



KENTUCKY PUBLISHING NEWSPAPER GROUP

PHONE

270-442-7389

WEBSITE

www.ky-news.com

ADDRESS

1540 McCracken Blvd;
Paducah, Ky 42001



MEDIA KIT 2025

Inspiring Everyone Everywhere

Readers want to preserve a newspaper for many reasons, such as to remember personal accomplishments reported in the news or memories that shaped your life.

Advertisers have seen a response rate, in print advertising that has offered a 112% return on thier investment.

GENERAL INFORMATION

DEADLINES

Editorial

2 Days prior to insertion

Retail Advertising

1 day prior to insertion

LEGAL Advertising

2 Days prior to insertion

CLASSIFIED ADVERTISING

Deadline on Tuesdays

Inserts

PRE-PRINTED INSERTS

4 Page Tab or Less	\$70/M
Thru 16 Page Tab.....	\$80/M
Thru 24 Page Tab	\$90/M
Thru 32 Page Tab	\$100/M
Thru 40 Page Tab.....	\$110/M

Insert delivery location:

1001 Whitnell Ave. Murray, Ky 42071

It's TIME to REACH a NEW AUDIENCE

Conservatives • Christians • Construction Workers • Farmers

Business Owners • Upper Level Incomes • REACHING OVER 41,000 FOLKS

SERVING ALL OF WESTERN KENTUCKY EVERY WEEK



COVERAGE MAP

COMMUNITY NEWSPAPERS • PUBLISHED ON THURSDAYS & FRIDAYS



Covering Ballard County, So. Illinois & SE Missouri since 1880

The Carlisle County News

Serving Carlisle County since 1894.



Serving Carlisle, Fulton & Hickman Counties



Serving Livingston County since 1903.
Coverage includes Livingston & Barkley Lakes



Coverage includes Caldwell, Christian, Crittenden, Henderson, Hopkins, Lyon, Trigg, Union & Webster counties.



Marshall County's weekly newspaper.



Serving Graves County's weekly newspaper. Est. 2007



Kentucky's largest weekly newspaper.

Serving over 30 counties in the tri-state area

Monthly newspapers



Coverage in Carbondale, Carterville, Herrin, Harrisburg, Marion, Metropolis, Vienna.



Coveage in Obion, Weakley and Henry counties.
Dresden, Martin, Paris, South Fulton & Union City.

www.ky-news.com



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RETAIL ADVERTISING RATES

West Ky News

The Marshall Times

Mayfield Graves Guardian

Open Rate (for each paper)

Column Inch.....\$18

The Advance Yeoman

The Carlisle County News

The Livingston Ledger

West Ky Pennyrile Edition

The Weekly

Open Rate (for each paper)

Column Inch.....\$12

Combo Rates

Open Rate (for each paper)

Column Inch.....\$30

Frequency Discounts

4 weeks.....\$25

12 weeks.....\$20

26 weeks.....\$18

52 weeks.....\$15

Special Section Rates

Full page.....\$1,800

3/4 page.....\$1,295

1/2 page.....\$900

1/4 page.....\$495

1/8 page.....\$295

Western Kentucky
Business Journal

A Special Supplement to
KPI Newspaper Group
FARMERS'
Quarterly

July 5, 2024
The Scene

THE N'WEST
TENNESSEE
VOLUNTEER
JUNE 2024
Southern Illinois News

Classified Rates

Monthly

Classified.....\$40

Guaranteed

Classified.....\$36

1-25 words \$36, 26-50 words \$72

51-75 words \$108, 76-100 words \$144

AD DIMENSIONS

Advance Yeoman
Carlisle Co. News
The Weekly
West KY News
Marshall Times
Mayfield Graves Guardian
Livingston Ledger
West KY Pennyrile
Journal Reporter
Oak Hill Times
The Courier
The Huntingburg Press
The Jasper News Journal

6 COLUMN BROADSHEET DIMENSIONS

1 column.....	1.5"
2 column.....	3.2"
3 column	4.9"
4 column	6.6"
5 column	8.3"
6 column	10"

(page dimension: 10 in x 20.5 in)

SPECIAL SECTION DIMENSIONS

TALL TAB

Full Page.....	10" x 15.5"
3/4 Page.....(H)	10" x 11.5"
3/4 Page...(V)	8.3056" x 14"
1/2 Page.....(H)	10" x 7.5"
1/2 Page ..(V)	4.9167" x 15.5"
1/4 Page.....(H)	10" x 3.82"
1/4 Page(V)	4.9167 x 7.5"
1/8 Page..(H)	4.9167" x 3.75"
1/8 Page...(V)	2.0456" x 7.7"

