

# RUST COMMUNICATIONS MOKS

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## *Media Kit*

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Nevada Daily Mail  
The Nevada News  
The Print Shop  
[www.nevadadailymail.com](http://www.nevadadailymail.com)

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131 S. Cedar, P.O. Box 247, Nevada MO 64772  
Ph. (417) 667-3344 Fax (417) 667-8384  
[www.nevadadailymail.com](http://www.nevadadailymail.com)



## *Rust Communications MOKS*

Dear Client:

Thank you for your interest in advertising in the Nevada Daily Mail, The Nevada News, Nevada Daily Mail Online and various specialty publications. Our award-winning newspaper is a great gateway for your advertisements to reach our communities. We are excited to build a partnership with you.

This media kit is designed to answer all of your advertising questions and provide an insight into the demographics of our readership. The kit provides charts and rates to aid your decision of how to build the best ad for your needs. Included are examples of quality advertisements created by our advertising consultants and graphic designers to show you our finest work.

Our media kit also contains information about our commercial print products. Our webpress department and commercial printshop specialize in a wide range of custom printing, from business cards to specialty publications. In addition, our webpress department can print your newspaper inserts. Our commercial printing staff is proud to present the enclosed samples of optimum commercial printing.

We hope you enjoy exploring the information and samples provided in our media kit. Our advertising consultants and commercial printing staff are looking forward to serving you with the best customer service.

Our staff will contact you soon to discuss your advertising and printing needs. We look forward to doing business with you.

Sincerely,  
Lorie Harter  
Publisher

The Nevada Daily Mail/The Nevada News  
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*Rust Communications MOKS*

**Nevada Daily Mail/The Nevada News Personnel**

**Publisher** Lorie Harter

**Editor** Sarah Haney

**Business Manager**

**Circulation Manager** Mike Jones

**Advertising Manager** Lorie Harter

**Advertising Consultant** Lexie McVay

**Advertising Assistant/Classified Sales Consultant** Mandy Radspinner

***Mission Statement:** To exceed expectations by striving to preserve the public trust through fair and accurate reporting; providing value-driven advertising opportunities; producing the highest quality printing products; and actively supporting the communities we serve.*

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*Rust Communications MOKS*

## *Nevada Publications*

# NEVADA Daily Mail

The Nevada Daily Mail, a Rust Communications MOKS daily newspaper, delivers quality local, regional, state and national news, sports, editorials and display and classified ads to approximately 2,100 subscribers in five counties. Published four days a week, the Nevada Daily Mail has been serving Vernon County since 1883.

As a stakeholder and a beacon in the community, the Nevada Daily Mail welcomes the contributions of editorials, columnists, guest writers and reader comments. The Nevada Daily Mail not only covers its community, it goes to great lengths to demonstrate its contribution in the community's well being and progress.

## NEVADA DAILY MAIL ONLINE

The Nevada Daily Mail Online, [www.nevadadailymail.com](http://www.nevadadailymail.com), allows readers to access up-to-the-minute news at their fingertips. The site features special attractions such as the eEdition, a virtual replica of the newspaper, photograph slideshows, and multimedia, and functions that let the reader tell us what he or she thinks, such as online polls, story comments and online submissions. New features and amplified advertising opportunities make The Nevada Daily Mail Online an innovative way to reach a wide audience.

The Nevada Daily Mail Online offers animated advertising. These ads are a great way to draw attention to your business. The ads are viewed thousands of times a month by thousands of online readers. The ads can also redirect audiences to your own commercial Web site.

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*Rust Communications MOKS*

### *Shared Publications*

## The Nevada News <sup>Fort Scott</sup> Countryside

The Fort Scott Countryside/The Nevada News, a special Wednesday total market coverage (TMC) paper, is delivered to virtually every household in Bourbon and Vernon counties. With a circulation of 13,600, it's the perfect paper for anyone looking for a bargain!

### **SPECIALTY PUBLICATIONS**

Rust Communications MOKS welcomes the addition of a Special Publications Department. Nevada Daily Mail produces the highest quality specialty publications to meet the needs of specific audiences in Nevada and surrounding communities.

