

RUST COMMUNICATIONS MOKS

Media Kit

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



22 N. Main, Fort Scott, KS 66701
Ph. (620) 223-2110 Fax (620) 644-5110
www.fstribune.com



Rust Communications MOKS

Dear Client:

Thank you for your interest in advertising in The Fort Scott Tribune, Fort Scott Countryside, The Fort Scott Tribune Online and various specialty publications. Our award-winning newspaper is a great gateway 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,
Lorie Harter
Publisher

The Fort Scott Tribune/Fort Scott Countryside
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Rust Communications MOKS

The Fort Scott Tribune/Fort Scott Countryside Personnel

Publisher Lorie Harter

Office Manager Teresa Klumpp

Editor Tammy Helm

Advertising Manager Lorie Harter

Advertising Consultants Andrew LaSota

***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.*

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Rust Communications MOKS

Fort Scott Publications

THE FORT SCOTT

Serving Bourbon County since 1884

TRIBUNE



The Fort Scott Tribune, owned by Rust Communications MOKS, is a daily newspaper published two days a week, Wednesday and Saturday. 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 2,100 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

The Fort Scott Tribune Online, www.fstribune.com, provides, The Fort Scott Tribune's essential information and can be accessed easily anytime day or night. The 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.

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Rust Communications MOKS

Shared Publications

^{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 13,600, 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 produces the highest quality specialty publications to meet the needs of specific audiences in Fort Scott and surrounding communities.

The Fort Scott Tribune/Fort Scott Countryside
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- **Business Cards**
- **Business Invoices**
- **Calendars**
- **Campaign Printing**
- **Carbonless / NCR Forms**
- **Catalog & Booklet Envelopes**
- **Color Copies/Enlargements**
- **Cookbooks**
- **Copies of Photos** (from our Newspapers)
- **Coupon Books**
- **Custom Designs**
- **Door Hangers**

- **Drilling/Hole Punch**
- **Envelopes**
- **Event Tickets**
- **Folding**
- **Flyers/Sell Sheets**
- **Gift Certificates**
- **Greeting/Holiday Cards**
- **Invitations/RSVPs**
- **Labels/Stickers**
- **Laminating**
- **Letterhead**
- **Magazines**
- **Menus**
- **Newsletters/Mailing**
- **Note Pads**
- **Numbering**
- **Postcards/Mailing**
- **Posters**
- **Programs**
- **Rubber Stamps**
- **Sale Bills**
- **Wedding Invitations/RSVPs**

620-223-2110



FORT SCOTT TRIBUNE/COUNTRYSIDE

the PRINT SHOP

YOUR BUSINESS
IS
OUR
BUSINESS

[illegible]Mid-West Fertilizer Inc. - Hammond _____ Ticket# _____
2245 Soldier Road
Fort Scott, KS 66701

GROWER _____ ADDRESS _____
APPLICATOR _____ LICENSE NO. _____
DATE _____ ARRIVAL _____ AM-PM DEPARTURE _____ AM-PM RIG # _____
METHOD OF APPLICATION: PREPLANT _____ PRE-EMERGE _____ POST EMERGE _____
PURPOSE OF APPLICATION: INSECT _____ GRASS _____ BROADLEAF _____ DISEASE _____
FERTILIZER _____ NUMBER OF DAYS AFTER PLANTING _____ HUMIDITY % _____
WIND DIRECTION START _____ FINISH _____ WIND SPEED START _____ FINISH _____
TEMPERATURE START _____ FINISH _____
CARRIER: WATER _____ 28% _____ DRY FERTILIZER _____ OTHER _____
SOIL TEXTURE: LEVEL/FINE _____ ROUGH/CLODDY _____ RESIDUE ON SURFACE _____
ACRES: _____ CROP: _____ NOZZLE SELECTION _____ PRESSURE _____
DIRECTIONS: _____
CLEAN OUT DATE: _____ CLEAN OUT METHOD _____
CHECKED SENSITIVE CROPS REGISTRY DATE _____ CHECKED ADJOINING FIELDS DATE _____
☐ PESTICIDE APPLIED AT LESS THAN LABEL RATE Rate Per Acre Total Material Acres
Chemical(s) Applied? EPA# (Units) (Units) Load
(Formulation)

