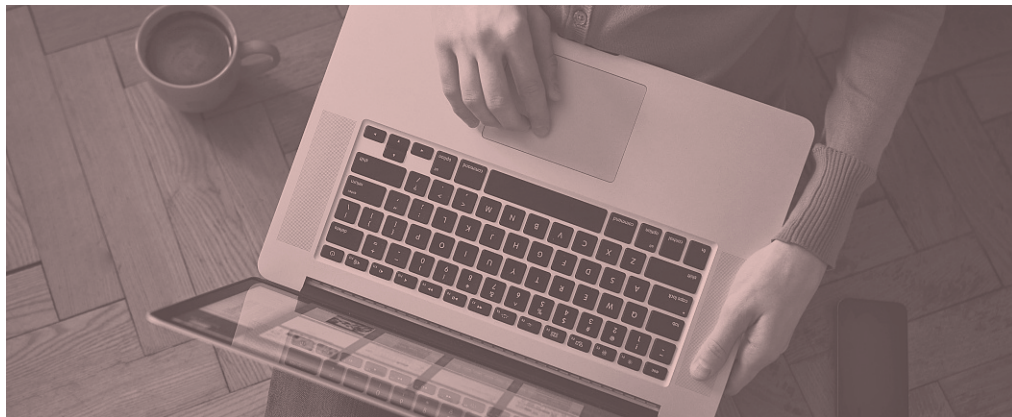
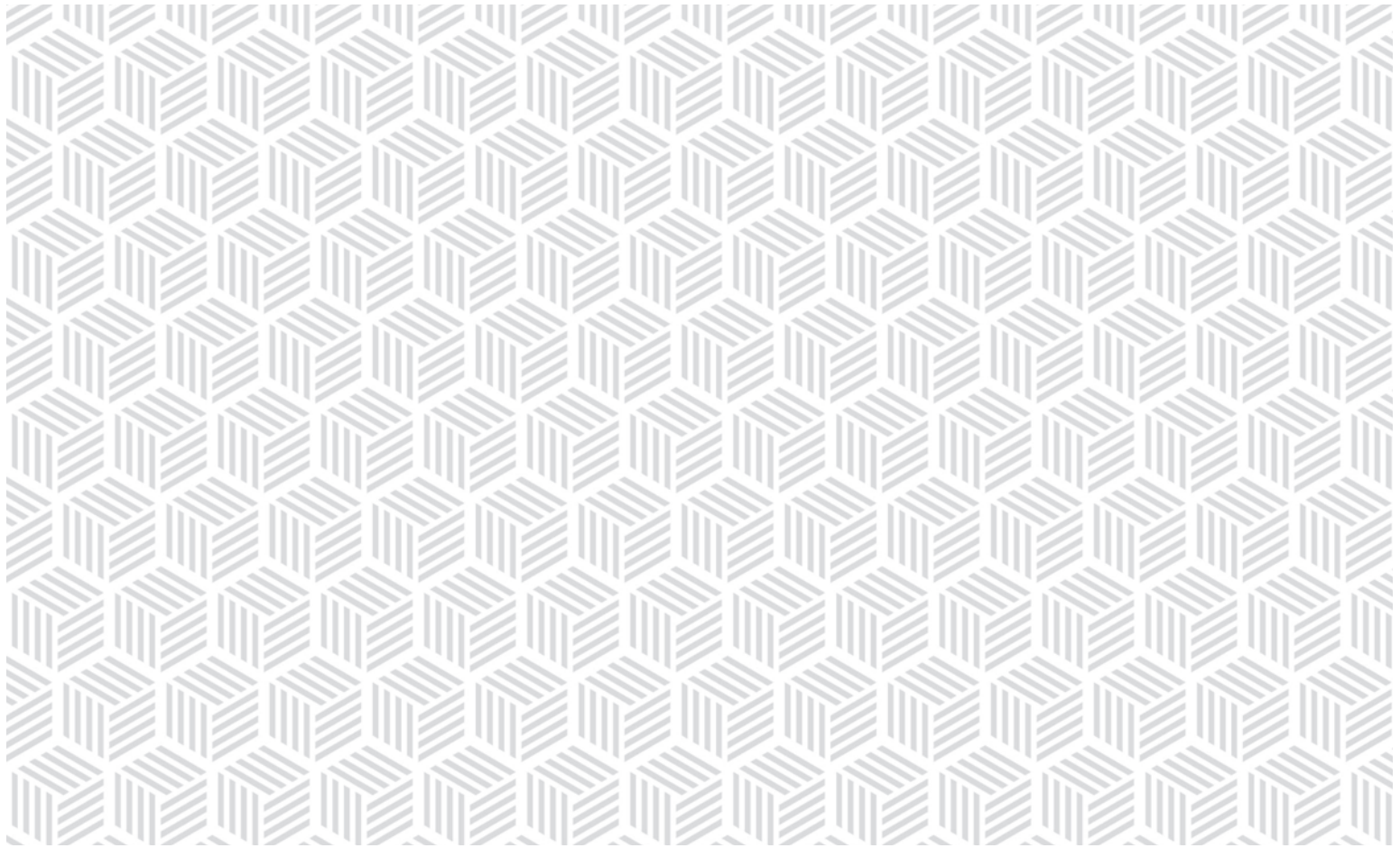




