

# The PLAINS PILOT

*Charting a course for community connection.*

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The Plains Pilot covers the rural community of Moundridge, Kansas, as well as surrounding areas. The print edition is distributed the second Friday of the month. It reports on local news and issue. It also offers a forum for discussion, reviews and commentary. It aims to bring people together and build a healthy society by providing fact-based news, diverse viewpoints and stories of interest to rural communities by focusing on the people and places of the plains. By doing so, The Plains Pilot is “*charting a course for community connection.*”

**COLUMN INCH**  
1 column wide, 1 inch tall  
(1.5625 inches wide,  
1 inch tall)

|                                                                                   | <b>1 Month</b>    | <b>3 Months</b><br>5% off       | <b>6 Months</b><br>10% off      | <b>9 Months</b><br>15% off       | <b>12 Months</b><br>20% off      |
|-----------------------------------------------------------------------------------|-------------------|---------------------------------|---------------------------------|----------------------------------|----------------------------------|
| <b>Premium Front Page Banner **</b><br><i>6 columns wide, 3 inches tall</i>       | <b>\$750.00</b>   | <b>\$712.50</b><br>\$2,137.50   | <b>\$675.00</b><br>\$4,050.00   | <b>\$637.50</b><br>\$5,737.50    | <b>\$600.00</b><br>\$7,200.00    |
| <b>Premium Back Page Banner **</b><br><i>6 columns wide, 3 inches tall</i>        | <b>\$500.00</b>   | <b>\$475.00</b><br>\$1,425.00   | <b>\$450.00</b><br>\$2,700.00   | <b>\$425.00</b><br>\$3,825.00    | <b>\$400.00</b><br>\$4,800.00    |
| <b>Full Page<sup>+</sup></b><br><i>6 columns wide, 20.5 inches tall</i>           | <b>\$1,400.00</b> | <b>\$1,330.00</b><br>\$3,990.00 | <b>\$1,260.00</b><br>\$7,560.00 | <b>\$1,190.00</b><br>\$10,710.00 | <b>\$1,120.00</b><br>\$13,440.00 |
| <b>Half Page (1/2)<sup>+</sup></b><br><i>6 columns wide, 10.25 inches tall</i>    | <b>\$750.00</b>   | <b>\$712.50</b><br>\$2,137.50   | <b>\$675.00</b><br>\$4,050.00   | <b>\$637.50</b><br>\$5,737.50    | <b>\$600.00</b><br>\$7,200.00    |
| <b>Quarter Page (1/4)<sup>+</sup></b><br><i>6 columns wide, 5.125 inches tall</i> | <b>\$400.00</b>   | <b>\$380.00</b><br>\$1,140.00   | <b>\$360.00</b><br>\$2,160.00   | <b>\$350.00</b><br>\$3,150.00    | <b>\$320.00</b><br>\$3,840.00    |
| <b>Eighth Page (1/8)<sup>+</sup></b><br><i>3 columns wide, 5.125 inches tall</i>  | <b>\$250.00</b>   | <b>\$237.50</b><br>\$712.50     | <b>\$225.00</b><br>\$1,350.00   | <b>\$212.50</b><br>\$1,912.50    | <b>\$200.00</b><br>\$2,400.00    |
| <b>Tenth Page (1/10)<sup>+</sup></b><br><i>3 columns wide, 4 inches tall</i>      | <b>\$200.00</b>   | <b>\$190.00</b><br>\$570.00     | <b>\$180.00</b><br>\$1,080.00   | <b>\$170.00</b><br>\$1,530.00    | <b>\$160.00</b><br>\$1,920.00    |
| <b>Business Card<sup>+</sup></b><br><i>2 columns wide, 2 inches tall</i>          | <b>\$150.00</b>   | <b>\$142.50</b><br>\$427.50     | <b>\$135.00</b><br>\$810.00     | <b>\$127.50</b><br>\$1,147.50    | <b>\$120.00</b><br>\$1,440.00    |

\*\* = Color included, only ad on page

+ = Ad placement to be determined by available space; no specific location guaranteed.

