

# South County Publications, Ltd.

**110 N. 5th Street  
P.O. Box 50  
Auburn, IL 62615  
217-438-6155  
Fax 217-438-6156  
e-mail: southco@royell.org**

*Publishers of ~*

Ten weekly newspapers:  
Auburn Citizen • Chatham Clarion  
Divernon News • New Berlin Bee  
Pawnee Post • Pleasant Plains Press  
Riverton Register • Rochester Times  
Sun-Times • Tri-City  
and the South County Express

*In addition to the ten towns listed above, the newspapers cover most of Sangamon County including the villages of Berlin, Buffalo, Curran, Dawson, Farmingdale, Glenarm, Loami, Mechanicsburg, New City, Sherman, Sicily, Thayer, Williamsville and Zenobia and the Lake Springfield area.*

*The South County Express is mailed to every home in Auburn, Chatham, Glenarm, Divernon, Pawnee, Loami and five routes of Springfield and is circulated Saturdays.*

# ADVERTISING RATE CARD

(Effective March 1, 2005)

## AUBURN CITIZEN - CHATHAM CLARION DIVERNON NEWS - NEW BERLIN BEE PAWNEE POST - PLEASANT PLAINS PRESS • ROCHESTER TIMES

Ad Rates for Auburn Citizen,  
Chatham Clarion, Divernon News,  
Pawnee Post & Rochester Times

Local Rate \$3.75 per col. inch  
Any two papers \$5.00 per col. inch  
Any three papers \$5.50 per col. inch  
All seven papers \$7.00 per col. inch  
(includes New Berlin & Pleasant Plains)

Classified Display - All 7 \$7.25 per col. inch

Ad Rates for New Berlin Bee &  
Pleasant Plains Press

One paper \$3.00 per col. inch  
Two papers \$5.00 per col. inch

Classified Rates \$5.00 for 17 words or less in all 7  
papers or Express  
(30¢/word for additional words)  
\$6.50 for 17 words or less in all 7  
papers & Express  
(30¢/word for additional words)

### DEADLINES

Display & Classified Display Monday at 4 p.m.  
Classified Tuesday at 12 noon

Payment must be made in advance on new accounts.

**~ADVERTISING INSERTS ARE ACCEPTED~**

#### Mechanical Requirements

All papers are tabloid and have five columns to a page, each column is 11.5 picas or less than two inches wide. Page depth is 15-1/2 inches.

#### Publication and Circulation

##### Published Weekly

Auburn Citizen	1800	Chatham Clarion	2150
Divernon News	500	Pawnee Post	800
Rochester Times	950	New Berlin Bee	500
Pleasant Plains Press	600		

The ten newspapers cover most of Sangamon County, including the villages of Berlin, Buffalo, Curran, Dawson, Glenarm, Loami, Mechanicsburg, New City, Sicily, Thayer, Zenobia and the Lake Springfield area in addition to the ten cities, plus Auburn, Ball, Cartwright, Chatham, Cooper, Cotton Hill, Curran, Divernon, Gardner, Island Grove, Loami, Maxwell, New Berlin, Pawnee, Rochester, and Talkington, Townships.

## SOUTH COUNTY EXPRESS

An advertising medium reaching 9,859 homes in Auburn, Chatham, Divernon, Pawnee, Glenarm, Loami and five Springfield routes every Saturday.

### OPEN RATE - \$6.00

Ads appearing in the South County Express can also be sold in combination with the Gold Nugget Express and the Enquirer Express.  
**3 Publications - 40,000 homes**

### South County Publications' Advertising Special

Ads appearing in the newspapers can run in the South County Express for only \$3.00 per col. inch more. In order to qualify, the ads must be the same ad as the newspaper ad and must run consecutively.

Classified Rates (See classified rates in the first column for details)

### Mechanical Requirements

The South County Express is a tabloid and has five columns to a page, each column is 11.5 picas or less than two inches wide. Page depth is 15-1/2 inches.

