

Radio (Net Spot) Advertising Rates

* Commissionable agency rates available upon request



50,000 Watts

Prime (6a - 8a & 12p - 12:30p)

:30 - \$10 • :60 - \$15

ROS

:30 - \$8 • :60 - \$12

Weekday Remotes

2 Hour Remote: \$350

(Includes 25 :30 Second Promotional Spots Prior to Remote)

Each Additional Hour: \$100

(Includes 5 :30 Second Promotional Spots Prior to Remote)

Weekend Remotes

2 Hour Remote: \$450

(Includes 25 :30 Second Promotional Spots Prior to Remote)

Each Additional Hour: \$120

(Includes 5 :30 Second Promotional Spots Prior to Remote)



25,000 Watts

ROS

:30 - \$5 • :60 - \$8

* in combination with KENA purchase



1,000 Watts

ROS

:30 - \$4 • :60 - \$6

* in combination with KENA & KQOR purchase

Polk County Pulse Print Display Advertising Rates

8,000 circulation

	WEEKLY RATE	4+ WEEK RATE
1/16 Black/White	\$27 per week	\$23 per week
1/16 Color	\$35 per week	\$29 per week
1/8 Black/White	\$54 per week	\$50 per week
1/8 Color	\$66 per week	\$58 per week
1/4 Black/White	\$92 per week	\$88 per week
1/4 Color	\$112 per week	\$100 per week
3/8 Black/White	\$145 per week	\$140 per week
3/8 Color	\$170 per week	\$155 per week
1/2 Black/White	\$180 per week	\$176 per week
1/2 Color	\$214 per week	\$199 per week
Full Page Black/White	\$350 per week	\$345 per week
Full Page Color	\$390 per week	\$365 per week

Business of the Week:

Page Sponsor (includes color):

Small - \$10 per week

Large - \$18 per week

Classified Advertising Rates:

Up to 20 words - \$4.

\$.25 each additional word.

Add a border - \$1

Insert Rates:

\$50 per thousand net

(Price does NOT include

design/printing of insert.)

We Accept:



Retail Print Deadlines: Space Reservation Deadline: Monday at Noon / Ad Materials Due by Monday at 5 pm
Classified Deadlines: Deadline is Monday at noon. All ads must be pre-paid. Ads may be sent to ads@mypulsenews.com.
Insert Deadline: All inserts must be received by the The Polk County Pulse by Thursday at noon.
Radio Deadline: Noon of preceding day of air date.
Web Deadline: Thursdays at noon.

Print Ad Sizes and Specifications:

Ads may be emailed to ads@mypulsenews.com. Files accepted include Adobe PDF, EPS, and JPG.

The Polk County Pulse is a 4-column tab publication.

1/16: 2.403 x 2.43	1/8 Vertical: 2.403 x 4.943	1/8 Horizontal: 4.931 x 2.43
1/4: 4.931 x 4.943	1/4 Banner: 10 x 2.43	3/8 Vertical: 4.931 x 7.6
1/2 Horizontal: 10 x 4.943	1/2 Vertical: 4.931 x 9.416	Full: 10 x 9.742

Business of the Week Ad Sizes: Small: 1.867x1 • Large: 1.867x1.7

Policy: The Publisher reserves the right to reject or cancel any advertisement at any time. All property rights, including any copyright interest, in any advertisement produced by Pulse Multi-Media using artwork and/or typography furnished or arranged by Pulse Multi-Media shall be the property of Pulse Multi-Media. No such advertisement or any part thereof may be produced without the prior written consent of Pulse Multi-Media.

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MyPulseNews.com Advertising Rates

HOME PAGE | NEWS

Signature Ad (1020x77):	\$125/week
Banner Ad (663x90):	\$ 75/week
Sidebar Large (300x500):	\$110/week
Sidebar Medium (300x250):	\$ 60/week
Sidebar Small (300x125):	\$ 35/week

* \$25 preferred placement charge and by availability only.

OBITUARIES

Banner Ad (663x90):	\$ 85/week
Sidebar Large (300x500):	\$ 75/week
Sidebar Medium (300x250):	\$ 40/week
Sidebar Small (300x125):	\$ 25/week

* \$25 preferred placement charge and by availability only.

OTHER PAGES

Banner Ad (663x90):	\$ 75/week
Sidebar Large (300x500):	\$ 65/week
Sidebar Medium (300x250):	\$ 35/week
Sidebar Small (300x125):	\$ 25/week

* \$25 preferred placement charge and by availability only.

DEADLINES:

Web - Thursdays at noon

Print - Reservation, Monday at noon; Materials, Monday at 5 pm

Radio - Noon of preceeding day of air date

THE ULTIMATE 3-PACK

RADIO, PRINT, WEB COMBOS

PACK 1: \$95

5 Prime Radio Spots (1/Day 6a-8a)

(1) 1/16 Color Print Ad

(2-Week) Small Web Ad

Link to customer's choice
 (Home or News Page only
 by availability)
 (VALUE - \$115)

PACK 2: \$195

15 Radio Spots

(1) 1/4 Color Print Ad

(2-Week) Medium Web Ad

Link to customer's choice
 (Home or News Page only
 by availability)
 (VALUE - \$312)

PACK 3: \$495

25 Radio Spots

**Choice of (2) 1/2 Page Color or
 (1) Full Page Color Print Ad**

(2-Week) Large Web Ad

Link to customer's choice
 (Home or News Page only
 by availability)
 (VALUE - \$740)

PRINT/WEB COMBOS

COMBO 1: Purchase a 1/16 page print ad for one week in The Polk County Pulse, receive **\$10 OFF** the purchase of a Sidebar Small.

COMBO 2: Purchase a 1/8 page print ad for one week in The Polk County Pulse, receive **\$15 OFF** the purchase of a Sidebar Medium.

COMBO 3: Purchase a 1/4 page print ad for one week in The Polk County Pulse, receive **\$20 OFF** the purchase of a Sidebar Large.

COMBO 4: Purchase a 1/2 page print ad for one week in The Polk County Pulse, receive **\$30 OFF** the purchase of a Banner Ad or Large Sidebar (customer's choice).

COMBO 5: Purchase a FULL PAGE print ad for one week in The Polk County Pulse, receive **ONE FREE Small Sidebar Ad** with choice of link to PDF or website.

PRICES EFFECTIVE JUNE 1, 2015 Pulse Multi-Media reserves the right to change pricing and pledges to give all advertisers a minimum of 14-days notification.

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