

Centralia FIRESIDE GUARD

Oldest Newspaper in Boone County

Covering Centralia, Hallsville and Sturgeon, Missouri

123 N. Allen Street • P.O. Box 7
Centralia, MO 65240
573-682-2133 • (Fax) 573-682-3361

2019 Print Advertising Rates & Specs*

*Contact us about our digital offering

Effective November 1, 2018 - October 31, 2019

ROP Rate - \$8.24 PCI

Classified Rate - \$8.47 PCI

Color discount with 13+ week contract

1/16 page

6" (2 col x 3 inches) + \$30 Color

Open Rate (1-12 weeks)	\$49.44
13 weeks	\$44.50
26 weeks	\$37.08
52 weeks	\$34.61

1/8 page

15" (3 col x 5 inches) + \$30 Color

Open Rate (1-12 weeks)	\$123.60
13 weeks	\$111.24
26 weeks	\$92.70
52 weeks	\$86.52

1/4 page

31.5" (3 col x 10.5 inches) + \$30 Color

Open Rate (1-12 weeks)	\$259.56
13 weeks	\$233.60
26 weeks	\$194.67
52 weeks	\$181.69

1/2 page

63" (6 col x 10.5 inches) + \$60 Color

Open Rate (1-12 weeks)	\$519.12
13 weeks	\$467.21
26 weeks	\$389.34
52 weeks	\$363.38

Full page

129" (6 col x 21.5 inches) + \$60 Color

Open Rate (1-12 weeks)	\$1,062.96
13 weeks	\$956.66
26 weeks	\$797.22
52 weeks	\$744.07

COLUMN WIDTH MEASUREMENTS

1 COL	2 COL	3 COL	4 COL	5 COL	6 COL
1.53"	3.22"	4.92"	6.61"	8.31"	10"

The *Centralia Fireside Guard* is a weekly newspaper mailed to subscribers and at newsstands on Wednesday.

Deadline for advertising is Monday at noon.
Subject to change for holidays.

Special Sections offered throughout the year:
Anchor Fest, Bridal Guide, Shopper's Guide to Centralia, BBQ Cook-Off, Fall/Winter Sports Preview, Santa Letters*, Year in Review

Preprint Rates

No. Of Pages	Per Thousand
Single Sheet	\$72.00
Up to 4 standard/8	Tabloid \$73.00
6/8 standard/12/16	Tabloid \$78.00
10/12 standard/20/24	Tabloid \$83.00
14/16 standard/28/32	Tabloid \$88.00
18/20 standard/36/40	Tabloid \$93.00
22/24 standard/44/48	Tabloid \$98.00
Additional \$5.00 in each 4 page increment thereafter.		
Maximum size: 11x22 due to postal regulations.		

Personnel

Shelly Mortimer, Designer

cfgcomp@lcs.net

Donna McManama, Classifieds/Bookkeeper

cfgbkkpr@lcs.net

Position Open, Advertising Sales

cfgads@lcs.net

Coverage Area
Boone, Audrain and Randolph Counties

Population
6,562

Readership
5,260