LAWRENCE JOURNAL-WORLD

2019 RATE BOOK





Our Mission

The Lawrence Journal-World has built the largest audience of any media serving Lawrence and Douglas County — with 100,000 readers every day in print and online. Our mission is to match our audience with your customers through an individualized marketing strategy using our print and online products.

Our Philosophy

Our account executives listen first. We want to hear about your business, your customers and your goals. Then, we provide the consultation, creative services and targeted audience you need.

Our Pledge

We pledge transparency. The advertising prices shown are our best available. Frequency is key to any advertising strategy, so we encourage it with our best incentives.

Contact Us

645 New Hampshire, Lawrence, Kansas 66044 | 785.843.1000 | advertising@ljworld.com



With 100,000 readers every day
Our audience is bigger than ever.

Print Audience

24,869

Daily Readers

29,033

Sunday Readers

41,000

Crave Readers



Mature

76% Range In Age
From 30 To 69



Educated

75% Hold A
Bachelor's Degree



Affluent

54% Have Income Of
\$75,000 Or More

Digital Audience

73,000

Daily Unique Users

90,000

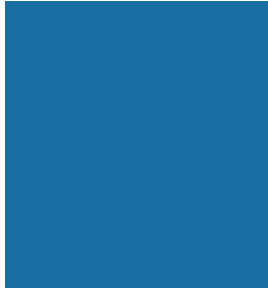
Daily User Sessions

210,000

Daily Pageviews

Print & Digital Advertising

Ad Sizes & Open Rates with No Contract • All Rates are Net, Full Color
Includes Digital Ad: 10,000 impressions per week*



Double Truck
12 Col X 20.27 In
M - Tu \$3,708.60
W - Sa \$4,924.80
Sunday \$5,168.04
Crave \$6,111.00



Full Page
6 Col X 20.27 In
M - Tu \$1,884.30
W - Sa \$2,492.30
Sunday \$2,614.02
Crave \$3,100.50



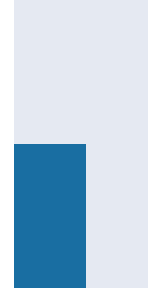
3/4 Page
6 Col X 15 In
M - Tu \$1,578.75
W - Sa \$2,085.00
Sunday \$2,186.25
Crave \$2,591.25



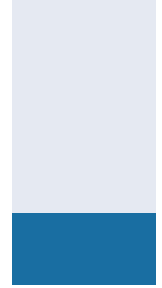
1/2 Page V
3 Col X 20.27 In
M - Tu \$1,072.50
W - Sa \$1,410.00
Sunday \$1,477.50
Crave \$1,747.50



