

# Reach Your Market In The Newspaper

*With Kansas Press Association's services, newspaper advertising is a simple and effective marketing option that can fit into any budget.*

## CUSTOM MEDIA BUYS

Whether you're interested in advertising with one or all 259 Kansas newspapers, Kansas Press Association offers a convenient one-order, one-bill, one-check placement service that saves you time when making multiple newspaper buys. KPA can provide a custom advertising quote based on your budget and the market you want to reach. When you're ready to place your ads, we'll prepare the insertion orders, send the ads to the newspapers, collect tearsheets of the published ads for you, and mail you one invoice for the entire placement. You write one check to KPA and we'll pay the newspapers for you. You pay only for the ad space – KPA's services are free! We can do custom ad placement in other states, too.

## DISPLAY AD NETWORK

You can blanket the state with a 2x2 ad for just \$900, or a 2x4 ad for just \$1,800. Kansas Press Association offers an affordable display advertising network that will place your ad in more than 124 Kansas newspapers for one low price. Reach more than 255,000 Kansas households for less than a penny per household! Display networks are also available in other states.

## CLASSIFIED AD NETWORK

Sell it, buy it, promote it, announce it or find it with a classified ad in more than 124 Kansas newspapers. Kansas Press Association offers a one-stop, low-cost classified ad network. Just \$300 for 25 words, your classified ad will be seen by more than a million newspaper readers across the state. Classified networks are also available in other states.

**ONLINE AD NETWORK** Guaranteed 750,000 impressions!  
Incredibly low rates! Premium Newspaper Websites

*"The ease in utilizing KPA's service is unparalleled – from the one-order, one-invoice concept, to the receipt of the tearsheets in a timely manner. Plus, the statewide network is extremely cost-effective."*

Gary Dickinson,  
Corporate Express



**TO ORDER contact  
USTODAY.**

*Statewide or Nationwide!*

## KANSAS PRESS ASSOCIATION ADVERTISING SERVICES

5423 SW 7th St. | Topeka, Kansas 66606 | p: 785-271-5304 | f: 785-271-7341 | kspress.com

Amber Jackson, Ad Director | Lori Jackson, Ad Assistant | KSAds@kspress.com

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# Who Reads The Newspaper?

## *You might be surprised!*



- **92% of Kansans** read their local newspaper.
- Newspapers reach **consumers with the most purchasing power**. Newspaper readers tend to have higher incomes, more education and more job responsibility.
- Kansas newspapers are delivered to more than **1.4 million homes each week**.
- On average, a single copy of a Kansas newspaper is read by at least **two adults** and at least one **child/teenager**.
- 58% of newspapers are read by **baby boomers**.
- The average household income of newspaper readers is **more than \$75,000 per year**.
- 68% of newspaper readers are **college graduates**.
- Through specific page placement, special sections and niche publications, newspapers are the most effective way to **target emerging markets** such as the Hispanic population, 18 to 34 year olds, and females.

*"Just a quick note to let you know, we really appreciate your help with our advertising. It's good to be able to make one phone call and have our ads run in a few dozen papers here in Kansas and in Nebraska. This adds tremendously to my efficiency. You make me look pretty good!"*

Bruce, Q.S. Nurses

*"We are very grateful and satisfied with the advertising that the Kansas Press Association has been handling for us. We have received tremendous response from individuals that have seen our ads... We appreciate the time KPA spends, so much we just renewed for another year!"*

Chuck Henry  
Chuck Henry's Sales

### ***How can newspapers deliver for you?***

- Celebrate the accomplishments of your company or employees.
- Promote the economic impact your industry has on the state.
- Develop a positive image of your company or profession.
- Share the good news of your company's awards, volunteer service or scholarships.
- Recruit new people to work at your company or in your industry
- Garner support for your industry's legislative agenda

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Association**

## **Network Costs**

**2x4 Statewide - \$1800**  
**2x4 – East Region – \$1000**  
**2x4 – Central Region – \$760**  
**2x4 – West Region – \$760**  
**2x4 – South Region – \$1000**  
**2x4 – North Region – \$1000**

**2x2 Statewide - \$900**  
**2x2 – East Region – \$500**  
**2x2 – Central Region – \$380**  
**2x2 – West Region – \$380**  
**2x2 – South Region – \$500**  
**2x2 – North Region – \$500**

**3x5 - \$3000/week**  
**3 column (5") x 5"**



West

Central

East

NORTH

SOUTH

West

Central

East

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