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- **Address Labels**
- **Advertising Inserts**  
(that can be inserted in our papers for an additional fee)
- **Announcements**
- **Appointment Cards**
- **Binding**  
(saddle stitch, Comb or Perfect Binding)
- **Black & White Copies**
- **Booklets**
- **Brochures/Tri-folds**

- **Business Cards**
- **Business Invoices**
- **Calendars**
- **Campaign Printing**
- **Carbonless / NCR Forms**
- **Catalog & Booklet Envelopes**
- **Color Copies/Enlargements**
- **Cookbooks**
- **Copies of Photos** (from our Newspapers)
- **Coupon Books**
- **Custom Designs**
- **Drilling/Hole Punch**

- **Envelopes**
- **Event Tickets**
- **Folding**
- **Flyers/Sell Sheets**
- **Gift Certificates**
- **Greeting/Holiday Cards**
- **Invitations/RSVPs**
- **Labels/Stickers**
- **Laminating**
- **Letterhead**
- **Mail Merging**
- **Magazines**
- **Menus**
- **Newsletters/Mailing**
- **Note Pads**
- **Numbering**
- **Postcards/Mailing**
- **Posters (up to 13x19)**
- **Programs**
- **Self Inking Stamps**
- **Sale Bills**
- **Wedding Invitations/RSVPs**



## YOUR BUSINESS IS OUR BUSINESS



- » **IN HOUSE DESIGN**
- » **QUALITY PRINTING**
- » **COMPETITIVE PRICING**
- » **OUTSTANDING CUSTOMER SERVICE**
- » **ORDERING ONLINE NOW AVAILABLE**

131 S. Cedar • Nevada, MO

417-667-3344

[rast@nevadadailymail.com](mailto:rast@nevadadailymail.com)

[www.nevadadailymail.com](http://www.nevadadailymail.com)



## ***Rust Communications MOKS***

### **Testimonials**

#### **Readers**

##### **Nevada Daily Mail**

“What I’ve been most impressed with is the accuracy with their reporting. On the stories that they’ve done that I know something about or the meetings they cover that I have attended, what they are reporting is exactly what I saw. I like the way the Nevada Daily Mail has covered the news in Nevada in the past year. They’ve done a good job of straight ahead reporting of what they saw.”

- John Flynn, broker associate & partner, Pro Realty Group, LLC, Nevada, Mo.

#### **Advertisers**

##### **Nevada Daily Mail**

“Anytime I call and need something, our ad representative does it right away. Right now we are running CD specials. People who call mention the ad, so I know people look at it. We’ve gotten customers from Kansas that have seen the ad in the paper that we normally would not attract.”

- Jeannie Hirschman, assistant cashier, First National Bank, Nevada, Mo.



## *Rust Communications MOKS*

### **Vernon County, Missouri Demographics**

**County seat:** Nevada, Missouri

#### **Vernon County Population (\*2013)**

|               |        |         |
|---------------|--------|---------|
| <b>Total</b>  | 20,911 |         |
| <b>Male</b>   | 10,094 | (48.2%) |
| <b>Female</b> | 10,817 | (51.7%) |

#### **Age (\*2012 statistics)**

|                     |       |         |
|---------------------|-------|---------|
| <b>Under 5</b>      | 1,219 | (5.8%)  |
| <b>5 to 17</b>      | 3,993 | (19%)   |
| <b>18 to 24</b>     | 1,770 | (8.4%)  |
| <b>25 to 34</b>     | 2,305 | (11%)   |
| <b>35 to 54</b>     | 5,290 | (25.2%) |
| <b>55 to 64</b>     | 2,793 | (13.2%) |
| <b>65 to 84</b>     | 3,109 | (14.8%) |
| <b>85 and older</b> | 432   | (2%)    |
| <b>Under 18</b>     | 5,212 | (24.9%) |

#### **Population by Race and Ethnicity (\*2013)**

|                                  |        |         |
|----------------------------------|--------|---------|
| White                            | 20,145 | (96.3%) |
| Black or African American        | 177    | (0.8%)  |
| American Indian/Alaska Native    | 128    | (0.6%)  |
| Asian                            | 131    | (0.6%)  |
| Native Hawaiian/Pacific Islander | 0      | (0.0%)  |
| Other race or combination        | 330    | (1.5%)  |

