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EVERYONE EVERYWHERE
The Advance Yeoman  Est. 1880
Covering Ballard County, So. Illinois & SE Missouri

The Carlisle County News  Est. 1894
Serving Carlisle County since 1894.

The Livingston Ledger  Est. 1903
Serving Livingston County since 1903.
Coverage includes Livingston & Barkley Lakes

West Kentucky News Pennyrile
Coverage includes Caldwell, Christian, Crittenden, Henderson, Hopkinsville, Lyon, Union & Webster counties

The Marshall Times  Est. 2004
Marshall County’s weekly newspaper.

Mayfield Graves Guardian  Est. 2007
Serving Graves County’s weekly newspaper. Est. 2007

West KY News  Est. 1930
Kentucky’s largest weekly newspaper.

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The Southern Illinois News
Coverage in Carbondale, Carterville, Herrin
Harrisburg, Marion, Metropolis, Vienna.

Tennessee Volunteer
Coverage in Obion, Weakley and Henry counties.
Dresden, Martin, Paris, South Fulton & Union City.

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RETAIL ADVERTISING RATES

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The Marshall Times
Mayfield Graves Guardian
Open Rate (for each paper)
Column Inch..............................$18

The Advance Yeoman
The Carlisle County News
The Livingston Ledger
West Ky Pennyrile Edition
Open Rate (for each paper)
Column Inch..............................$12

Combo Rates

Open Rate (for each paper)
Column Inch..............................$30

Frequency Discounts
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12 weeks....................................$20
26 weeks....................................$18
52 weeks....................................$15

Special Section Rates
Full page....................................$1,295
3/4 page....................................$995
1/4 page....................................$395
1/2 page....................................$695
1/8 page....................................$250

Paducah Business Journal
Farmers' Quarterly
Senior Scene / Tourism
Southern Illinois News
Tennessee Volunteer

Classified Rates

Monthly Classified..............................$40

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1-25 words $36, 26-50 words $72
51-75 words $108, 76-100 words $144

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# General Information

## Deadlines

<table>
<thead>
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<tr>
<td>Retail Advertising</td>
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<td>Classified Advertising</td>
<td>Deadline on Tuesdays</td>
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## Inserts

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