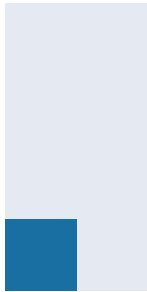
1/2 Page H
6 Col X 10 In
M - Tu \$1,072.50
W - Sa \$1,410.00
Sunday \$1,477.50
Crave \$1,747.50



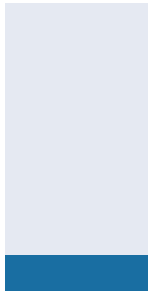
1/4 Page V
3 Col X 10 In
M - Tu \$580.31
W - Sa \$753.75
Sunday \$788.44
Crave \$927.19



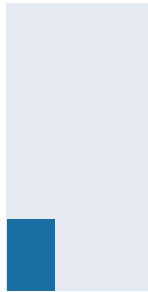
1/4 Page H
6 Col X 5 In
M - Tu \$580.31
W - Sa \$753.75
Sunday \$788.44
Crave \$927.19



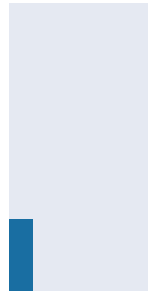
1/8 Page V
3 Col X 5 In
M - Tu \$327.19
W - Sa \$416.25
Sunday \$374.06
Crave \$505.31



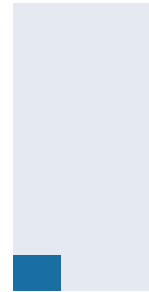
1/8 Page H
6 Col X 2.5 In
M - Tu \$327.19
W - Sa \$416.25
Sunday \$374.06
Crave \$505.31



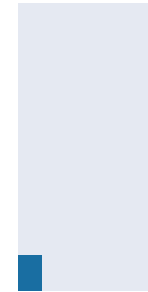
1/12 Page
2 Col X 5 In
M - Tu \$198.13
W - Sa \$257.50
Sunday \$269.38
Crave \$316.88



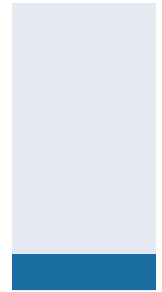
1/24 Page V
1 Col X 5 In
M - Tu \$99.06
W - Sa \$128.75
Sunday \$134.69
Crave \$158.44



1/24 Page H
2 Col X 2.5 In
M - Tu \$99.06
W - Sa \$128.75
Sunday \$134.69
Crave \$158.44



1/48 Page
1 Col X 2.5 In
M - Tu \$54.53
W - Sa \$69.38
Sunday \$72.34
Crave \$84.22



Front Page Banner
6 Col X 2.5 In
M - Tu \$530.00
W - Sa \$594.00
Sunday \$612.00
Crave \$735.00

*1/12th page: 20,000 impressions per month, 1/24th & 1/48th page: 10,000 impressions per month.

Mechanicals:

1 Col = 1.5625 inches • 2 Col = 3.25 inches • 3 Col = 4.9375 inches • 4 Col = 6.625 inches • 5 Col = 8.3125 inches • 6 Col = 10 inches

Rates apply only to the modular ad sizes shown. Non-modular advertising is available on a per column inch basis at the open rate of \$25 pci and \$60 digital cost per week. Frequency discounts cannot be applied to non-modular advertising.



Consecutive Week & Multi-Week Print Ad Discounts



Consecutive Week Discounts on Print Ads

Commitment	1-Run Discount
1 Week	0%
4 Weeks	15%
8 Weeks	25%
13 Weeks	35%

Signed contract required. Consecutive week discounts require that at least one print ad be published every week in consecutive weeks for the number of weeks contracted.



Multi-Week Frequency Discounts on Print Ads

Frequency	Discount
1x Week	0%
2x Week	40%
3x Week	50%
4x Week	60%

Frequency discounts only apply to the same print ad published within seven days of the original print ad's publication.

