

**2026**

# **Advertising Rate Card**

---

**THE  
Regional News**

Kiel Media, LLC | (219) 544-2060 | [news@kielmedia.com](mailto:news@kielmedia.com)

# Rates

---

## DISPLAY ADVERTISING

The column inch is the base unit we use to calculate the cost of newspaper advertising and is 1 inch in height by 1 column in width (our columns are 2.063 inches wide). We offer display advertising at a rate of \$10 per column inch.

Ad Size	Base Rate
Full Page	\$1,260. <sup>00</sup>
2/3 Page	\$840. <sup>00</sup>
1/2 Page	\$630. <sup>00</sup>
1/3 Page	\$420. <sup>00</sup>
1/4 Page	\$315. <sup>00</sup>
1/6 Page	\$210. <sup>00</sup>
1/8 Page	\$157. <sup>50</sup>
1/16 Page	\$78. <sup>75</sup>
Column Inch	\$10. <sup>00</sup>

A multi-week discount of 5% is available upon request for each additional continuous week an ad is run. Maximum combined discount offered is 25%.

## AD SUBSCRIPTION

Save money with an advertising subscription that provides you with bargain long-term rates, advertising credits, and discounts on other types of advertising. Ad subscriptions also come with a complimentary print subscription to The Regional News.

Ad Size	Monthly Rate
Premium (2 col. x 2")	\$100
Standard (2 col. x 1")	\$50
Economy (1 col. x 1")	\$25

## Rates

---

### ADVERTISER SUPPLIED INSERTS

Inserts may not exceed 0.5 ounce per piece. All materials must be delivered no less than three business days prior to insertion. The distribution can be targeted to all subscribers or they can be targeted by ZIP code.

Distribution	Rate
All Subscribers	\$120
Per ZIP Code	\$20

### COUPON ADVERTISING

As long as a discount is being offered to the reader, such as money off or a percentage off a product or service, these are like display ads, but highly discounted. Always printed in areas that are easy to cut from the paper, usually near page borders. Coupons are printed with a dotted line border indicating they should be cut out.

Ad Size	Rate
Small (1 col. x 2")	\$15
Medium ( 2 col. x 2")	\$30
Large (3 col. x 3")	\$60

### CLASSIFIEDS

35 words are included with the base price to describe your service or product. Within the classifieds, local classifieds are listed separately from regional classifieds.

*\$5 for 35 words and 10¢ per additional word*

### COLOR

Color advertising is available for all ad types. Please note that additional lead time may be required.

*Starting at \$75/week. Please call for details.*

## Deadlines & Deliveries

---

### SPACE RESERVATIONS

- Closing date for black & white space reservations is noon (CT) two business days prior to publication.
- Closing date for color space reservations is noon (CT) four business days prior to publication. Cancellation of color advertising will not be accepted within the five business day close.

### MATERIAL DEADLINES

- For black & white advertising, 10:00 a.m. (CT), two business days prior to publication.
- For color advertising, 10:00 a.m. (CT), four business days prior to publication.

### MATERIAL SPECIFICATIONS & DIMENSIONS

Only digital files accepted. JPG, PDF, or PNG file types are preferred.  
Files may be sent to [news@kielmedia.com](mailto:news@kielmedia.com).

Columns per Page: 6  
Column Content Depth: 20.9"  
Minimum display ad size is 1 column x 1 inch.

1 Column Width	2.063"
2 Column Width	4.250"
3 Column Width	6.438"
4 Column Width	8.625"
5 Column Width	10.813"
6 Column Width	13.000"

### INSERTION/MATERIALS SHIPPING ADDRESS

All insertion orders and materials must be sent to:

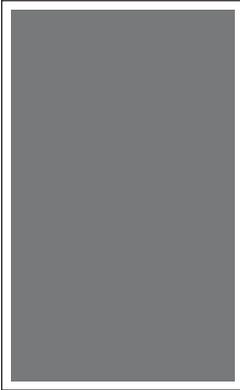
KIEL MEDIA, LLC  
16 E. Main Street / PO Box 53  
LaCrosse, IN 46348

*Please call (219) 544-2060 to ensure someone is available to receive your delivery.*

