2026 MEDIA KIT

a Longstanding Tradition
The Sabetha Herald was established in 1884. The Sabetha Republican was established in 1876, and the two consolidated in 1893.

with a History of Excellence
Our staff has garnered numerous awards for writing, photography design and advertising. We are a trusted source for news in our area.

and a Wide Audience
The Sabetha Herald has a paid circulation of 1,400. It is the official newspaper for the City of Sabetha, City of Morrill, City of Fairview and Prairie Hills USD No. 113.

Contact Julie Shafer, Heather Stewart or Erin Herrmann
866-502-3300 or -785-284-3300
advertising@sabethaherald.com
Visit our website: SabethaHerald.com

THE SABETHA HERALD

Submissions

(1) Bring the information to our office, 1024 Main Street in Sabetha, between 8 a.m. and 3 p.m. Monday through Friday.

(2) Mail to P.O. Box 208, Sabetha, KS 66534.

(3) Email advertising@sabethaherald.com.

(4) Fax to 785-284-2320.

(5) Call us at 785-284-3300 or 866-502-3300.

Policy

• All material published or inserted in The Sabetha Herald is subject to final acceptance of the publisher.

• The Sabetha Herald reserves the right to accept or reject any advertisements for any reason at any time and to, if necessary, print the word "advertisement" in any display advertisements.

• The Sabetha Herald is not responsible for errors submitted for advertisements. Please make sure you are submitting the correct information.

• The Sabetha Herald is not responsible for more than one incorrect insertion. No adjustment can be made if error does not alter the value of the ad.

Payments

• The Sabetha Herald requires prepayment on all ads unless you or your business has an established account with us. Payments are due by the end of the month.

• Late payment penalty is $3.50 per month.

• A $30 charge will be added to advertising bills paid with an insufficient funds check.

GENERAL INFORMATION

NEWS DISPLAY ADVERTISING

• The local news section display advertising rate is $6.75 per column inch. This rate is non-commissionable.
• The commissionable display advertising rate is $7.75 per column inch.

CLASSIFIED DISPLAY ADVERTISING

• The local classified display advertising rate is $7.25 per column inch. This rate is non-commissionable. The Herald does not run line classifieds.
• The commissionable classified display advertising rate is $8.25 per column inch.

STICKY NOTE ADVERTISING

• The non-commissionable insert rate is 20 cents apiece for Sticky Notes. Sticky Notes must meet The Sabetha Herald standards, and must be specifically designed for newspapers (no mailing labels, home printed stickers, etc.) Example must be provided to be tested prior to run. Notes must be between 4"x4" and 6"x6". Full run (1,400 stickers) must be delivered two weeks in advance of publication date.

LEGAL & PUBLIC NOTICES

• The local rate for legal and public notices is $7.00 per column inch per issue.

ADDITIONAL CHARGES & FEES

• A design fee of $35 per hour will be charged for any advertisement requested and designed, but not placed.
• A late fee of $2 per column inch will be charged for advertisements requested after deadline.

PROOFS & TEARSHEETS

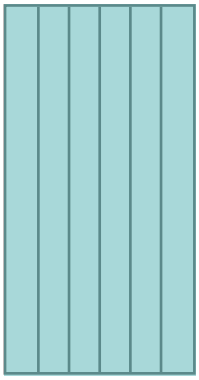
• If requested, proofs of advertisements will be delivered prior to publication by fax or by e-mail, providing all copy is submitted by the deadline.
• Electronic Tearsheets will be provided upon request through The Sabetha Herald DropBox folder.

Deadlines

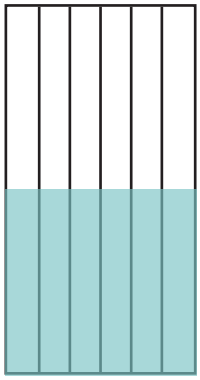
• 10 a.m. Monday for Wednesday newspaper
• Special Holiday Deadlines are 5 p.m. Thursday for next Wednesday's newspaper, unless otherwise noted. If the holiday falls on a Monday, Tuesday, Wednesday or Thursday, holiday deadlines apply. Holidays include the following: New Year's Day, Presidents' Day, Memorial Day, Independence Day, Labor Day, Veterans Day, Thanksgiving Day and Christmas Day.
• Changes to ad copy must be submitted no later than Monday at 5 p.m.
• Because space is limited, The Sabetha Herald staff must be notified of full color advertisements two weeks in advance. Placement is first come first serve.