Annual Spending Discounts



Annual Spending Level Discounts on Print Ads

Dollar Volume	Discount
\$10,000	15%
\$15,000	20%
\$22,500	25%
\$33,000	30%
\$50,000	35%
\$75,000	40%
\$112,500	45%
\$150,000	50%

Signed contract required. If annual spending level falls below agreement; short rates will apply at end of contract term.



Multi-Week Frequency Discounts on Print Ads

Frequency	Discount
1x Week	0%
2x Week	40%
3x Week	50%
4x Week	60%

Frequency discounts only apply to the same print ad published within seven days of the original print ad's publication.

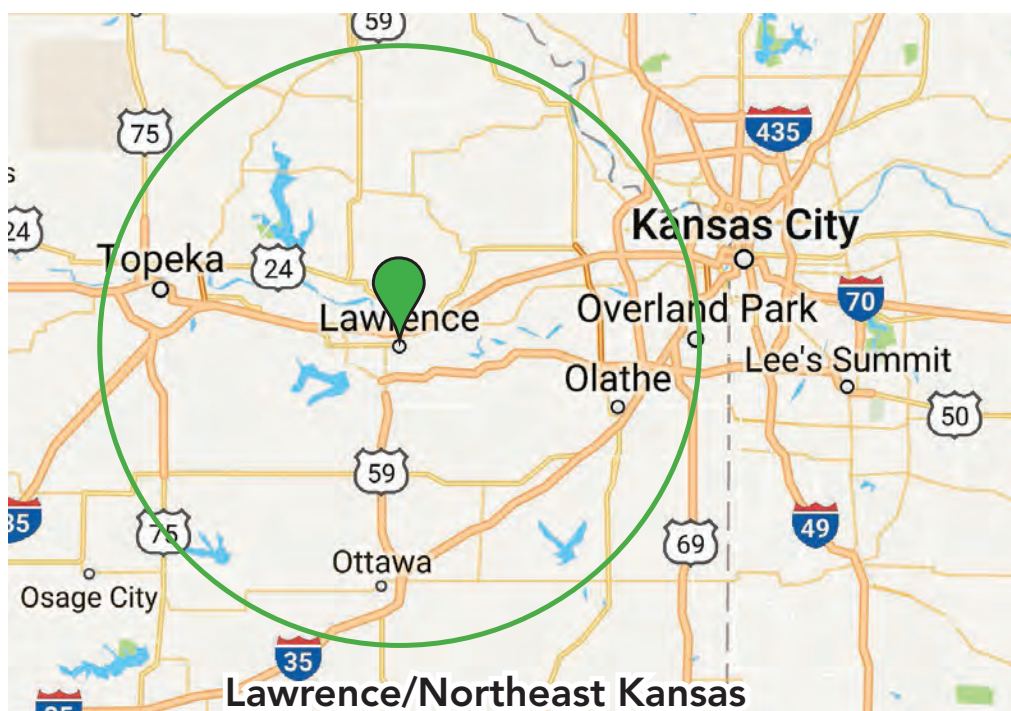
Digital Advertising



Reach. Engage. Convert.

Journal-World Media operates 12 websites and apps dedicated to News, Sports, Health, Entertainment, Real Estate, Employment and more.

