

# 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** Kathy Thomas

**Circulation Manager** Mike Jones

**Advertising Manager** Lorie Harter

**Advertising Consultant** Britany Schaffer

**Advertising Assistant/Classified Sales Consultant** Katelynn Vandenburg

***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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**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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# We do...

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

Bookmarks

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

Door Hangers

Drilling / Hole Punch

Envelopes



# the Print Shop

*If you can think it,  
we can do it!*

**131 S. Cedar  
Nevada, MO 64772**  
located inside the  
**Nevada Daily Mail**

For more information contact:

~ **417.667.3344** ~

Fax 417.667-8384

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

Event Tickets  
Folding  
Flyers / Sell Sheets  
Gift Certificates  
Greeting / Holiday Cards  
Invitations / R.S.V.P.'s  
Labels / Stickers  
Laminating  
Letterhead  
Magazines  
Menus  
Newsletters/Mailing  
Note Pads  
Numbering  
Postcards/Mailing  
Posters  
Prescription Slips  
Perforating  
Programs  
Rack Cards  
Raffle Tickets  
Receipt Books  
Repositionable Labels  
Rubber Stamps  
Sale Bills  
Thank You Cards  
Wedding Invitations & R.S.V.P.'s





## *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 & 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 & 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>.



**Nevada Daily Mail/The Nevada News**

**Circulation**

**Nevada Daily Mail**

Total Distribution..... 1,391

**The Nevada News/Fort Scott Countryside**

Total Distribution..... 13,000

Bourbon County, KS ..... 4,100

Vernon County, MO ..... 8,900

**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 ..... 35

Hume 64752 ..... 45

Metz 64765 .....50

Milo 64767 ..... 50

Moundville 64771 ..... 235

Nevada 64772 ..... 5,804

Richards 64778 .....261

Schell City 64783 .....495

Sheldon 64784 ..... 691

Walker 64790 .....380

All Other ..... 59

Total ..... 7,778

**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



## 2019 Advertising Rate Card

Effective: 1-1-19

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

### Management Team

Publisher — Lorie Harter

Editor — Sarah Haney

Advertising Director — Lorie Harter

Business Manager — Kathy Thomas

### 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
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### PRE-PRINT INSERT RATES

	NDM	TMC		
Single Page Tab.....	\$255.00	\$72.00	per thousand	} net to paper
up to 4 Page Tab.....	\$255.00	\$77.00	per thousand	
up to 8 Page Tab.....	\$255.00	\$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
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### COMMERCIAL PRINTING

The Print Shop .....	417-667-3344
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\*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 \$5.50 per column inch Tuesday,  
 Wednesday, Friday, \$7.25 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 advertiser'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 advertisers, 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

**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

**SPECIAL DAYS/PAGES/FEATURES**

- Tuesday - Business Page
- Wednesday - Food Page, Menus, TV Guide
- Friday - Church Page, Senior Page
- Saturday - Weddings and Engagements, Health, Youth Page, TV Guide

**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***

