

# The Rushville Times

P.O. Box 226, Rushville, IL 62681-0226  
Phone: 217-322-3321; Fax: 217-322-2770

## LOCAL ADVERTISING INFORMATION

(Effective January 1, 2024)

### CIRCULATION

Total .....	3,000
Paid .....	2,975
Rushville .....	1,700
Schuyler Co. ....	2,080
60-Mile Radius.....	2,400
Total in State.....	2,700
Out of State .....	300

Discounts – on fourth consecutive week with no changes, rate drops to \$.30 per word – \$6.00 minimum.

### DISPLAY (Box) CLASSIFIED

\$14.80 per column inch. Bordered advertisement appearing under classified heading on classified page.

### OPEN RETAIL RATE

\$9.45.....per column inch.

### VOLUME DISCOUNTS

100 Inches per month: \$7.20 per column inch.

50 Inches per month: \$8.25 per column inch

### FREQUENCY DISCOUNT

Same ad four or more consecutive weeks with no changes: \$7.20 per column inch.

### NON-PROFIT ORGANIZATIONS

\$7.20 per column inch.

### PREPRINTED INSERTS

\$210 – Must be folded no larger than 11x13.

Charge for folding, \$75.

### COLOR

50 percent surcharge over cost of ad up to a maximum of \$85.

### WORD CLASSIFIEDS

\$.35 per word – 20 word (\$7.00) minimum.

### PROFESSIONAL SERVICES

\$4.00 per column inch. Professional services ads are placed and billed monthly with payment in advance. Changes to professional services listings are made only at the beginning of each month.

### LEGALS

\$9.45 per column inch. Per month 100 inch, 50 inch and frequency discounts apply. Certificate of publication furnished upon payment of bill. Assumed Name Notices are \$59.75 for three consecutive publications, paid in advance.

### DEADLINES

DISPLAY ADVERTISING – Noon Monday before publication.

CLASSIFIED ADVERTISING – 5 p.m. Monday before publication.

NOTE: Deadlines may change during holidays.

### MECHANICAL REQUIREMENTS

The paper is a 6 column broadsheet with page size of 12 1/3 inches wide by 21 inches deep. Each column is 1 and 7/8 inches wide (11.5 picas). A full page is 126 column inches.

**Advertising Manager: Teresa Haines**

**217-322-3321**

**Fax ads to (217) 322-2770**

**email: ads@rushvilletimes.com**

**Mailing Address: Rushville Times, P.O. Box 226, Rushville, IL 62681**