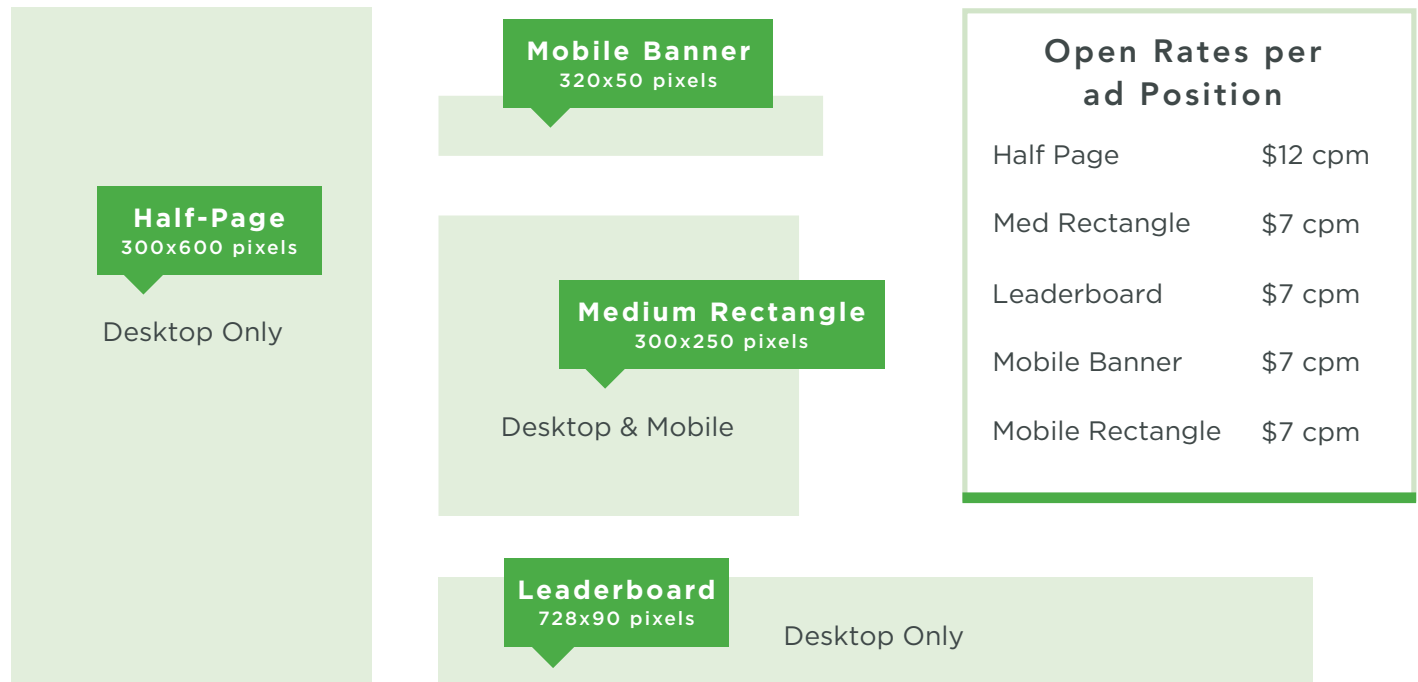
	Monthly Users	Monthly Sessions	Monthly Pageviews
All Sites	1,000,000	2,700,000	6,300,000
NE Kansas	450,000	1,300,000	3,200,000



Journal-World Websites

LJWorld.com
KUsports.com
Apartments.Lawrence.com
Classifieds.Lawrence.com
LJWorld.com/Health
LJWorld.com/Homes
Jobs.Lawrence.com
Lawrence.com
Obituaries.LJWorld.com
TonganoxieMirror.com

Digital Ad Specs • Rates



*Preferred file formats JPEG or GIF. Max file size: 50K.

Journal-World Media By The Numbers



LJWORLD.COM®
LAWRENCE JOURNAL-WORLD

	Users	Pageviews	Ad Impressions
Total	560,000	3,100,000	12,400,000
NE Kansas	280,000	2,000,000	8,000,000

KUsports.com

	Users	Pageviews	Ad Impressions
Total	370,000	2,900,000	11,600,000
NE Kansas	127,000	950,000	3,800,000

Advertising can be targeted by location (city, county, zip code) and/or news section (crime, government, health, high school sports, school, University of Kansas etc.).