#### **Households by Type (\*2012)**

|                                 |       |         |
|---------------------------------|-------|---------|
| Total households                | 8,396 |         |
| Family households:              | 5,539 | (66%)   |
| With own children under 18      | 2,344 | (27.9%) |
| Married-couple family           | 4,317 | (51.4%) |
| With own children under 18      | 1,589 | (18.9%) |
| Female householder,             |       |         |
| no husband present              | 855   | (10.2%) |
| With own children under 18      | 530   | (6.3%)  |
| Nonfamily households            | 2,857 | (34.0%) |
| Unmarried-partner households    | 527   | (6.3%)  |
| Same-sex unmarried-partner      | 39    | (0.5%)  |
| Householder living alone        | 2,466 | (29.4%) |
| Householder 65 years and older  | 2,278 | (27.1%) |
| Households w/ind. under 18      | 2,609 | (31.1%) |
| Households w/ ind. 65 and older | 2,411 | (28.7%) |
| Average household size          | 2     |         |
| Average family size             | 3     |         |

#### **Housing Data**

|  |          |
|--|----------|
| Total housing units (*2012)                    | 9,481    |
| Home ownership rate (*2012)                    | 72.3%    |
| Percent units in multi-unit structures (*2012) | 10.9%    |
| Median house value (*2012)                     | \$85,500 |

#### **Total Full-time and Part-time Employment (\*2009)**

|                   |       |      |
|-------------------|-------|------|
| Total employment  | 9,397 |      |
| Unemployment rate | 451   | 4.8% |

#### **Occupations**

|   | Male  | Female |
|---|-------|--------|
| Management, Professional<br>& Related Occupations | 25.1% | 31.7%  |
| Service Occupations                               | 8.2%  | 25.6%  |
| Sales & Office                                    | 13.6% | 30.6%  |
| Farming, Fishing & Forestry                       | 3.1%  | 0.9%   |
| Construction, Extraction<br>& Maintenance         | 19.0% | 0.5%   |

#### **Personal Income (\*2003)**

|                                      |                 |
|--------------------------------------|-----------------|
| Total personal income (in thousands) | \$456,474       |
| Personal current transfer receipts   | 134,268 (29.4%) |
| Dividends, interest and rent         | 69,684 (15.3%)  |
| Manufacturing                        | 61,520 (13.5%)  |
| Local government                     | 42,607 (9.3%)   |
| Retail trade                         | 22,337 (4.9%)   |
| State government                     | 18,243 (4.0%)   |
| Finance/insurance                    | 12,990 (2.8%)   |
| Other services, except public admin. | 10,259 (2.2%)   |

#### **Selected Income Indicators**

|                                 |          |
|---------------------------------|----------|
| Median household income (*2002) | \$29,438 |
| Median family income            | \$37,714 |
| Per capita personal income      | \$22,475 |

\*\*Census designated places not included





## **Vernon County, Missouri Demographics, cont.**

### **Travel to Work/Commuting Patterns (\*2010)**

|                                      |       |         |
|--------------------------------------|-------|---------|
| Total workers aged 16 and older      | 9,078 |         |
| Workers 16+ who commute to work      | 8,650 | (95.3%) |
| Car, truck, or van; drove alone      | 6,941 | (76.5%) |
| Car, truck, or van; carpooled        | 1,269 | (14.0%) |
| Public transportation (ex. taxi cab) | 39    | (0.4%)  |
| Walked to work                       | 249   | (2.7%)  |
| Other means of commuting             | 152   | (1.7%)  |
| Worked at home                       | 428   | (4.7%)  |
| Mean travel time to work in minutes  | 17.5  |         |

### **Educational Attainment (\*2000)**

|                                   |        |         |
|-----------------------------------|--------|---------|
| Population age 25 or older        | 13,169 |         |
| Less than high school, no diploma | 3,082  | (23.4%) |
| High school grad or GED           | 5,257  | (39.9%) |
| Some college, no degree           | 2,958  | (22.5%) |
| College graduate                  | 1,872  | (14.2%) |
| High school graduation rate       | 89.9%  |         |

### **Children and Families**

#### **All persons below poverty**

|      |       |         |
|------|-------|---------|
| 2000 | 2,895 | (14.9%) |
| 2002 | 3,008 | (15.5%) |

#### **Children (ages 0 to 17) below poverty**

|      |       |         |
|------|-------|---------|
| 2000 | 1,048 | (20.3%) |
| 2002 | 1,067 | (21.2%) |

\*Statistics compiled by the University of Missouri Extension, Office of Social and Economic Data Analysis, from USDC, Bureau of the Census, MO Depts of Economic Development; Elementary and Secondary Education; Health and Senior Services; <http://mcdc2.missouri.edu>.