_____ Total Tank Mix _____
SPILLS : _____
NOTES: _____
INVOICE DATE: _____ INVOICE # _____

- » **IN HOUSE DESIGN**
- » **QUALITY PRINTING**
- » **COMPETITIVE PRICING**
- » **OUTSTANDING CUSTOMER SERVICE**



Rust Communications MOKS

Reader Profile

THE FORT SCOTT TRIBUNE

The Fort Scott Tribune targets 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 ONLINE

The Fort Scott Tribune Online, www.fstribune.com, brings the same quality coverage of the tangible newspaper and more to the reader's fingertips. The site is a great way for busy individuals to keep up to date on current events at work, over a lunch hour or while traveling. The site also provides an important connection to Fort Scott 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 13,600 households weekly, they reach individuals and families of every walk of life. They are a guaranteed way to get your ad noticed!

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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.

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.



Rust Communications MOKS

Bourbon County, Kansas Demographics

County seat: Fort Scott, Kansas

Bourbon County Population (*2010)

Total	15,171	
Male	7,429	(49.5%)
Female	7,742	(50.5%)

Age (*2010 statistics)

0 to 4	1,120	(7.4%)
5 to 14	2,112	(13.9%)
15 to 19	1,225	(8.1%)
20 to 24	936	(6.2%)
25 to 34	1,677	(11.1%)
35 to 44	1,506	(9.9%)
45 to 54	2,025	(13.3%)
55 to 64	1,944	(12.8%)
65 to 74	1,271	(8.4%)
75 to 84	937	(6.2%)
85+	465	(3.0%)

Population by Race and Ethnicity (*2010)

White	14,113	(93.0%)
Black or African American	427	(2.8%)
America Indian/Alaska Native	114	(0.8%)
Asian	74	(0.5%)
Native Hawaiian/Pacific Islander		
Some Other Race	72	(0.5%)
Two or More Races	356	(2.3%)
Hispanic	146	(1.0%)
Non Hispanic or Latino	15,234	(99.1%)

Households by Type (*2010)

Total households	5,986	
Married	6,392	(53.3%)
Divorced	1,134	(9.5%)
Widowed	989	(8.3%)
Never Married	3,104	(26.0%)
Age 15+ Population	11,940	

Housing Data (*2010)

Total housing units	5,986
Owner - Occupied	2,248
Renter - Occupied	1,742

Total Full-time and Part-time Employment (*2010)

Civilian labor force	7,391	(92.9%)
Employed	7,958	(67.8%)
Unemployed	657	(7.1%)

Household Income (*2010)

\$0 to \$15,000	1,076	(18.0%)
\$15,000 to \$24,999	856	(14.3%)
\$25,000 to \$34,999	847	(14.1%)
\$35,000 to \$49,999	1,059	(17.7%)
\$50,000 to \$74,999	1,218	(20.3%)
\$75,000 to \$99,999	455	(7.6%)
\$100,000 to \$149,999	132	(2.1%)
\$150,000+	96	(1.6%)

Educational Attainment (*2010)

Age 25+ Population	9,779	
No Schooling Completed	112	(1.1%)
High School Diploma	2,581	(26.4%)
Some College, No Degree	2,747	(28.1%)
Associates Degree	1,183	(12.1%)
Bachelor's Degree	1,286	(13.9%)
Graduate Degree	827	(8.5%)

**Census designated places not included



Rust Communications MOKS

The Fort Scott Tribune/Fort Scott Countryside

Circulation

The Fort Scott Tribune

Total Distribution..... 1,640

Fort Scott Countryside/The Nevada News

Total Distribution..... 11,00

Bourbon County, KS 2,000

Vernon County, MO 9,000

Zip Code Count

The Fort Scott Tribune

Mound City 6605610

Pleasanton 6607512

Fort Scott 66701936

Bronson 6671625

Fulton 66738 23

Mapleton 6675418

Prescott 66767 8

Redfield 6676935

Uniontown 6677938

All Other194

Total1,640

The Fort Scott Countryside

Mound City 66056 165

Pleasanton 66075180

Fort Scott 667011295

Bronson 66716 25

Prescott 66767 75

Uniontown 6677920

Blue Mound 66010 95

Arma 66712 70

Hammond 66701 75

Total 2,000

Racks

Tuesday-Friday 116

Saturday 116

Vendors - 155

THE FORT SCOTT
TRIBUNE Serving Bourbon County since 1884
Serving Bourbon County Since 1884



Fort Scott
Countryside *Total Market Coverage*

Rust Communications Newspapers

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 www.fstribune.com



2021 Advertising Rate Card

Effective: 1-1-21

The Fort Scott Tribune is published Wednesday & Saturday.
 The Nevada News / Fort Scott Countryside is published Wednesday.