CLASSIFIED DISPLAY AD RATES

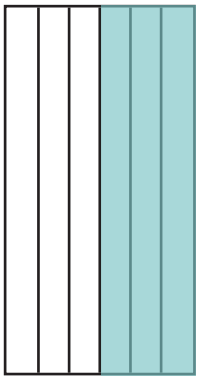
Broadsheet Large Standard Sizes - Classified Section



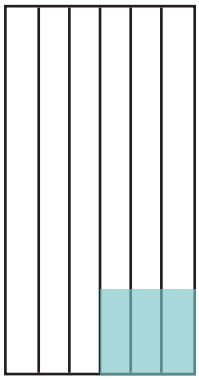
FULL PAGE
126 Column Inches
11.65" X 21"
B&W: $913.50
Color: N/A



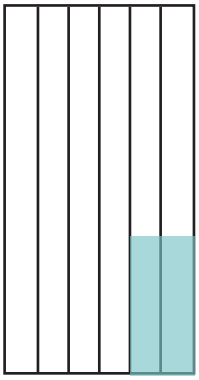
HALF PAGE HORIZONTAL
63 Column Inches
11.65" X 10.5"
B&W: $456.75
Color: N/A



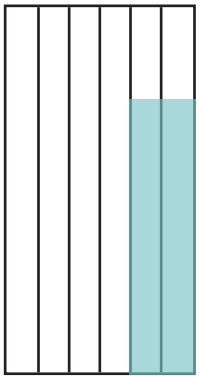
HALF PAGE VERTICAL
63 Column Inches
5.7625" X 21"
B&W: $456.75
Color: N/A



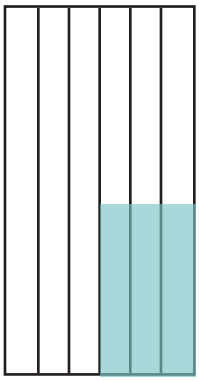
EIGHTH PAGE HORIZONTAL
15 Column Inches
5.7625" X 5"
B&W: $108.75
Color: N/A



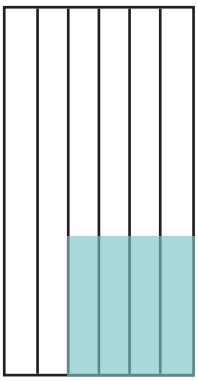
EIGHTH PAGE VERTICAL
16 Column Inches
3.8" X 8"
B&W: $116.00
Color: N/A



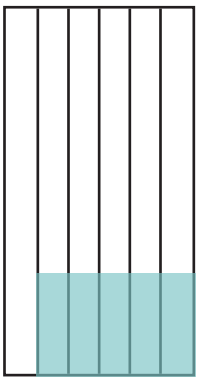
QUARTER PAGE TWO
32 Column Inches
3.8" X 16"
B&W: $232.00
Color: N/A



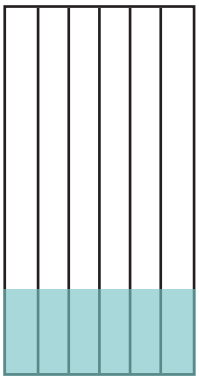
QUARTER PAGE THREE
30 Column Inches
5.7625" X 10"
B&W: $217.50
Color: N/A



QUARTER PAGE FOUR
32 Column Inches
7.725" X 8"
B&W: $232.00
Color: N/A



QUARTER PAGE FIVE
30 Column Inches
9.6875" X 6"
B&W: $217.50
Color: N/A



QUARTER PAGE SIX
30 Column Inches
11.65" X 5"
B&W: $217.50
Color: N/A

Broadsheet Space Units

PAGE
11.65" x 21"
6 COLUMNS
11.65" wide
5 COLUMNS
9.6875" wide
4 COLUMNS
7.725" wide
3 COLUMNS
5.7625" wide
2 COLUMNS
3.8" wide
1 COLUMN
1.8375" wide

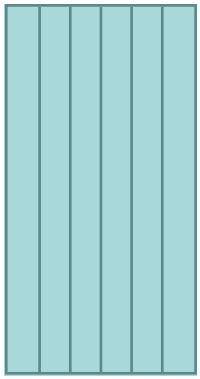
Small Standard Sizes

SIZE	MEASUREMENTS	B&W	COLOR
1x2	1.8375" x 2"	$14.50	N/A
1x3	1.8375" x 3"	$21.75	N/A
1x4	1.8375" x 4"	$29.00	N/A
1x5	1.8375" x 5"	$36.25	N/A
1x6	1.8375" x 6"	$43.50	N/A
2x2	3.8" x 2"	$29.00	N/A
2x3	3.8" x 3"	$43.50	N/A
2x4	3.8" x 4"	$58.00	N/A
2x5	3.8" x 5"	$72.50	N/A
2x6	3.8" x 6"	$87.00	N/A

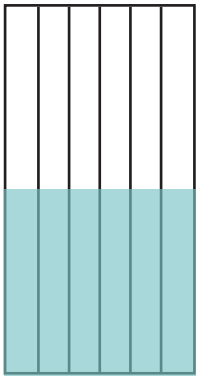
Non-Standard Size Units: Space between two standard units is figured at the column inch rate of $7.00 per column inch.