## ***Rust Communications MOKS***

### **Nevada Daily Mail/The Nevada News**

#### **Circulation**

##### **Nevada Daily Mail**

Total Distribution..... 1,391

##### **The Nevada News/Fort Scott Countryside**

Total Distribution..... 11,000

Bourbon County, KS ..... 2,000

Vernon County, MO ..... 9,000

#### **Zip Code Count**

##### **Nevada Daily Mail**

Bronaugh 64728 ..... 32

El Dorado Springs 64744 ..... 19

Milo 64767 ..... 27

Moundville 64771 ..... 35

Nevada 64772 ..... 729

Richards 64778 ..... 29

Rich Hill 64779 ..... 17

Schell City 64783 ..... 17

Sheldon 64784 ..... 31

Walker 64790 ..... 35

All Other ..... 125

Total ..... 1,391

##### **The Nevada News**

Bronaugh 64728 ..... 265

Deerfield 64741 ..... 151

El Dorado Springs 64744 ..... 443

Harwood 64750 ..... 20

Hume 64752 ..... 25

Metz 64765 ..... 25

Milo 64767 ..... 50

Moundville 64771 ..... 235

Nevada 64772 ..... 5,203

Richards 64778 ..... 261

Schell City 64783 ..... 455

Sheldon 64784 ..... 691

Walker 64790 ..... 380

All Other ..... 62

Total ..... 8,266

##### **Racks**

Tuesday-Friday ..... 149

Saturday ..... 149

##### **Vendors**

Tuesday-Friday ..... 121

Saturday ..... 121

# NEVADA Daily Mail

Vernon County's Daily Newspaper Since 1883



**The Nevada News** Total Market Coverage

Rust Communications Newspapers

131 S. Cedar, P.O. Box 247, Nevada, MO 64772  
Phone: 417-667-3344 Fax: 417-667-8384  
www.nevadadailymail.com



## 2023 ADVERTISING RATE CARD

Effective: 1-1-23

The Nevada Daily Mail is published Tuesday, Wednesday, Friday & Saturday.  
The Nevada News / Fort Scott Countryside is published Wednesday.

Management Team  
Publisher - Lorie Harter

### DISPLAY ADVERTISING

|  |         |
|--|---------|
| Open Rate Tuesday, Wednesday, Friday ..... | \$6.50  |
| Open Rate Saturday.....                    | \$8.25  |
| National Rate/Commission Rate .....        | \$10.25 |
| Open Rate Total Market Coverage .....      | \$5.95  |

### CLASSIFIED DISPLAY ADVERTISING

|  |         |
|--|---------|
| Open Rate Tuesday, Wednesday, Friday ..... | \$8.75  |
| Open Rate Saturday.....                    | \$9.25  |
| National Rate/Commission Rate .....        | \$10.75 |

### WEBSITE

|                               |             |
|-------------------------------|-------------|
| Leaderboard or Rectangle..... | \$155.00 mo |
|-------------------------------|-------------|

### PRE-PRINT INSERT RATES

|                        | NDM      |        | TMC      |              |
|------------------------|----------|--------|----------|--------------|
| Single Page Tab.....   | \$255.00 |        | \$72.00  | per thousand |
| up to 4 Page Tab.....  | \$255.00 |        | \$77.00  | per thousand |
| up to 8 Page Tab.....  | \$255.00 | } flat | \$87.00  | per thousand |
| up to 12 Page Tab..... | \$290.00 |        | \$93.00  | per thousand |
| up to 16 Page Tab..... | \$360.00 |        | \$103.00 | per thousand |
| up to 20 Page Tab..... | \$405.00 |        | \$108.00 | per thousand |
| up to 24 Page Tab..... | \$450.00 |        | \$114.00 | per thousand |

Contact newspaper if using heavyweight paper. NO ZONING allowed.

### COLOR CHARGES

|               |         |                       |          |
|---------------|---------|-----------------------|----------|
| 1 Color. .... | \$70.00 | 2 or more color. .... | \$160.00 |
|---------------|---------|-----------------------|----------|

### COMMERCIAL PRINTING

|                      |              |
|----------------------|--------------|
| The Print Shop ..... | 417-667-3344 |
|----------------------|--------------|

\*Contact your advertising consultant for rates on multiple runs or special promotions.