*Average monthly traffic statistics updated October 2017

Preprint Advertising



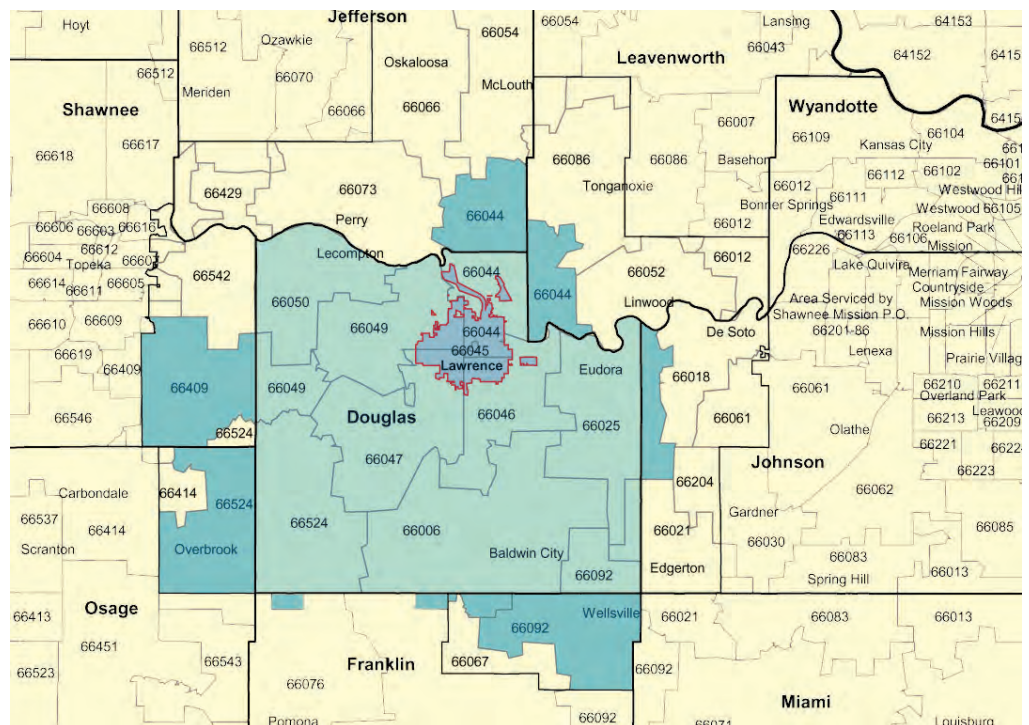
Preprint Advertising

Preprinted newspaper inserts remain an effective advertising medium. In our most recent readership survey, 57 percent of Journal-World subscribers said they always or usually read newspaper inserts. In a March 2018 survey by the Media Insight Project, 52% of survey respondents said they regularly use the coupons that come in their Sunday paper.

Full Coverage Rates

Tab Pages	Std. Pages	Journal-World*	Crave*
SS		\$39	\$39
4	2	\$42	\$42
8	4	\$45	\$47
12	6	\$50	\$53
16	8	\$55	\$58
20	10	\$57	\$61
24	12	\$62	\$66
28	14	\$66	\$71
32	16	\$70	\$75
36	18	\$74	\$81
40	20	\$78	\$86
44	22	\$82	\$90

Contact your account executive for rates on preprints larger than 44 tab pages.



*NO zoning allowed. Lawrence Journal-World insertions less than 10,000 and Crave insertions less than 20,000 must add \$5 CPM per insertion.

Specialty Print Advertising

We-Prints

Format	Side	Size in Inches	Color	Paper	CPM
Single Sheet	2-sided	8.5 x 10.875	4/4	60# Gloss	\$58
Big Sheet	2-sided	10 x 11 or 10 x 12	4/4	60# Gloss	\$64
4-Page	4-page folded	11 x 17	4/4	60# Gloss	\$80
8-Page	8-page	8.5 x 10.875	4/4	60# Gloss	\$145

Minimum Quantity 10,000 • Space reservation and art submission due 21 days prior to scheduled insert date.

Non-Bleed Dimensions: Text/graphics should be .25 inches from final trim.

Bleed Dimensions: Art should extend 0.125 inches past final trim.

