

ADVERTISE IN

Since 1954

GRASS & GRAIN[®]

Briana McKay

– Marketing Consultant –

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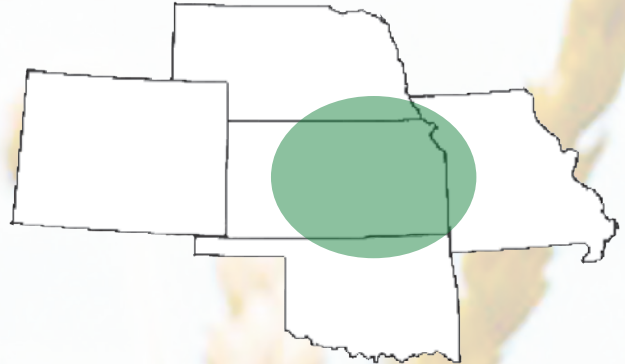
grassandgrain.com • FAX: 785-539-2679

Box 1009, MANHATTAN, KS 66505

Office located at 1531 Yuma St., Manhattan, KS

We cater to our advertisers, many who have been with us from the start. Why do they stay with Grass & Grain? Results. Try us and join the list of satisfied advertisers!

*Saturate Rural Readership
Reaches approx. 9,000 readers each week*



Grass & Grain is a weekly agricultural newspaper headquartered in Manhattan, KS. Our new issues hit the hands of farmers & ranchers all over every Tuesday.

DID YOU KNOW?

On average, businesses make between \$2-\$4 for every \$1 spent on advertising.

CONSUMER OPINION STATISTICS:

A noteworthy 82% of consumers trust print ads more when making a purchasing decision.

90% of U.S. consumers find online targeted ads *intrusive and annoying.* **

While marketing tactics are ever-changing, one thing stays the same – consumers need to feel safe and in control with their purchasing decisions. This is why you simply can't beat doing things “the tried and true way” because some things never go out of style.

Grass and Grain has held the trust of its consumers for over 65 years and is still going strong, generation after generation. We are the agricultural source for thousands throughout Kansas, Nebraska, Missouri and Oklahoma.

We keep advertising simple and effective.

** Stats taken from 35+ Amazing Advertising Statistics [2023]: Data + Trends by Jack Flynn on Zippia.com

GRASS & GRAIN ADVERTISING RATES & DATA

As of May 1, 2023

PUBLICATION DATE Every Tuesday
 VOL. 1, No. 1 March 1954
 POSTAL PERMIT Second Class
 postal privileges as a paid circulation newspaper
 FORMAT 6col x 20 in.
 (9 picas, 120 column inches per page)
 Broadsheet newspaper, printed offset.

PUBLISHER Ag Press
 16th & Yuma (Box 1009) Manhattan, Kansas 66502
 PHONE 785-539-7558
 FAX 785-539-2679

Net Advertising Rates

| Unit | DIMENSIONS | | Black & White | Color |
|---------------|-----------------|---------|---------------|---------|
| | Width | Depth | | |
| Full Page | 6 col (9.9583") | x 20" | \$1,380 | \$1,480 |
| 1/2 Page | 6 col (9.9583") | x 10" | \$690 | \$790 |
| | Horizontal | | | |
| Jr. Page | 3 col (4.9167") | x 20" | \$460 | \$560 |
| | Vertical | | | |
| 1/4 Page | 4 col (6.5972") | x 10" | \$345 | \$445 |
| 1/6 Page: | 3 col (4.9167") | x 5.5" | \$189.75 | \$264 |
| | Square | | | |
| | 2 col (3.2361") | x 8.25" | | |
| 1/8 Page | 2 col (3.2361") | x 6.25" | \$143.75 | \$200 |
| | Vertical | | | |
| 1/16 Page | 2 col (3.2361") | x 3" | \$69 | \$96 |
| Business Card | 2 col (3.2361") | x 2" | \$46 | \$64 |

WIDTH AND DEPTH NOT INTERCHANGEABLE
 (In-between sizes calculated for rates by the quarter-inch).

**Call for pricing
 on advertising inserts.**

DISPLAY ADVERTISING B&W RATE\$11.50/ column inch
 DISPLAY ADVERTISING COLOR RATE \$16.00/ column inch
 (22 col. in. or less)
 DISPLAY ADVERTISING COLOR RATE\$100 flat rate
 (23 col. in. and up)

DISPLAY ADVERTISING DEADLINES

**First Section Noon Wednesday.
 11:00 A.M. Friday for All Other Display Advertising.**

GRASS & GRAIN BUSINESS DIRECTORY

— Add your business to our directory! —

Directory Advertising Rate: (b&w only) \$11.00/column inch

A

Custom Manure
 Hauling & Spreading
 Big to Small Jobs!
Chase Boyz Services
 785-636-1099

B

**YOUR AD COULD
 BE HERE**
GRASS & GRAIN
 785-539-7558

C

GAVEL & ROADS
 ONLINE AUCTIONS
**THE PLACE TO
 TO BUY & SELL
 EQUIPMENT IN THE
 MARKETPLACE.**
 Contact Sales Rep,
KURTIS GEISLER,
 785.293.2221
 www.gavelroads.com
READY... SET... SOLD!

A: 1colX1" = \$10.50/week. **B:** 1colX1" Reversed = \$10.50/week
C: 1colX2" = \$21. **EXAMPLES ONLY, IN-BETWEEN SIZES AVAILABLE**

JOIN OUR CLASSIFIED SECTION!

CLASSIFIED LINER RATE 70¢ a word

THIS IS A CLASSIFIED LINER **15 words = \$10.50 per week**
 ad, or by the word. \$0.70/ word. **2 weeks pre-paid: \$18.90**
 785-539-7558. Call today! **4 weeks pre-paid: \$31.50**

CLASSIFIED DISPLAY RATE\$11.50 per column in.
 (2 column maximum)

Common Class. Display Sizes:
 2colX2"\$46.00/week
 (business card)
 1colX2"\$23.00/week

**THIS IS A CLASSIFIED
 DISPLAY AD:**
 Can include formatting, larger
 font size, and logos/images.
785-539-7558
Call Today!

**We can build to
 your budget!**

1colX1" = \$11.50 per week

CLASSIFIED DEADLINE..... 10:00 a.m. Friday
 For All Classified Liner & Classified Display Ads

DONT MISS OUT ON OUR SPECIAL EDITIONS

Every issue of Grass & Grain is a top-notch marketing tool
 for advertisers, but we publish annual editions that stand out more:

Topeka Farm Show
 Seed and Chemical
 Beef Empire
 County Fair/Harvest Edition
 Building issue

Full of Bullz
 Hay and Grazing
 Sheep and Goat
 State Fair edition
 Wichita Farm Show

Other special editions could be published throughout the year.