**Print your ad in color for only an additional \$55.00 per run!**

**See the third page for online advertising opportunities.**

# PRINT ADVERTISING

| AD SIZE NAME              | AD DIMENSIONS<br>(column inches) | AD DIMENSIONS<br>(actual inches) |
|---------------------------|----------------------------------|----------------------------------|
| Premium Front Page Banner | 6x3                              | 10x3                             |
| Premium Back Page Banner  | 6x3                              | 10x3                             |
| Full Page                 | 6x20.5                           | 10x20.5                          |
| Half (1/2) Page           | 6x10.25                          | 10x10.25                         |
| Fourth (1/4) Page         | 6x5.125                          | 10x5.125                         |
| Eighth (1/8) Page         | 3x5.125                          | 5x5.125                          |
| Tenth (1/10) Page         | 3x4                              | 5x4                              |
| Business Card             | 2x2                              | 3.25x2                           |

## Print Advertising File Requirements

### Black & White

*Image Quality:* 300 resolution (dpi)

*Image Format:* Grayscale

*File Type:* .PDF or .TIF

### Full Color

*Image Quality:* 300 resolution (dpi)

*Image Format:* CMYK

*File Type:* .PDF or .TIF

## SPECIAL PRINT ADVERTISING

### Preprint Insert Rates:

\$100.00 CPM

*Minimum 2,000*

### Classified Rates:

Display Ad

\$12.00 per column inch

*Minimum 1x1 / Maximum 2 columns wide*

Line ads

\$12.00 twenty words or less

*25 cents per word thereafter*

### Young Entrepreneur Rates:

Business owner must be 18 or younger and yet to graduate high school

\$25.00 per month, Business Card (2x2) ad

*Minimum of 3-month contract*

# ONLINE ADVERTISING

## AD NAME

## AD SIZE (pixels/seconds)

## AD COST (per month)

### WEBSITE

plainspilot.com

*Updated frequently*

Top Banner\*\*

720x100

\$150.00

Sidebar Square+

480x480

\$100.00

### NEWSLETTER

Plains Pilot Signal

*One email per week*

Top Banner\*\*

1100x220

\$100.00

Bottom Banner+

1100x220

\$50.00

### PODCAST

Plains Pilot Radio

*Two episodes per month*

Pre-Roll+

30 seconds

\$20.00

Mid-Roll+

60 seconds

\$40.00

Post-Roll+

30 seconds

\$15.00

\*\* = Exclusive to one advertiser per month    + = All ads placed in order they are received



<https://plainspilotsignal.com>



<https://plainspilotradio.com>

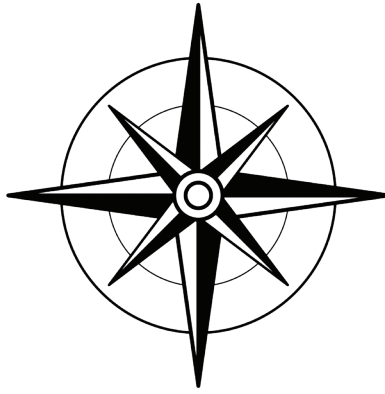
**Find Plains Pilot Radio  
on the following  
podcast platforms!**



Apple  
Podcasts



Spotify



## ADVERTISING POLICY

The Plains Pilot reserves the right to refuse any advertisements deemed inappropriate for this publication, including those ads not in compliance with state or federal regulations or those which are illegal, offensive, false, misleading, deceptive or similarly unacceptable.

*Accuracy and liability:* In the event of an error by The Plains Pilot, the newspaper will make prompt publication of corrections. The Plains Pilot does not assume any liability for goods sold at an incorrect price and will be responsible only for the amount of space in which the mistake occurred. Claims for errors in advertisements allowed for the first insertion only and all claims for a make-good must be made within 15 days. Failure to print any advertisement in one or more issues shall not hold The Plains Pilot liable for any damages.

All political advertisements must follow all state and federal political advertising regulations.

All editorial type advertising or “advertorial” must be marked “Paid Advertisement” in conspicuous type at the top of the ad.

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## BILLING & CONTRACTS

The Open Rate applies to all advertisers that do not have a current contract that specifies an earned discount. Advertisers that do not fulfill the terms of a contract for an advertisement may be subject to higher rates on previously placed ads during the contract period.

