

PRAIRIE FIRE

2015 Media Kit

Prairie Fire newspaper is a diverse monthly journal, established in 2007, focusing on the environment, arts and humanities, public policy, and social issues. We explore these topics through the contributions of noted experts, providing our readers new perspectives, fresh ideas, and valuable information to make sense of an increasingly complex world.

- ◆ We are distributed to all of Nebraska and the trade areas of seven surrounding states—Wyoming, Missouri, Kansas, Iowa, South Dakota, Montana, and Colorado—with special distribution to Lincoln public schools, Omaha middle schools and high schools, Lincoln and Omaha public libraries, over 20 rural libraries, the Nebraska State Office Building, Nebraska Legislature, and Nebraska Capitol.
- ◆ Depending on the month, we print 30,000 to 50,000 copies and reach an estimated 50,000 to 95,000 readers in print and online.
- ◆ Our readers are a loyal audience of educated, open-minded lifelong learners, decision makers who travel, are engaged with their community, and seek information beyond the sound bite.
- ◆ We are involved in our reader community through distribution and participation at regional events, as well as through our *Prairie Fire* discussion groups.

Print advertising

Full page 10" w × 16" h — \$1,587
3/4 page 10" w × 12" h — \$1,190
1/2 page 10" w × 8" h — \$794
3/8 page hz 10" w × 6" h — \$596
3/8 page vt 5.933" w × 10" h — \$596
1/4 page hz 10" w × 4" h — \$397
1/4 page vt 3.9" w × 10" h — \$397
1/5 page hz 7.967" w × 4" h — \$318
1/5 page vt 3.9" w × 8" h — \$318
1/6 page plus 5.933" w × 5" h — \$298
1/6 page hz 5.933" w × 4" h — \$239
1/6 page vt 3.9" w × 6" h — \$239
1/8 page hz 10" w × 2" h — \$199
1/8 page vt (3.9" w × 5" h) — \$199
1/10 page (3.9" w × 4" h) — \$159

- ◆ Ad space reservation deadline: 12th of the month prior to the issue month (e.g., April 12 for the May issue)
- ◆ Press-ready copy deadline: 20th of the month prior to the issue month
- ◆ Special placement add 20%
- ◆ Reservations made and not honored will be charged 50% of the ad cost
- ◆ Print files: 300 dpi CMYK/grayscale; 600 dpi B&W lineart; PDF with embedded fonts/images and no compression preferred—no GIF or PNG
- ◆ No charge for design, however: Revisions on ad proofs must be noted and returned immediately or proof will be assumed to be OK as is; design changes comprising over 50% of the content will be charged at \$35/hour

Ask about our frequent advertiser discounts

Online advertising

Prairiefirenewspaper.com receives 4,000 to 5,000 visitors and 6,500 to 8,000 page views each month. Essays are archived on the site for study and research, bringing back repeat visitors and drawing in new ones. The site is also used as a distribution tool for readers unable to receive the print journal or who prefer to read *Prairie Fire* on their computer, tablet, or phone.

Masthead 486 w × 60 h pixels — **\$150 cycling, \$350 exclusive**

Page Bottom 486 w × 60 h pixels — **\$75 cycling, \$150 exclusive**

Upper Tier 150 w × 240 h pixels — **\$75 cycling, \$150 exclusive**

Lower Tier 150 w × 240 h pixels — **\$50 cycling, \$115 exclusive**

Cycling — your ad is one of three ads in rotation; a new ad is loaded when the page refreshes or the viewer goes to a new page

Exclusive — your ad is the only ad in that space; there is no rotation of ads

- ◆ Ad space reservation deadline: 12th of the month prior to the issue month (e.g., April 12 for the May issue)
- ◆ Web-ready copy deadline: 20th of the month prior to the issue month
- ◆ Reservations made and not honored will be charged 50% of the ad cost
- ◆ Agency commission is in addition to the published rate and is the responsibility of the advertiser
- ◆ Web files: 72 to 96 dpi JPEG or GIF; file size for upper and lower tier ads must remain below 25K
- ◆ No charge for design, however: Revisions on ad proofs must be noted and returned immediately or proof will be assumed to be OK as is; design changes comprising over 50% of the content will be charged at \$35/hour

Review customer and reader testimonials and our full specs and terms online at www.prairiefirenewspaper.com.

**Contact us today
to place your ad!**

Email nancy@prairiefirenewspaper.com

Call 402-499-1306

Visit www.prairiefirenewspaper.com

Write PO Box 5651, Lincoln, NE 68505

‘I put our copies out on our coffee tables in the media center... If I run across an article that I know a teacher could use in her classroom ... I take it to that teacher. It then gets used just like a current event would from any other newspaper. Since *Prairie Fire* has lots of information related to Nebraska, this makes it a very unique source for students.’

—Sara Laney
Scott Media Center, Scott Middle School, Lincoln, NE