**~ADVERTISING INSERTS ARE ACCEPTED.~**  
**Please call for insertion rates.**

### DEADLINES

Display Advertising Monday at 4 p.m.  
Classified Tuesday at 12 noon

## SOUTH COUNTY PUBLICATIONS, LTD.

Joe Michelich, Publisher

Joe M. Michelich, Editor

Joe Pritchett, Account Executive/Chatham Editor

Connie Michelich, Advertising Manager

Main Office - 110 North Fifth Street - P.O. Box 50

Auburn, Illinois 62615

(217) 438-6155 • Fax (217) 438-6156

e-mail: southco@royell.org

Chatham Office - (217) 483-2614 • Fax (217) 483-3988

Divernon Office (217) 628-3332

Pawnee Office (217) 625-7113

# South County Publications, Ltd.

110 N. 5th Street ~ P.O. Box 50, Auburn, IL 62615

(217) 438-6155 • Fax (217) 438-6156 • e-mail: southco@royell.org

Joe Pritchett, Account Executive/Reporter

Col. In.	1 Paper	2 Papers	3 Papers	7 Papers	10 Papers	Express only	Classified Display	Classified 10	+ Express	Pleasant Plains & New Berlin Col. In.	1 Paper	2 Papers	Riverton, Tri-City, Sun-Times Col In.
1	3.75	5.00	5.50	7.00	10.00	6.00	7.25	10.25	3.00	1	3.00	5.00	1 3.00
2	7.50	10.00	11.00	14.00	20.00	12.00	14.50	20.50	6.00	2	6.00	10.00	2 6.00
3	11.25	15.00	16.50	21.00	30.00	18.00	21.75	30.75	9.00	3	9.00	15.00	3 9.00
4	15.00	20.00	22.00	28.00	40.00	24.00	29.00	41.00	12.00	4	12.00	20.00	4 12.00
5	18.75	25.00	27.50	35.00	50.00	30.00	36.25	51.25	15.00	5	15.00	25.00	5 15.00
6	22.50	30.00	33.00	42.00	60.00	36.00	43.50	61.50	18.00	6	18.00	30.00	6 18.00
7	26.25	35.00	38.50	49.00	70.00	42.00	50.75	71.75	21.00	7	21.00	35.00	7 21.00
8	30.00	40.00	44.00	56.00	80.00	48.00	58.00	82.00	24.00	8	24.00	40.00	8 24.00
9	33.75	45.00	49.50	63.00	90.00	54.00	65.25	92.25	27.00	9	27.00	45.00	9 27.00
10	37.50	50.00	55.00	70.00	100.00	60.00	72.50	102.50	30.00	10	30.00	50.00	10 30.00
11	41.25	55.00	60.50	77.00	110.00	66.00	79.75	112.75	33.00	11	33.00	55.00	11 33.00
12	45.00	60.00	66.00	84.00	120.00	72.00	87.00	123.00	36.00	12	36.00	60.00	12 36.00
13	48.75	65.00	71.50	91.00	130.00	78.00	94.25	133.25	39.00	13	39.00	65.00	13 39.00
14	52.50	70.00	77.00	98.00	140.00	84.00	101.50	143.50	42.00	14	42.00	70.00	14 42.00
15	56.25	75.00	82.50	105.00	150.00	90.00	108.75	153.75	45.00	15	45.00	75.00	15 45.00
16	60.00	80.00	88.00	112.00	160.00	96.00	116.00	164.00	48.00	16	48.00	80.00	16 48.00
17	63.75	85.00	93.50	119.00	170.00	102.00	123.25	174.25	51.00	17	51.00	85.00	17 51.00
18	67.50	90.00	99.00	126.00	180.00	108.00	130.50	184.50	54.00	18	54.00	90.00	18 54.00
19	71.25	95.00	104.50	133.00	190.00	114.00	137.75	194.75	57.00	19	57.00	95.00	19 57.00
20	75.00	100.00	110.00	140.00	200.00	120.00	145.00	205.00	60.00	20	60.00	100.00	20 60.00
21	78.75	105.00	115.50	147.00	210.00	126.00	152.25	215.25	63.00	21	63.00	105.00	21 63.00
22	82.50	110.00	121.00	154.00	220.00	132.00	159.50	225.50	66.00	22	66.00	110.00	22 66.00
23	86.25	115.00	126.50	161.00	230.00	138.00	166.75	235.75	69.00	23	69.00	115.00	23 69.00
24	90.00	120.00	132.00	168.00	240.00	144.00	174.00	246.00	72.00	24	72.00	120.00	24 72.00
25	93.75	125.00	137.50	175.00	250.00	150.00	181.25	256.25	75.00	25	75.00	125.00	25 75.00
26	97.50	130.00	143.00	182.00	260.00	156.00	188.50	266.50	78.00	26	78.00	130.00	26 78.00
27	101.25	135.00	148.50	189.00	270.00	162.00	195.75	276.75	81.00	27	81.00	135.00	27 81.00
28	105.00	140.00	154.00	196.00	280.00	168.00	203.00	287.00	84.00	28	84.00	140.00	28 84.00
29	108.75	145.00	159.50	203.00	290.00	174.00	210.25	297.25	87.00	29	87.00	145.00	29 87.00
30	112.50	150.00	165.00	210.00	300.00	180.00	217.50	307.50	90.00	30	90.00	150.00	30 90.00
31	116.25	155.00	170.50	217.00	310.00	186.00	224.75	317.75	93.00	31	93.00	155.00	31 93.00
32	120.00	160.00	176.00	224.00	320.00	192.00	232.00	328.00	96.00	32	96.00	160.00	32 96.00
33	123.75	165.00	181.50	231.00	330.00	198.00	239.25	338.25	99.00	33	99.00	165.00	33 99.00
34	127.50	170.00	187.00	238.00	340.00	204.00	246.50	348.50	102.00	34	102.00	170.00	34 102.00
35	131.25	175.00	192.50	245.00	350.00	210.00	253.75	358.75	105.00	35	105.00	175.00	35 105.00
36	135.00	180.00	198.00	252.00	360.00	216.00	261.00	369.00	108.00	36	108.00	180.00	36 108.00
37	138.75	185.00	203.50	259.00	370.00	222.00	268.25	379.25	111.00	37	111.00	185.00	37 111.00
38	142.50	190.00	209.00	266.00	380.00	228.00	275.50	389.50	114.00	38	114.00	190.00	38 114.00
39	146.25	195.00	214.50	273.00	390.00	234.00	282.75	399.75	117.00	39	117.00	195.00	39 117.00
40	150.00	200.00	220.00	280.00	400.00	240.00	290.00	410.00	120.00	40	120.00	200.00	40 120.00
50	187.50	250.00	275.00	350.00	500.00	300.00	362.50	512.50	150.00	50	150.00	250.00	50 150.00
60	225.00	300.00	330.00	420.00	600.00	360.00	435.00	615.00	180.00	60	180.00	300.00	60 180.00
75	281.25	375.00	412.50	525.00	750.00	450.00	543.75	768.75	225.00	75	225.00	375.00	75 225.00

