Total Distribution..... 5,000

Zip Code Count

Nevada Daily Mail/Weekend Herald-Tribune
Bronaugh 64728 38
El Dorado Springs 64744 28
Milo 64767 32
Moundville 64771 53
Nevada 64772 1,241
Richards 64778 48
Rich Hill 64779 19
Schell City 64783 25
Sheldon 64784 41
Walker 64790 41
All Other 125

Total 1,691

Racks
Tuesday-Friday 290
Saturday 325

Vendors
Tuesday-Friday 230
Saturday 322

The Nevada News
Bronaugh 64728 316
Deerfield 64741 151
El Dorado Springs 64744 443
Harwood 64750 35
Metz 64765 50
Milo 64767 40
Moundville 64771 245
Nevada 64772 6,427
Richards 64778 261
Schell City 64783 487
Sheldon 64784 617
Walker 64790 355
All Other 73

Total 9,500



WEEKEND
Herald-Tribune
Your Bi-State Source For Local News



NEVADA
Daily Mail

THE FORT SCOTT TRIBUNE

Vernon County's Daily Newspaper Since 1883

Serving Bourbon County Since 1884



The Nevada News

Fort Scott
Countryside

Total Market Coverage

Rust Communications Newspapers

131 S. Cedar, P.O. Box 247, Nevada, MO 64772

12 E. Wall Street, Fort Scott, Kansas 66701

Phone: 417-667-3344

Phone: 620-223-1460

Fax: 417-667-8384 or 417-667-7475

Fax: 620-223-0515

www.nevadadailymail.com

www.fstribune.com

2012 Advertising Rate Card

Effective: 1-1-11

The Nevada Daily Mail & Fort Scott Tribune are published Tuesday - Friday.

Weekend Herald-Tribune is published Saturday.

The Nevada News / Fort Scott Countryside is published Wednesday.

Management Team

Publisher — Julie Simpson

Managing Editor — Lynn Wade

Editor, Fort Scott — Ruth Campbell

Advertising Director — Lorie Harter

Business Manager, Nevada — Lois McMillan

Office Manager, Fort Scott — Teresa Klump

DISPLAY ADVERTISING

Weekend Herald-Tribune.....	\$8.25
Open Rate.....	\$6.50
National Rate/Commission Rate.....	\$10.25
Total Market Coverage.....	\$5.95

CLASSIFIED DISPLAY ADVERTISING

Weekend Herald-Tribune.....	\$9.25
Open Rate.....	\$8.75
National Rate/Commission Rate.....	\$10.75
Total Market Coverage.....	n/a

WEBSITE

Leaderboard.....	\$155.00 mo
Rectangle.....	\$155.00 mo

PRE-PRINT INSERT RATES

	WHT	NDM/FST	TMC	
Single Page Tab.....	\$510.00	\$255.00	\$72.00	per thousand
up to 4 Page Tab.....	\$510.00	\$255.00	\$77.00	per thousand
up to 8 Page Tab.....	\$510.00	\$255.00	\$87.00	per thousand
up to 12 Page Tab.....	\$580.00	\$290.00	\$93.00	per thousand
up to 16 Page Tab.....	\$715.00	\$360.00	\$103.00	per thousand
up to 20 Page Tab.....	\$780.00	\$405.00	\$108.00	per thousand
up to 24 Page Tab.....	\$895.00	\$450.00	\$114.00	per thousand

} net to paper

Contact newspaper if using heavyweight paper. NO ZONING allowed.

COLOR CHARGES

1 Color.....	\$70.00	2 or more colors and full color.....	\$160.00
--------------	---------	--------------------------------------	----------

COMMERCIAL PRINTING

Nevada News Print Shop.....	417-667-3344
-----------------------------	--------------

*Contact your advertising consultant for rates on multiple runs or special promotions.

*Above rates net to newspaper.

Nevada Daily Mail / Fort Scott Tribune and Weekend Herald-Tribune
The LOCAL source in Vernon & Bourbon County for news, advertising and special events.
The Nevada News / Fort Scott Countryside... Our TMC product with a circulation of 17,000.

SPECIAL CLASSIFICATION

A. Church and Civic Organization Advertising
 All rates non-contract and non-commissionable.
 Rate is \$5.25 per column inch Tuesday - Friday,
 \$7.00 Saturday for all advertising in this category.

B. Political Advertising
 In all instances cash with order required. See
 advertising department for supplementary guide-
 lines.

C. Church Page (Friday)
 \$9.00 per week - Nevada
 \$11.00 per week - Fort Scott

GENERAL RATE POLICIES

- A.** Advertising simulating news copy must be labeled "advertisement".
- B.** Publisher reserves the right to change advertising rates without written notice except when agreed upon in advance through annual contracts or other written agreements.
- C.** Cash-in-advance payment effective until credit approved. Credit applications available through The Nevada Daily Mail/Fort Scott Tribune/Weekend Herald-Tribune & The Nevada News/Fort Scott Countryside advertising department.

COPY REGULATIONS

The Nevada Daily Mail, Fort Scott Tribune, Weekend Herald-Tribune & The Nevada News/Fort Scott Countryside makes every effort to meet advertiser's special request, but CANNOT GUARANTEE position on any specified pages or sections.

The publisher is not responsible for copy omission, typographical errors or any unintentional errors that may occur in advertisement other than to correct it in the next issue after error is brought to publisher's attention. In any event, **the publisher's liability shall be limited only to the amount of space consumed by such error. Errors must be brought to the attention of the publisher within 24 hours of publication for such claims.**

The publisher reserves the right to revise or reject, at her option, any advertisement.