NEWS DISPLAY AD RATES

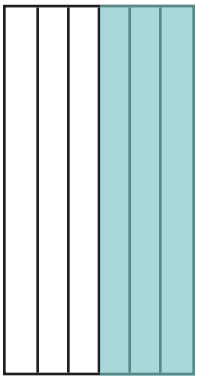
Broadsheet Large Standard Sizes - News Sections



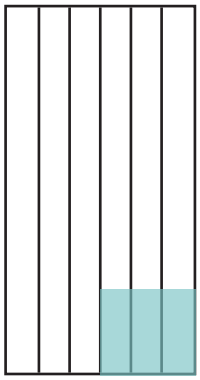
FULL PAGE
126 Column Inches
11.65" X 21"
B&W: $850.50
Color: $950.50



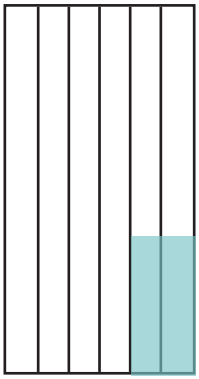
HALF PAGE HORIZONTAL
63 Column Inches
11.65" X 10.5"
B&W: $425.25
Color: $525.25



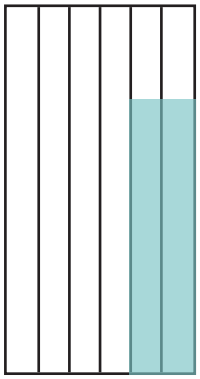
HALF PAGE VERTICAL
63 Column Inches
5.7625" X 21"
B&W: $425.25
Color: $525.25



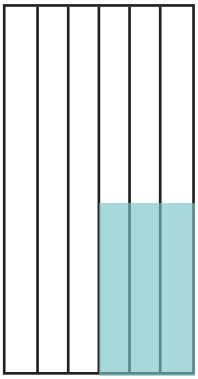
EIGHTH PAGE HORIZONTAL
15 Column Inches
5.7625" X 5"
B&W: $101.25
Color: $201.25



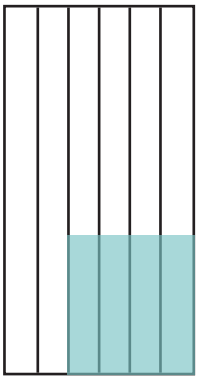
EIGHTH PAGE VERTICAL
16 Column Inches
3.8" X 8"
B&W: $108.00
Color: $208.00



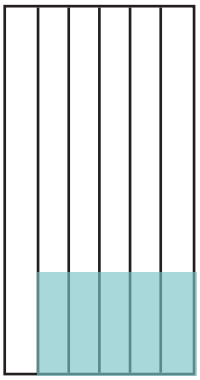
QUARTER PAGE TWO
32 Column Inches
3.8" X 16"
B&W: $216.00
Color: $316.00



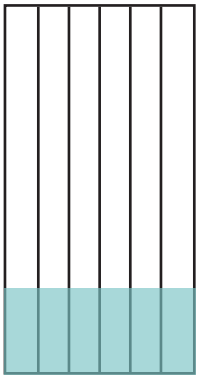
QUARTER PAGE THREE
30 Column Inches
5.7625" X 10"
B&W: $202.50
Color: $302.50