**Display Ad Column Inch - approx. 2" Wide x 1" Deep • Classified Display Column Inch - approx. 1-1/2" Wide x 1" Deep**

Display Ad Column Inch - 1 7/8" Wide x 1" Deep  
 Classified Display Column Inch - approx. 1-1/2" Wide x 1" Deep  
 11.5 picas per column (width), depth measured in actual inches  
 1 column ad - 11.5 picas wide  
 2 column ad - 24 picas wide (inc. gutter)  
 3 column ad - 36.5 picas wide (inc. gutters)  
 4 column ad - 49 picas wide (inc. gutters)  
 5 column ad - 61.5 picas wide (inc. gutters)

**8 Papers → Thursday**  
 Auburn = 1,800  
 Chatham = 2,150  
 Divernon = 500  
 Pawnee = 800  
 Riverton = 1000  
 Rochester = 950  
 Sun-Times = 500  
 Tri-City = 500

**2 Papers → Friday**  
 New Berlin = 500  
 Pleas. Plains = 600

Total Circulation = 9,300

**Deadlines**  
 Display &  
 Classified Display  
 4 p.m. Monday

**Express → Saturday**  
 Auburn = 2,274  
 Divernon = 704  
 Pawnee = 1,540  
 Glenarm = 354  
 Loami = 534  
 Chatham = 4,755

Total Circulation = 10,061

**Inserts**  
 \$75/m

Sun-Times covers  
 Sherman &  
 Williamsville

Tri-City covers  
 Buffalo, Dawson &  
 Mechanicsburg