\*Above rates net to newspaper.

## **SPECIAL CLASSIFICATION**

### **A. Church and Civic Organization Advertising**

All rates non-contract and non-commissionable.  
 Rate is \$5.25 per column inch Tuesday,  
 Wednesday, Friday, \$7.00 Saturday for all  
 advertising in this category.

### **B. Political Advertising**

In all instances cash with order required. See  
 advertising department for supplementary  
 guidelines.

### **C. Church Page (Friday)**

\$12.50 per week - Nevada

## **GENERAL RATE POLICIES**

- A.** Advertising simulating news copy must be  
labeled "advertisement".
- B.** Publisher reserves the right to change advertising  
rates without written notice except when agreed  
upon in advance through annual contracts or other  
written agreements.
- C.** Cash-in-advance payment effective until credit  
approved. Credit applications available through  
the Nevada Daily Mail & The Nevada News/  
Fort Scott Countryside advertising department.

## **COPY REGULATIONS**

**The Nevada Daily Mail & The Nevada News/Fort  
 Scott Countryside makes every effort to meet adver-  
 tiser's special request, but CANNOT GUARANTEE  
 position on any specified pages or sections.**

The publisher is not responsible for copy omission,  
 typographical errors or any unintentional errors that may  
 occur in advertisement other than to correct it in the  
 next issue after error is brought to publisher's attention.  
 In any event, **the publisher's liability shall be limited  
 only to the amount of space consumed by such  
 error. Errors must be brought to the attention of the  
 publisher within 24 hours of publication for such  
 claims.**

The publisher reserves the right to revise or reject, at  
 her option, any advertisement.

All property rights, including any copyright interest of  
 an advertisement produced by The Nevada Daily Mail &  
 The Nevada News/Fort Scott Countryside using artwork  
 and/or typography furnished or arranged by the paper,  
 is the property of The Nevada Daily Mail & The Nevada  
 News/Fort Scott Countryside. No such advertisement  
 or any part thereof may be reproduced without the prior  
 written consent of The Nevada Daily Mail & The Nevada  
 News/Fort Scott Countryside. The Nevada Daily Mail &  
 The Nevada News/Fort Scott Countryside reserves the  
 right to reject or revise at its option any advertisement.

## **SPECIAL SERVICES**

Co-op Department: no charge for assisting Advertisers  
 to uncover co-op programs or to assist them to utilize this  
 valuable resource. Separate co-op billing provided for adver-  
 tisers, at their request.

## **CLOSING SCHEDULES - DISPLAY**

|                   |                     |
|-------------------|---------------------|
| Day ad is to run  | Must be in by       |
| Tuesday.....      | 4:00 p.m. Friday    |
| Wednesday.....    | 4:00 p.m. Monday    |
| Friday.....       | 4:00 p.m. Wednesday |
| Saturday .....    | 4:00 p.m. Wednesday |
| TMC Product ..... | 4:00 p.m. Friday    |

Advertisement cancelled after deadline will result in a can-  
 cellation fee in the amount of such advertisement cost.

## **CLOSING SCHEDULES - CLASSIFIED**

|                  |                     |
|------------------|---------------------|
| Day ad is to run | Must be in by       |
| Tuesday.....     | 4:00 p.m. Friday    |
| Wednesday.....   | 4:00 p.m. Monday    |
| Friday.....      | 4:00 p.m. Wednesday |
| Saturday .....   | 4:00 p.m. Wednesday |

Advertisement cancelled after deadline will result in a can-  
 cellation fee in the amount of such advertisement cost.

## **CLOSING SCHEDULES - LEGALS**

Day legal is to run      Deadlines are same as Classifieds  
 A cancellation fee in the amount of one insertion will apply  
 if the notice has been proofed and cancelled prior to first  
 insertion. Also, if such notice is cancelled after deadline for  
 each insertion, fee in the amount of one insertion will apply.  
 (Effective April 1, 2023)

## **SPECIAL DAYS/PAGES/FEATURES**

Tuesday - Business  
 Wednesday - Menus  
 Friday - Church Page, Senior Page  
 Saturday - Parade