QUARTER PAGE FOUR
32 Column Inches
7.725" X 8"
B&W: $216.00
Color: $316.00



QUARTER PAGE FIVE
30 Column Inches
9.6875" X 6"
B&W: $202.50
Color: $302.50



QUARTER PAGE SIX
30 Column Inches
11.65" X 5"
B&W: $202.50
Color: $302.50

Small Standard Sizes

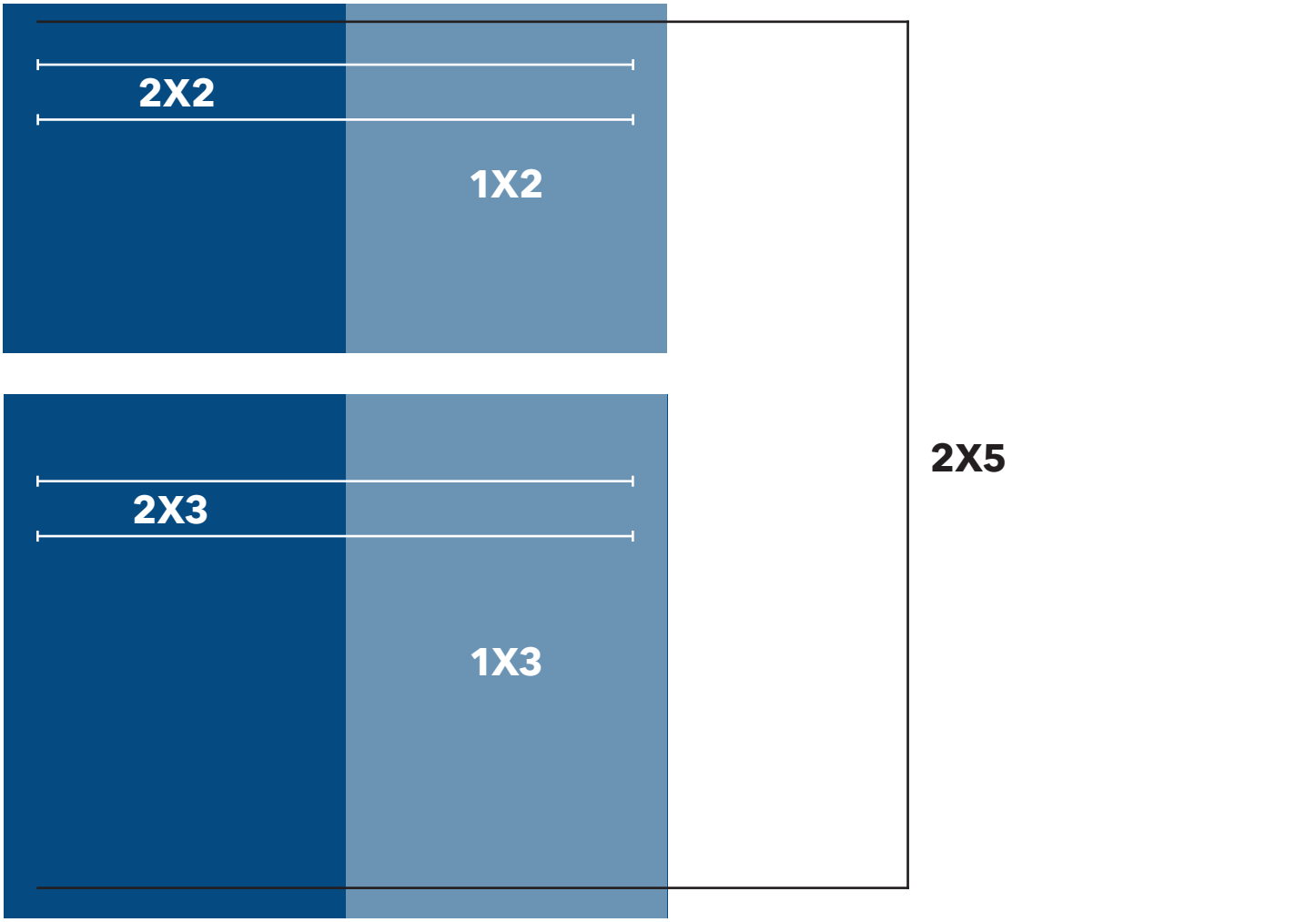
SIZE	MEASUREMENTS	B&W	COLOR
1x2	1.8375" x 2"	$13.50	$113.50
1x3	1.8375" x 3"	$20.25	$120.25
1x4	1.8375" x 4"	$27.00	$127.00
1x5	1.8375" x 5"	$33.75	$133.75
1x6	1.8375" x 6"	$40.50	$140.50
2x2	3.8" x 2"	$27.00	$127.00
2x3	3.8" x 3"	$40.50	$140.50
2x4	3.8" x 4"	$54.00	$154.00
2x5	3.8" x 5"	$67.50	$167.50
2x6	3.8" x 6"	$81.00	$181.00

