

# North Peoria County Connection

(NoPeoCo)

A SC Communication Publication

**(See Rates and Specials below)**

The North Peoria County Connection, known as *NoPeoCo*, is a weekly advertising newspaper, distributed each Thursday. The advantage to advertising in the *NoPeoCo* is the circulation combined with the low advertising rates. This provides you with an alternate source with great returns for your advertising dollar.

## **IS YOUR AD READ?**

The NoPeoCo also contains *local news* of each community served. This means the paper and your ads are *read*. We serve an area that is greatly underserved.

## **WHAT IS THE CIRCULATION?**

*NoPeoCo* is currently mailed directly to all (100%) postal addresses in Brimfield, Dunlap, Edlestein, Kickapoo/Edwards, Laura, Princeville, and Speer. These are all 100% saturation. We, also insert the *NoPeoCo* in The Chillicothe Independent for an additional 2,000 circulation. Combining for over 11,000 circulations total or over **26,000** readers!

Later in 2010, we will be adding Peoria zip code 61615, adding an additional 11,000 households.

By the end of 2010, our circulation will be over 20,000! The obvious intent is the North Peoria County market that represents both rural and urban markets that is sought after. Again this is an *underserved* market.

## **VALUE?**

This is great coverage with low rates in a publication that is **READ** and gets **RESULTS**. See rates and/or Specials below. We look forward to working with you.

SC Communications owns and operates The Stark County News, The Chillicothe Independent, and the North Peoria County Connection.

# NoPeoCo Connection

## (NORTH PEORIA COUNTY CONNECTION)

## RATE SHEET

<b>REG RATE</b>		\$ 13.00 PER COL/IN	Full Page	1/2+ page
PLAN A (12 times/yr)	\$	12.00 PER COL/IN	\$ 11.00	\$ 12.00
PLAN B (26 times/yr)	\$	11.00 PER COL/IN	\$ 10.00	\$ 11.00
PLAN C (52 times/yr)	\$	10.00 PER COL/IN	\$ 9.00	\$ 10.00
			\$ 8.00	\$ 9.00

### PICKUP RATES

1 st Week	\$	14.00 PER COL/IN	
2 nd Week	\$	12.00 PER COL/IN	
	Avg	\$ 13.00 PER COL/IN	7% Off Reg Price
3rd Week & Beyond	\$	10.00 PER COL/IN	
	Avg	\$ 12.00 PER COL/IN	14% Off Reg Price

### BUSINESS DIRECTORY ADS

2 x 2 Ad Monthly Only	\$	100.00 Month (\$25/week)
Minimum		

<b>COLOR</b>	<b>ADD</b>	<b>15%</b>	<b>TO ALL PLANS</b>
<b>FRONT PAGE</b>	<b>ADD</b>	<b>10%</b>	<b>TO ALL PLANS</b>
<b>BACK PAGE</b>	<b>ADD</b>	<b>5%</b>	<b>TO ALL PLANS</b>

### CLASSIFIED ADS

First 25 words	\$	12.00
each add'l word	\$	0.12

### SAVE EVEN MORE

### INSERTS

1 page	\$	60.00 per thousand
2 page	\$	65.00 per thousand
3 pages	\$	70.00 per thousand
4 pages	\$	75.00 per thousand
5 or more pages	\$	80.00 per thousand

Modular Rates			Plan A	Plan B	Plan C
These Sizes Only	Col/In	Reg	12 Ads/Yr	26/Yr	52/Yr
1/4 Page	24	\$ 288.00	\$ 276.00	\$ 252.00	\$ 228.00
1/3 Page	32	\$ 384.00	\$ 368.00	\$ 336.00	\$ 304.00
1/2 Page	48	\$ 576.00	\$ 528.00	\$ 480.00	\$ 432.00
2/3 Page	64	\$ 768.00	\$ 704.00	\$ 640.00	\$ 576.00
3/4 Page	72	\$ 864.00	\$ 792.00	\$ 720.00	\$ 648.00
Full Page	96	\$ 1,056.00	\$ 1,056.00	\$ 960.00	\$ 864.00

### WEB PAGES SALES

(Entire newspaper on web site) (PDF includes all advertising)