## **MEASUREMENTS NEVADA DAILY MAIL**

### **6 COL X 21"**

|                      |                    |
|----------------------|--------------------|
| Full page size ..... | 6 col. x 21"       |
| 1 Column .....       | 9p6 or 1.583"      |
| 2 Column .....       | 20 Picas or 3.333" |
| 3 Column .....       | 30p5 or 5.083"     |
| 4 Column .....       | 41 Picas or 6.833" |
| 5 Column .....       | 51 Picas or 8.5"   |
| 6 Column .....       | 61p6 or 10.25"     |

ad sizes subject to change

## **MEASUREMENTS - TMC**

### **6 COL X 16"**

|                      |                     |
|----------------------|---------------------|
| Full page size ..... | 6 col. x 16"        |
| 1 Column .....       | 9p6 or 1.583"       |
| 2 Column .....       | 20 Picas or 3.333"  |
| 3 Column .....       | 30p5 or 5.083"      |
| 4 Column .....       | 41 Picas or 6.833"  |
| 5 Column .....       | 51 Picas or 8.5"    |
| 6 Column .....       | 62 Picas or 10.333" |

### NDM & FST Ad Sizes

| Columns | Picas | Inches |
|---------|-------|--------|
| 1       | 9p6   | 1.583  |
| 2       | 20p   | 3.333  |
| 3       | 30p6  | 5.083  |
| 4       | 41p   | 6.833  |
| 5       | 51p   | 8.500  |
| 6       | 61p6  | 10.25  |
| Height  | Picas | Inches |
| 1       | 6p    | 1.000  |
| 2       | 11p   | 1.833  |
| 3       | 17p   | 2.833  |
| 4       | 23p   | 3.833  |
| 5       | 29p   | 4.833  |
| 6       | 35p   | 5.833  |
| 7       | 41p   | 6.833  |
| 8       | 47p   | 7.833  |
| 9       | 53p   | 8.833  |
| 10      | 59p   | 9.833  |
| 10.5    | 63p   | 10.500 |
| 11      | 65p   | 10.833 |
| 12      | 71p   | 11.833 |
| 13      | 77p   | 12.833 |
| 14      | 83p   | 13.833 |
| 15      | 89p   | 14.833 |
| 16      | 95p   | 15.833 |
| 17      | 101p  | 16.833 |
| 18      | 107p  | 17.833 |
| 19      | 113p  | 18.833 |
| 20      | 119p  | 19.833 |
| 21      | 126p  | 21.000 |

**Full Page • 6-col. x 21"**

### NN & CS Ad Sizes

| Columns | Picas | Inches |
|---------|-------|--------|
| 1       | 9p6   | 1.583  |
| 2       | 20p   | 3.333  |
| 3       | 30p6  | 5.083  |
| 4       | 41p   | 6.833  |
| 5       | 51p   | 8.500  |
| 6       | 62p   | 10.333 |
| Height  | Picas | Inches |
| 1       | 5p6   | 0.916  |
| 2       | 11p   | 1.833  |
| 3       | 17p   | 2.833  |
| 4       | 23p   | 3.833  |
| 5       | 29p   | 4.833  |
| 6       | 35p   | 5.833  |
| 7       | 41p   | 6.833  |
| 8       | 47p   | 7.833  |
| 9       | 53p   | 8.833  |
| 10      | 59p   | 9.833  |
| 11      | 65p   | 10.833 |
| 12      | 71p   | 11.833 |
| 13      | 77p   | 12.833 |
| 14      | 83p   | 13.833 |
| 15      | 89p   | 14.833 |
| 16      | 96p   | 16.000 |

**Full Page • 6-col. x 16"**

### Small Tab Ad Sizes

| Columns | Picas | Inches |
|---------|-------|--------|
| 1       | 11p8  | 1.945  |
| 2       | 24p3  | 4.037  |
| 3       | 36p10 | 6.143  |
| 4       | 49p6  | 8.246  |
| 5       | 62p   | 10.333 |
| Height  | Picas | Inches |
| 1       | 6p    | 1.000  |
| 2       | 11p   | 1.833  |
| 3       | 17p   | 2.833  |
| 4       | 23p   | 3.833  |
| 5       | 29p   | 4.833  |
| 5.5     | 35p   | 5.500  |
| 6       | 41p   | 5.833  |
| 7       | 47p   | 6.833  |
| 8       | 53p   | 7.833  |
| 9       | 59p   | 8.833  |
| 10      | 61p6  | 10.25  |

**Full Page • 5-col. x 10"**

**NOTE: All gutters are p9 or .125"**

## *Rust Communications MOKS Distribution Map*