# Ad Sizes

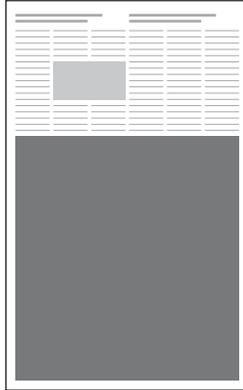
---

**Full Page**



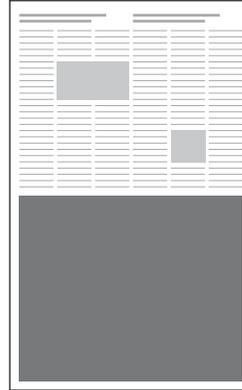
13 x 20.9

**Two-Thirds**



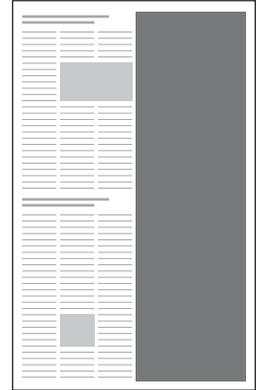
13 x 13.93

**Horizontal Half**



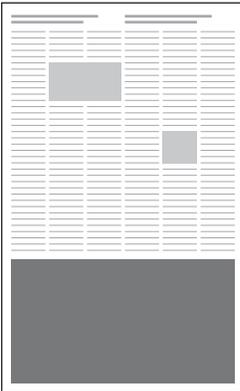
13 x 10.45

**Vertical Half**



6.44 x 21.9

**Horizontal Third**



13 x 6.97

**Vertical Third**



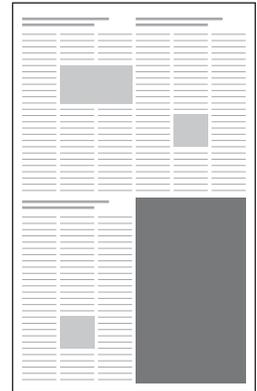
4.25 x 21.9

**Horizontal Quarter**



13 x 5.48

**Vertical Quarter**



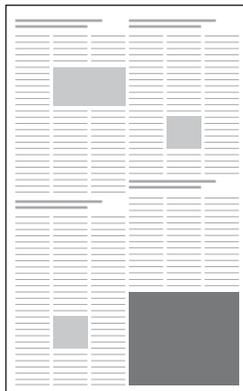
6.44 x 10.45

**Horizontal Sixth**



13 x 3.65

**Eighth**



6.44 x 5.48

**Sixteenth**



4.25 x 4.10

***Don't see the size you are looking for?***

*Call (219) 544-2060 or email [news@kielmedia.com](mailto:news@kielmedia.com) for a custom quote.*

# General Advertising Terms

---

## Proofs and Tearsheets

We can provide proofs at your request. Additionally, at your request, we can provide tearsheets at the time we send your invoice for no additional charge. Please make note of this at the time of your initial ad order. Additional tearsheets may be purchased at the price of \$1/each.

## Acceptance Policy

All advertising is subject to final acceptance by the publisher at any time prior to distribution of the newspaper. The publisher reserves the right to refund any money paid and reject any offer to advertise. Any advertising involving contests, prizes, political advertising or testimonials is subject to review prior to publication. Advertising that resembles news style must be bordered and prominently labeled as an advertisement. We strive to make our publications family-friendly and reserve the right to reject content and advertising that we deem to be inappropriate, libelous, or illegal.

## Positioning of Advertisements

The Regional News shall have full positioning latitude on all advertisements except those with guaranteed positions.

## Errors

Occasionally, errors do occur. Liability for errors in ads shall not exceed the cost of the space occupied by the error. Credit shall only be allowed for the first insertion. Errors must be reported within 5 days in order to receive credit. Kiel Media shall not be liable to advertiser for any loss that results from the incorrect publication, positioning or omission of its advertisements.

## Political Ads

Claims and statements of fact should be accompanied by substantiation. Kiel Media reserves the right to reject content and advertising that we deem to be inappropriate, libelous, or illegal. Political ads must comply with Indiana law. Ads must include a disclaimer that identifies who paid for the ad. If the ad is paid for by a third party, then the disclaimer must include language stating whether or not a candidate approved the ad.

## Estimates

At your request, we can provide estimates for advertising. Notices required to be run by government entities per state law have rates set annually by the state. Precise estimates are often unable to be provided for notices with complex formatting as the price depends on the exact number of lines the notice will contain.

## Payment

We prefer that advertising be paid in advance. However, businesses and organizations of good standing and reputation may purchase advertising on credit. Payment terms are net 30. A late fee of 1.5% of the past due balance will be assessed each month, amounting to an annual rate of 18%. There is a charge of \$15 for any check returned from the bank (NSF). All rates provided are based on payment by check.

## Deadlines

Ads are due on the Monday before publication by 4:00 p.m. Multi-page legal notices are due at least one week before

publication. Special ads may require earlier deadlines. Ads received after deadline may be accommodated at the publisher's discretion.

## Ad Submission

Ads may be submitted by email to news@kielmedia.com, mailed to PO Box 53, LaCrosse, IN 46348, or delivered to our office at 16 E Main Street, LaCrosse, IN. Digital formats, including PDF, JPG, or PNG, are preferred.

## Ownership of Advertising Copy

All advertising copy that represents the creative effort of The Regional News and/or the utilization of creativity, illustrations, labor, composition or material furnished by it is and remains the property of The Regional News, including all rights of copyright therein.

Advertisers cannot authorize photographic or other reproductions, in whole or in part, of any such advertising copy for use in any other medium without the express written consent of The Regional News.

## Advertiser and agency Liability

Kiel Media reserves the right to hold advertiser and its advertising agency jointly and severally liable for such monies as are due and payable to Kiel Media. Advertiser and its advertising agency shall indemnify Kiel Media from all damages, costs and expenses, of any nature whatsoever, including attorneys' fees, for which Kiel Media may become liable by reason of its publication of advertiser's advertising or provision of production services to advertiser.

## Taxes on Advertising

In the event that any international, federal, state or local taxes are imposed on the printing of advertising materials or on the sale of advertising space, such taxes shall be assumed and paid by the advertiser.

## Cancellations

The closing time for cancellations of black & white advertising is noon (CT), one business day prior to scheduled date of publication. Color cancellation is two business days prior. Cancellations will not be accepted after closing. Advertiser shall be responsible for any production or creative services rendered by Kiel Media, regardless of cancellation of ad.

## Miscellaneous

Forwarding of an order is construed as an acceptance of all rates and conditions under which advertising space is sold at the time by Kiel Media and such order, when accepted by Kiel Media, shall constitute a contract. Failure to make any order correspond in price, or otherwise, with the rate card is regarded as a clerical error and publication is made and charged for upon the rates and terms of the rate card, without further notification.

Special clauses in insertion orders or contracts will not be accepted if relating to legal liability, circulation guarantees or positioning requests other than guaranteed positions.

All contracts are conditional on strikes, fires, acts of God or the public enemy, war, or any cause not subject to the control of Kiel Media, excluding advertiser's failure and/or inability to perform.