

Media Kit

The Cameron Shopper & Citizen-Observer

CAMERON NEWSPAPERS INC.
403 E Evergreen | PO Box 498
Cameron, MO 64429
816-632-6543
www.mycameronnews.com

CAMERON SHOPPER RATES

WEEKLY DISTRIBUTION

The Cameron Shopper is a Tuesday publication with 11,000 in circulation. We blanket Clinton, Caldwell, Daviess & DeKalb Counties.

DISPLAY RATES

Retail Open Rate:
\$8²⁰ per column inch
Combo Rate:
\$10⁴⁰ per column inch

INSERTS

\$85⁰⁰ per thousand
5,000 Minimum
Frequency Discounts Available

PREMIUM PLACEMENT

Front Page Ear - **\$75**
(2 Available)
Front Page Strip - **\$85**
Front Page (A Section) - **\$600**
Front Page (B Section) - **\$500**
Back Page - **\$450**

COPY DEADLINES

Display Ads: Friday @ 9 AM
Classified Ads: Monday @ 10 AM

CITIZEN-OBSERVER RATES

WEEKLY DISTRIBUTION

The Citizen-Observer is a weekly with a Thursday publication.

DISPLAY RATES

Retail Open Rate:
\$8²⁰ per column inch
Pick Up Rate:
\$2²⁰ per column inch

INSERT RATES

\$85 per thousand (Single sheet)
\$95 per thousand (4-8 pages)
\$110 per thousand (10-20 pages)
\$125 per thousand (24+ pages)
(2,000 Minimum) Folding 1 cent each

COPY DEADLINES

Display Ads: Monday @ 4 PM
Classified Ads: Tuesday @ 10 AM

We Are Here To Serve You!

Tina Svoboda - Publisher
advertising@mycameronnews.com

Amy Keeney - Sales Representative
amy@mycameronnews.com

WEBSITE ADVERTISING

mycameronnews.com

• Packages • MarketPlace **\$10** a month (all ads)

Helen Guffey - Head Graphic Designer
composing@mycameronnews.com

Kristin Ryan - Classified Receptionist
/ Graphic Designer
classifieds@mycameronnews.com

TERMS: All Advertising is invoiced at the first of the month net due 30 days. All advertising is subject to publisher's approval. The publisher reserves the right to refuse any advertising for online or for print. Advertisers who do not have an existing and current account with Cameron Newspapers are required to make prepayment, either by check, cash or credit card.

Publisher will not be liable for loss or damage of printing or materials furnished by advertiser. Publisher will not be liable for omissions or errors in materials provided by advertiser.

All advertisements are accepted and published by the publisher on the representation of the agency and/or advertiser that both are authorize to publish the entire contents and subject matter of the advertisement and that the advertisements do not infringe upon any copyright or trademark.

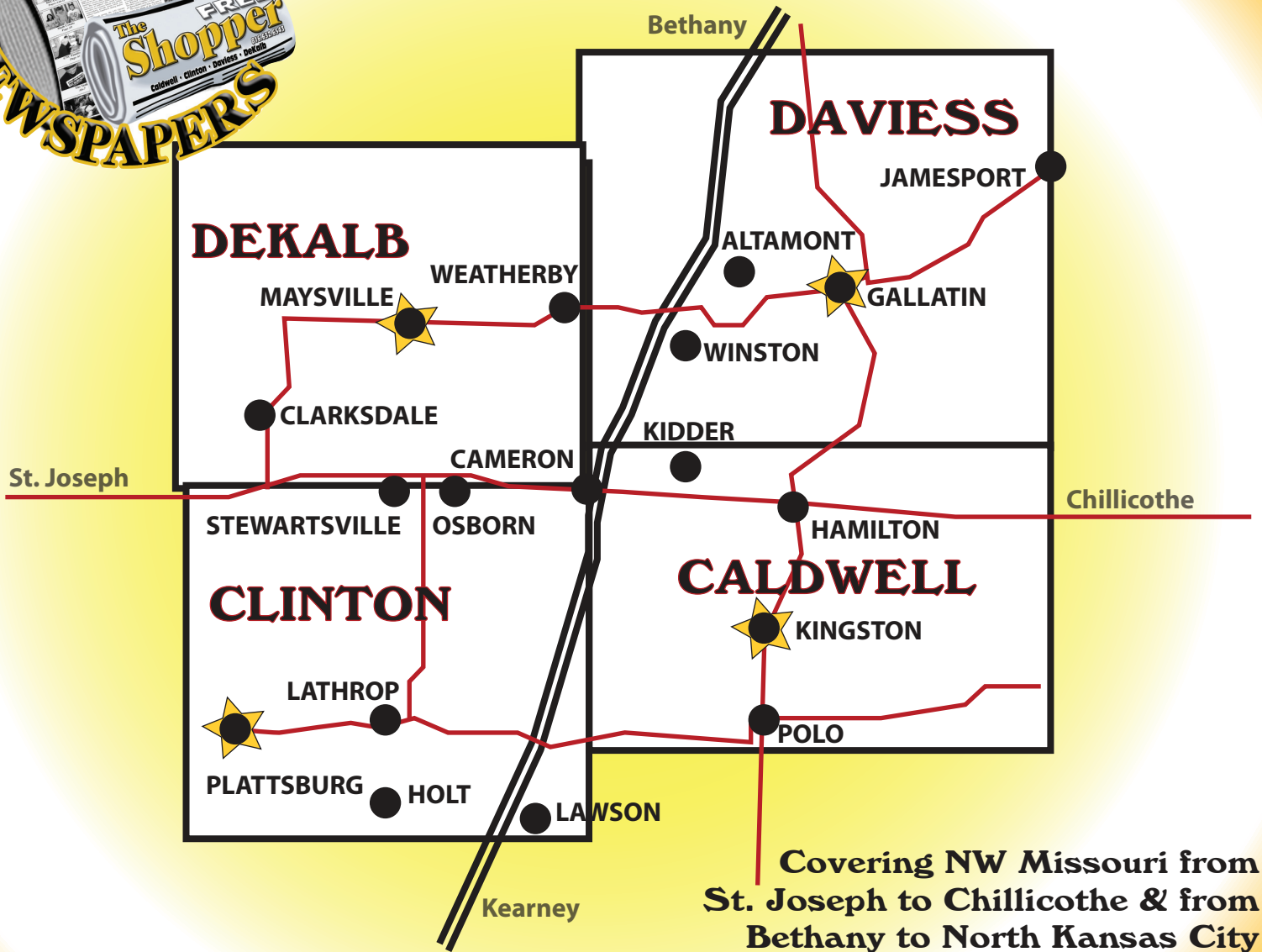
If any advertising is, for any reason, not published or is published incorrectly, publisher's maximum liability to advertiser shall not exceed the amount advertiser has actually paid to publisher for such advertisement. Without limiting the foregoing, publisher shall not be liable to advertiser for consequential, incidental, special or exemplary damages, including without limitation, loss of profits or revenues, even if publisher has been advised of the possibility of such damages.

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advertising@mycameronnews.com

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Reaching 11,000 Homes in NW Missouri

64689 - Winston/Altamont.....360
64429 - Cameron.....3701
64430 - Clarksdale.....200
64640 - Gallatin.....1005
64644 - Hamilton.....1020
64648 - Jamesport.....350
64650 - Kingston.....202
64465 - Lathrop.....867

64469 - Maysville.....1020
64474 - Osborn.....225
64477 - Plattsburg.....520
64671 - Polo.....690
64490 - Stewartville.....160
64497 - Weatherby.....177
64048 - Holt.....75
64649 - Lawson.....40