No cash refunds will be issued for advertising credits and balances. Credits owed to advertisers due to missed ads or errors will be remitted in advertising equal to the amount of the credit. Advertising credits will be forfeited if not used in six months. If an advertiser cancels a prepaid contract the balance is available for use for up to six months for advertising purposes only. No cash refunds.

Advertising awarded for promotional or in-kind purposes is not transferable and has no cash value.

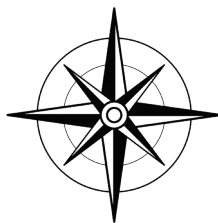
All ads must be paid in advance unless other terms are agreed to by the publisher and representative of the advertising business.

All invoices are due net 30 days only if alternative terms have been agreed upon.

Such allowances may be extended to individuals and businesses at the discretion of The Plains Pilot publisher.

# The PLAINS PILOT

REVISED: June 14, 2026



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**ADVERTISING DEADLINE: 1st Friday of the Month**

## ADVERTISING CONTRACT AGREEMENT

Date \_\_\_\_\_

Advertiser Name \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Street Address \_\_\_\_\_

City, State \_\_\_\_\_ ZIP \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Purchaser \_\_\_\_\_

Title \_\_\_\_\_

Cell # \_\_\_\_\_

Ad Artwork Deadline \_\_\_\_\_

Run Date(s) \_\_\_\_\_

Placement specifications/frequency and other notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### ADVERTISING OPTIONS

#### Newspaper:

\_\_\_\_\_ Premium Front Page Banner (6x3)

\_\_\_\_\_ Premium Back Page Banner (6x3)

\_\_\_\_\_ Full-Page (6x20.5)

\_\_\_\_\_ 1/2 Page (6x10.25)

\_\_\_\_\_ 1/4 Page (6x5.125)

\_\_\_\_\_ 1/8 Page (3x5.125)

\_\_\_\_\_ 1/10 Page (3x4)

\_\_\_\_\_ Business Card (2x2) Y / N Add color (\$55)?

\_\_\_\_\_ Preprint Insert (min. 2,000)

\_\_\_\_\_ Classified Display Ad / Line Ad

\_\_\_\_\_ Young Entrepreneur (Business Card — 2x2)

#### Website:

Top Banner (720x100) | Sidebar Square (720x100)

#### Newsletter:

Top Banner (1100x220) | Bottom Banner (1100x220)

#### Podcast:

Pre-Roll (30s) | Mid-Roll (60s) | Post-Roll (30s)

**Total Amount Contracted:** \_\_\_\_\_

***Make checks payable to: PLAINS PILOT***

Purchaser's Approval \_\_\_\_\_ Date \_\_\_\_\_ Phone # \_\_\_\_\_

Advertising Sales Representative \_\_\_\_\_ Date \_\_\_\_\_

**Terms:** All provided terms — "Advertising Policy" and "Billing & Contracts" — apply. All accounts are due and payable prior to publication unless specified in contract. A service charge of 18% APR (1.5% per month) in charges on all past due accounts after a 30-day grace period from the invoice due date. Advertiser agrees to furnish The Plains Pilot, herein referred to as "Publisher," with an ad or ad copy, an interview if required, and time for photos if necessary, prior to copy deadline as indicated above. If copy is not provided, the Publisher may pick up ad from previous issue to fill space or may keep ad out of the selected issue, but is expressly understood that it does not relieve advertiser from payment of space if taken out of issue. Any changes to the ad altering the ad from the original instructions will be billed to the advertiser at the current retail production rates. The Publisher is privileged to revise or reject any advertisement, which is deemed objectionable, either in subject matter or phraseology or opposed to public policy of the Publisher. No agreement shall be binding on the Publisher until it has been signed and approved by the Publisher or approved by its representative. In the event of natural disaster, strike or other emergencies beyond the control of either party, this contract shall be suspended by agreement and neither the Publisher nor advertiser will be occupied by such advertisement. Charges resulting from the arrival of material after the deadline will be billed at Publisher's cost. Advertising is non-cancelable.