Management Team

Publisher — Lorie Harter
 Editor, Fort Scott — Tammy Helm
 Advertising Director — Lorie Harter
 Office Manager, Fort Scott — Teresa Klumpp

DISPLAY ADVERTISING

Open Rate Wednesday	\$6.50
Open Rate Saturday.....	\$8.25
National Rate/Commission Rate	\$10.25
Open Rate Total Market Coverage	\$5.95

CLASSIFIED DISPLAY ADVERTISING

Open Rate Wednesday	\$8.75
Open Rate Saturday.....	\$9.25
National Rate/Commission Rate	\$10.75

WEBSITE

Leaderboard or Rectangle.....	\$155.00 mo
Tag	\$100.00 mo

PRE-PRINT INSERT RATES

	FST	TMC		
Single Page Tab.....	\$255.00	\$72.00	per thousand	
up to 4 Page Tab.....	\$255.00	\$77.00	per thousand	
up to 8 Page Tab.....	\$255.00	\$87.00	per thousand	
up to 12 Page Tab.....	\$290.00	\$93.00	per thousand	} net to paper
up to 16 Page Tab.....	\$360.00	\$103.00	per thousand	
up to 20 Page Tab.....	\$405.00	\$108.00	per thousand	
up to 24 Page Tab.....	\$450.00	\$114.00	per thousand	

Contact newspaper if using heavyweight paper. NO ZONING allowed.

COLOR CHARGES

1 Color.	\$70.00	2 or more colors.	\$160.00
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COMMERCIAL PRINTING

Countryside Print Shop	620-223-2110
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**Contact your advertising consultant for rates on multiple runs or special promotions.*

**Above rates net to newspaper.*

SPECIAL CLASSIFICATION

A. Church and Civic Organization Advertising

All rates non-contract and non-commissionable.
 Rate is \$5.50 per column inch Wednesday
 \$7.25 Saturday for all advertising in this category.

B. Political Advertising

In all instances cash with order required. See advertising department for supplementary guidelines.

C. Church Page (Saturday)

\$12.50 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 The Fort Scott Tribune & Fort Scott Countryside/The Nevada News advertising department.

COPY REGULATIONS

The Fort Scott Tribune & Fort Scott Countryside/The Nevada News 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 Fort Scott Tribune & Fort Scott Countryside/The Nevada News using artwork and/or typography furnished or arranged by the paper, is the property of The Fort Scott Tribune & Fort Scott Countryside/The Nevada News. No such advertisement or any part thereof may be reproduced without the prior written consent of The Fort Scott Tribune & Fort Scott Countryside/The Nevada News. The Fort Scott Tribune & Fort Scott Countryside/The Nevada News 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
Wednesday.....	4:00 p.m. Monday
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
Wednesday.....	4:00 p.m. Monday
Saturday	4:00 p.m. Wednesday

MEASUREMENTS FORT SCOTT TRIBUNE

6 COL X 21"

Full page size	6 col. x 21"
1 Column	9p6 or 1.583"
2 Column	20 Picas or 3.333"
3 Column	30p5 or 5.083"
4 Column	41 Picas or 6.833"
5 Column	51 Picas or 8.5"
6 Column	61p6 or 10.25"

ad sizes subject to change

MEASUREMENTS - TMC

6 COL X 16"

Full page size	6 col. x 16"
1 Column	9p6 or 1.583"
2 Column	20 Picas or 3.333"
3 Column	30p5 or 5.083"
4 Column	41 Picas or 6.833"
5 Column	51 Picas or 8.5"
6 Column	62 Picas or 10.333"

NDM & FST 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	61p6	10.25
Height	Picas	Inches
1	6p	1.000
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
10.5	63p	10.500
11	65p	10.833
12	71p	11.833
13	77p	12.833
14	83p	13.833
15	89p	14.833
16	95p	15.833
17	101p	16.833
18	107p	17.833
19	113p	18.833
20	119p	19.833
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	11p8	1.945
2	24p3	4.037
3	36p10	6.143
4	49p6	8.246
5	62p	10.333
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	61p6	10.25

Full Page • 5-col. x 10"

NOTE: All gutters are p9 or .125"

Rust Communications MOKS Distribution Map