**(page dimension:
10 in x 15 in)**

REG TAB

Full Page.....	10" x 9.66"
3/4 Page.....(H)	10" x 7.22"
3/4 Page.....(V)	7.4583" x 9.66"
1/2 Page.....(H)	10" x 4.78"
1/2 Page(V)	4.9167" x 9.66"
1/4 Banner Page.(H)	10" x 2.35"
1/4 Page.....(V)	4.9167" x 4.78"
1/8 Page.....(H)	4.9167" x 2.35"
1/8 Page.....(V)	2.375" x 4.78"

**(Page Dimension
10" x 9.66")**



SOCIAL MEDIA STATISTICS

The study found that as many as 8 out of 10 Americans read print or digitally access newspaper content every month, with the majority citing newspapers as the most accurate source of original news reporting.

**WEEKLY
SUBSCRIBERS**

41,000

**WEBSITE
MONTHLY HITS**

190,608

**FACEBOOK PAGE
FOLLOWERS**

18,659

While it's essential to promote your brand online, you also need a form of marketing that isn't going to be ignored, is going to get you better results, and isn't competing with thousands of other advertisements.

And these print marketing statistics speak for themselves on why you need a form of print advertising as well as digital.

75% OF PEOPLE CAN RECALL A BRAND AFTER RECEIVING A PRINT ADVERTISEMENT WHILE ONLY 44% CAN RECALL A BRAND AFTER VIEWING AN ONLINE AD.



33% OF CONSUMERS AGED 25-40 USE AD BLOCKERS WHILE 62% READ THROUGH THE PRINT ADVERTISEMENTS THEY RECEIVE RATHER THAN DISCARDING THEM.



CONSUMERS TAKE THE TIME TO LOOK THROUGH THE PRINT ADVERTISEMENTS THEY RECEIVE.



CONSUMERS PREFER RECEIVING PRINT ADVERTISEMENTS.



WHEN PRINT ADVERTISEMENTS ARE COMBINED WITH SOCIAL MEDIA, THERE IS AN AVERAGE 49% INCREASE IN SALES AND A 125 % INCREASE IN INQUIRIES.



CONSUMERS TRUST PRINT ADVERTISEMENTS THE MOST WHEN MAKING A PURCHASE DECISION.



info collected from www.conquestgraphics.com

A Special Supplement to
KPI Newspaper Group

FARMERS' Quarterly

National Farm Machinery Show Edition!

PRICING

Full Page **\$1800**
9.75 in. x 15 in.

3/4 Page **\$1295**
9.75 in. x 11.25 in. (Vertical)
8.0972 in. x 12.5 in. (Horizontal)

1/2 Page **\$900**
4.7917 in. x 15 in. (Vertical)
9.75 in. x 7.5 in. (Horizontal)

1/4 Page **\$495**
4.7917 in. x 7.5 in. (Vertical)
9.75 in. x 3.68 in. (Horizontal)

1/8 Page **\$295**
3.1389 in. x 5.55 in. (Vertical)
4.7919 in. x 3.68 in. (Horizontal)

**5-STATE
COVERAGE**
KY-IL-IN-MO-TN

Call 270.442.7389 to reserve your space!

★★★★★★

Theme:
KY AGRI-BIZ
Christmas Issue



How we differ

FROM THE REST OF MEDIA PUBLICATIONS

Discover our extensive collection of articles designed to equip farmers, agribusinesses, and agricultural enthusiasts with the essential knowledge and strategies to excel in today's rapidly evolving agricultural landscape.

5 states
ONE PRICE



Ad is in
print and
digital



LARGER page
size than
competitors



WHAT YOU GET WHEN
YOU ADVERTISE WITH



- ✓ Reach over 75,000 people
- ✓ Publications are designed to inform/educate readers with information they can use, which earns their trust and has a longer shelf life.
- ✓ 88% of people take the time to read through printed publications
- ✓ Farm & Ag industry news covering 5 states KY,IL,IN,TN and MO
- ✓ BUY 5 states one PRICE KY,IL,IN,TN and MO



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ARE YOU HIRING

ATTENTION HUMAN RESOURCE DIRECTORS:

- Ads run in 8 newspapers, covering 18 counties in WESTERN KENTUCKY
- FREE Facebook Blast
- Proven track record of reaching hard-working employees that stay for a LONG-TERM CAREER
- Combine print and online resources creates effective career ads to your target audience.
- Run three times get the 4TH AD FREE
- Reach up to a 5-state region: KY-IL-IN-MO-TN

**ADS START AS LOW AS
\$30 AN INCH**

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