Contact your account executive for rates on other print projects not listed here.

Spadea

Main News	
Monday-Saturday	\$3,750
Sundays & Holidays	\$4,250
CRAVE	\$4,687.50

A spadea wraps around the outside of the newspaper section.

Art Specs:

Front 4.94"x16.45"

Inside 4.94"x20.27"

Back & Inside Back 10"x20.27"

Sticky Notes

Run Day	Rate
Monday-Saturday	\$60 CPM
Sunday	\$65 CPM

Minimum 10,000 Quantity Per Insertion. Space reservation and art submission due 14 days prior to scheduled application date.

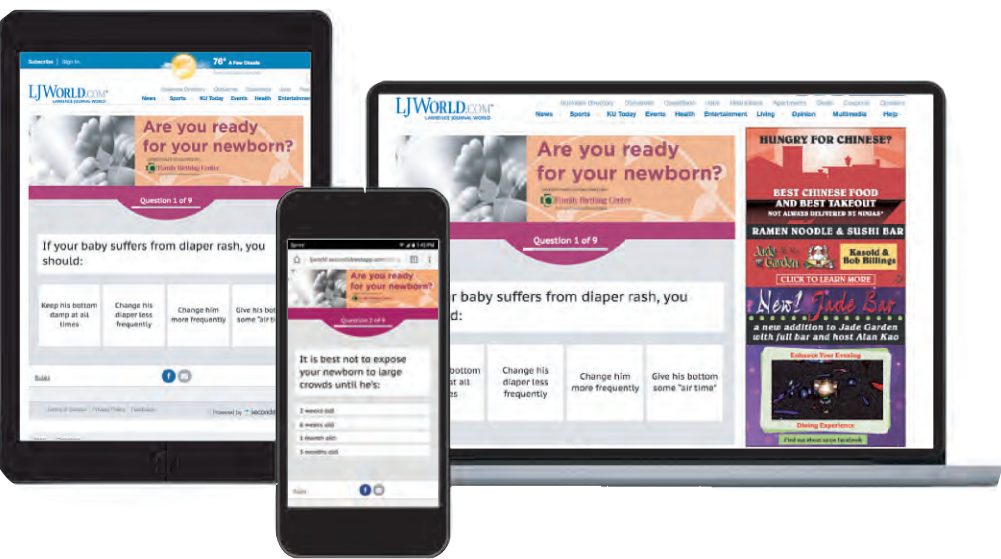
Sticky notes not available on Crave (TMC).

Art Specs: 3"x3" with .125" margin and .125" bleed



QUIZZES: Online Marketing Promotion

Online promotions are a unique marketing strategy that allow businesses to interact with customers in a fun and engaging way while gathering valuable data like leads, email addresses and marketing data.



Quizzes

We will create a custom question-and-answer quiz, tailored to reach the best demographic for your marketing goals.

Quizzes can be just for fun, such as “Who’s your tv mom?” or educational, like “Are you ready for your newborn?”.

For the first two weeks the quiz is online, quiz takers have the option of providing their name, email address, answers to business specific questions and other data to enter a sweepstakes before they view their quiz result. As the quiz sponsor, you will receive all of this customer data for your marketing purposes. After the sweepstakes has ended, the quiz will continue to be available online.

Quizzes create brand awareness with

- Custom created quiz header including your business logo
- Native ad on quiz outcome page
- Business name and logo included in marketing of the promotion
- Business name associated in social media shares

Advertiser Takeaways

- Answers to business specific questions that generate valuable leads and market data
- More likes and follows on your social media page
- A list of email opt-ins
- Spreadsheet that includes all customer data listed by individual

Options	Timeframe	Cost
1 Custom Quiz	Sweepstakes runs for 2 weeks	\$400 + sweepstakes prize
3 Quiz Bundle	New quiz per month for 3 months, each with a sweepstakes that runs for 2 weeks	\$350 per month + 3 sweepstakes prizes

