

PRAIRIE FIRE

Environment & Nature | Agriculture Trends | Social Issues | Arts & Humanities | Public Policy

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 with new perspectives, fresh ideas, and valuable information to make sense of an increasingly complex world.

Why Advertise in *Prairie Fire*?

- ◆ *PF* is available at 500 locations across Nebraska
- ◆ 30,000 to 45,000 copies monthly reach an educated, mobile audience
- ◆ Loyal readers seek out the latest issue
- ◆ Issues are handed off and recommended to others

Prairie Fire readers are

- ◆ Educated and lifelong learners
- ◆ Travelers in Nebraska and neighboring states
- ◆ Appreciative of all forms of art and the environment
- ◆ Humanitarians

Why Nebraskans seek out *PF*:

- ◆ To learn about issues that enrich their lives
- ◆ To appreciate thoughtful discussion and civilized dialogue
- ◆ To read articles written by experts in their field
- ◆ To read more in-depth articles than a traditional newspaper

Print advertising

Full page 10" w × 16" h — \$1,920

3/4 page 10" w × 12" h — \$1,440

1/2 page 10" w × 8" h — \$960

3/8 page hz 10" w × 6" h — \$720

3/8 page vt 5.933" w × 10" h — \$720

1/4 page hz 10" w × 4" h — \$480

1/4 page vt 3.9" w × 10" h — \$480

1/5 page hz 7.967" w × 4" h — \$384

1/5 page vt 3.9" w × 8" h — \$384

1/6 page plus 5.933" w × 5" h — \$360

1/6 page hz 5.933" w × 4" h — \$288

1/6 page vt 3.9" w × 6" h — \$288

1/8 page hz 10" w × 2" h — \$240

1/8 page vt (3.9" w × 5" h) — \$240

1/10 page (3.9" w × 4" h) — \$192

- ◆ 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 \$45/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 — **\$180 cycling, \$420 exclusive**

Page Bottom 486 w × 60 h pixels — **\$90 cycling, \$180 exclusive**

Upper Tier 150 w × 240 h pixels — **\$90 cycling, \$180 exclusive**

Lower Tier 150 w × 240 h pixels — **\$60 cycling, \$140 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 \$45/hour

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

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

Mark Musick

Email mark@prairiefirenewspaper.com

Call 402-217-5475

Visit www.prairiefirenewspaper.com

Write PO Box 5651, Lincoln, NE 68505

Last year's spring issues brought us thousands of visitors who used *Prairie Fire* as their guide for viewing central Nebraska's wildlife wonders. With this partnership, we have the proven ability to connect with a larger audience than we could reach by ourselves. —Crane Trust Nature & Visitor Center

We've set up a little reading area in the gallery with copies of *Prairie Fire*. Folks are using it liberally, and the papers are flying out the door! We had 85 folks at this last First Friday, and ... I have to credit the early distribution of *Prairie Fire* for a portion of that crowd. Thank you! —Great Plains Art Museum

I have been picking up *Prairie Fire* whenever I see a new copy, and I have been enjoying it. It is well-crafted and obviously prepared with competence and care. Thanks for it. —Sue, a reader