All property rights, including any copyright interest of an advertisement produced by The Nevada Daily Mail/Fort Scott Tribune/Weekend Herald-Tribune & The Nevada News/Fort Scott Countryside using artwork and/or typography furnished or arranged by the paper, is the property of The Nevada Daily Mail/Fort Scott Tribune/Weekend Herald-Tribune & The Nevada News/Fort Scott Countryside. No such advertisement or any part thereof may be reproduced without the prior written consent of The Nevada Daily Mail/Fort Scott Tribune/Weekend Herald-Tribune & The Nevada News/Fort Scott Countryside. The Nevada Daily Mail/Fort Scott Tribune/Weekend Herald-Tribune & The Nevada News/Fort Scott Countryside reserves the right to reject or revise at its option any advertisement.

SPECIAL SERVICES

Co-op Department: no charge for assisting Advertisers to uncover co-op programs or to assist them to utilize this valuable resource. Separate co-op billing provided for advertisers, at their request.

CLOSING SCHEDULES - DISPLAY

Day ad is to run	Must be in by
Tuesday	4:00 p.m. Friday
Wednesday	4:00 p.m. Monday
Thursday	4:00 p.m. Tuesday
Friday	4:00 p.m. Wednesday
Saturday	4:00 p.m. Wednesday
TMC Product	4:00 p.m. Friday

CLOSING SCHEDULES - CLASSIFIED

Day ad is to run	Must be in by
Tuesday	4:00 p.m. Friday
Wednesday	4:00 p.m. Monday
Thursday	4:00 p.m. Tuesday
Friday	4:00 p.m. Wednesday
Saturday	4:00 p.m. Wednesday

SPECIAL DAYS/PAGES/FEATURES

- Tuesday - Business Page
- Wednesday - Food Page, Menus
- Thursday - TV Guide, Rural Pages
- Friday - Church Page, Senior Page
- Saturday - Kids Page, Weddings and Engagements, Health, Youth Page

MEASUREMENTS

**NEVADA DAILY MAIL - FORT SCOTT TRIBUNE
 WEEKEND HERALD-TRIBUNE**

6 COL X 21"

Full page size6 col. x 21"
1 Column10p1.5 or 1.687"
2 Column21p or 3.5"
3 Column31p10.5 or 5.312"
4 Column42p9 or 7.125"
5 Column53p7.5 or 8.937"
6 Column64p6 or 10.75"

ad sizes subject to change

MEASUREMENTS - TMC

6 COL X 16"

Full page size6 col. x 16"
1 Column9p6 or 1.583"
2 Column20Picas or 3.333"
3 Column30 Picas or 5.083"
4 Column41 Picas or 6.833"
5 Column51 Picas or 8.5"
6 Column62 Picas or 10.333"

Contact your advertising consultant about special sections and promotions to enhance your business.

NDM & FST Ad Sizes

Columns	Picas	Inches
1	11p1	1.847
2	22p11	3.819
3	34p9	5.792
4	46p7	7.764
5	58p5	9.736
6	70p3	11.708
Height	Picas	Inches
1	6p	1.000
1.5	9p	1.500
2	11p	1.833
2.5	15p	2.500
3	17p	2.833
3.5	21p	3.500
4	23p	3.833
4.5	27p	4.500
5	29p	4.833
5.5	33p	5.500
6	35p	5.833
6.5	39p	6.500
7	41p	6.833
7.5	45p	7.500
8	47p	7.833
8.5	51p	8.500
9	53p	8.833
9.5	57p	9.500
10	59p	9.833
10.5	63p	10.500
11	65p	10.833
11.5	69p	11.500
12	71p	11.833
12.5	75p	12.500
13	77p	12.833
13.5	81p	13.500
14	83p	13.833
14.5	87p	14.500
15	89p	14.833
15.5	93p	15.500
16	95p	15.833
16.5	99p	16.500
17	101p	16.833
17.5	105p	17.500
18	107p	17.833
18.5	111p	18.500
19	113p	18.833
19.5	117p	19.500
20	119p	19.833
20.5	123p	20.500
21	126p	21.000

Full Page • 6-col. x 21"

NN & CS Ad Sizes

Columns	Picas	Inches
1	9p6	1.583
2	20p	3.333
3	30p6	5.083
4	41p	6.833
5	51p	8.500
6	62p	10.333
Height	Picas	Inches
1	5p6	0.916
2	11p	1.833
3	17p	2.833
4	23p	3.833
5	29p	4.833
6	35p	5.833
7	41p	6.833
8	47p	7.833
9	53p	8.833
10	59p	9.833
11	65p	10.833
12	71p	11.833
13	77p	12.833
14	83p	13.833
15	89p	14.833
16	96p	16.000

Full Page • 6-col. x 16"

Small Tab Ad Sizes

Columns	Picas	Inches
1	11p6	1.919
2	24p3	4.004
3	36p6	6.089
4	49p	8.170
5	61p6	10.250
Height	Picas	Inches
1	6p	1.000
2	11p	1.833
3	17p	2.833
4	23p	3.833
5	29p	4.833
5.5	35p	5.500
6	41p	5.833
7	47p	6.833
8	53p	7.833
9	59p	8.833
10	60p6	9.833
11	66p7	11.100

Full Page • 5-col. x 11"

NOTE: All gutters are p9 or .125"

Rust Communications MOKS Distribution Map