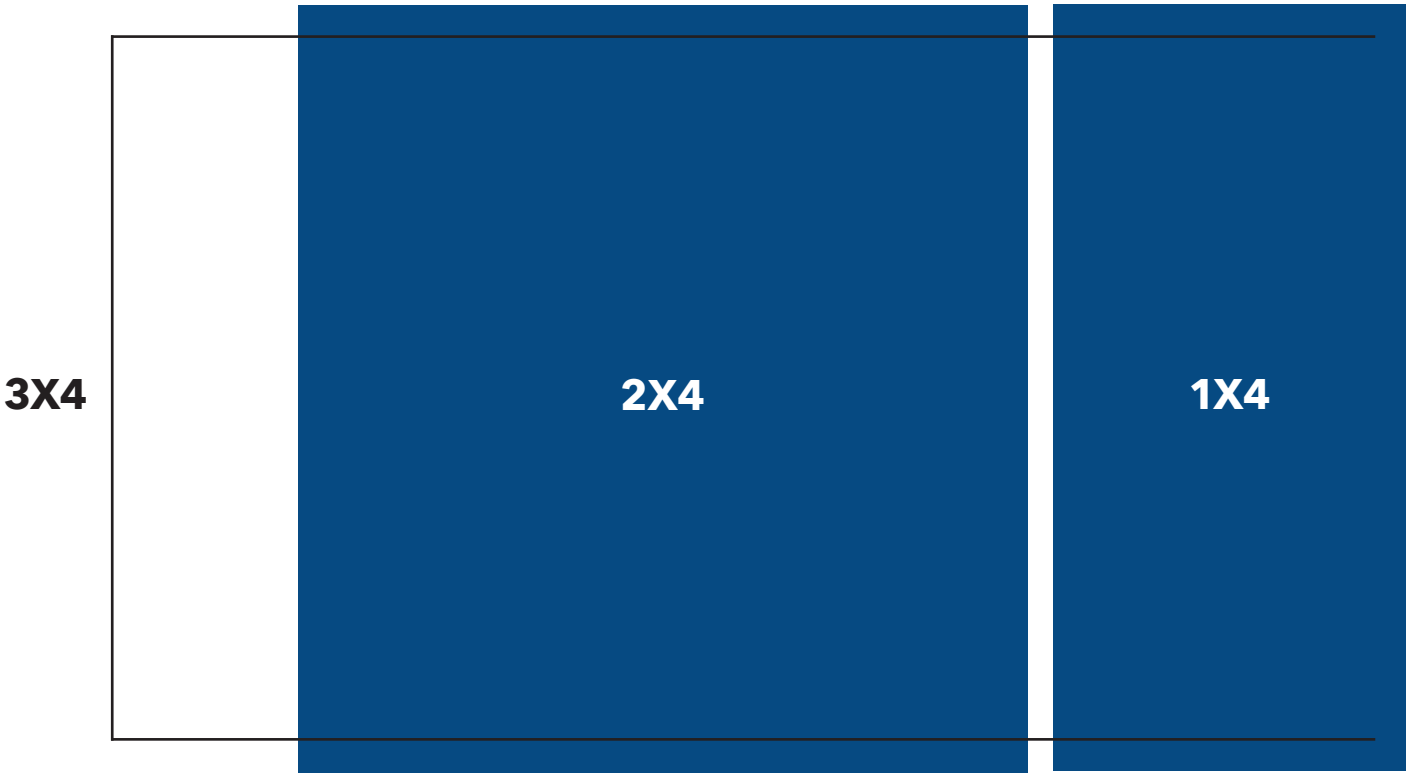
Non-Standard Size Units: Space between two standard units is figured at the column inch rate of $6.50 per column inch. The color charge for any sized ad is $100.

Broadsheet Space Units

PAGE
11.65" x 21"
6 COLUMNS
11.65" wide
5 COLUMNS
9.6875" wide
4 COLUMNS
7.725" wide
3 COLUMNS
5.7625" wide
2 COLUMNS
3.8" wide
1 COLUMN
1.8375" wide

DISPLAY AD SAMPLE SIZES





ONLINE ADVERTISING

FRONT PAGE AD RATES

Topper, Scrolling and Right Side Sticky advertisements appear on all pages. Mid-Page advertisements appear only on “Home” page.

Topper
728x90: $150/month

Scrolling Deals
300x250: $10/week

Mid-Page
600x150: $40/month

Mid-Page
150x150: $20/month

Mid-Page
300x150: $30/month

Right Side Stickies
300x150: $50/month
300x200: $75/month
300x250: $100/month

Online Space Units

FRONT PAGE TOPPER
728 pixels wide
FRONT PAGE RIGHT
300 pixels wide
MID-PAGE
150 to 600 pixels wide

ONLINE ADVERTISING

ONLINE MARKETPLACE AD RATES

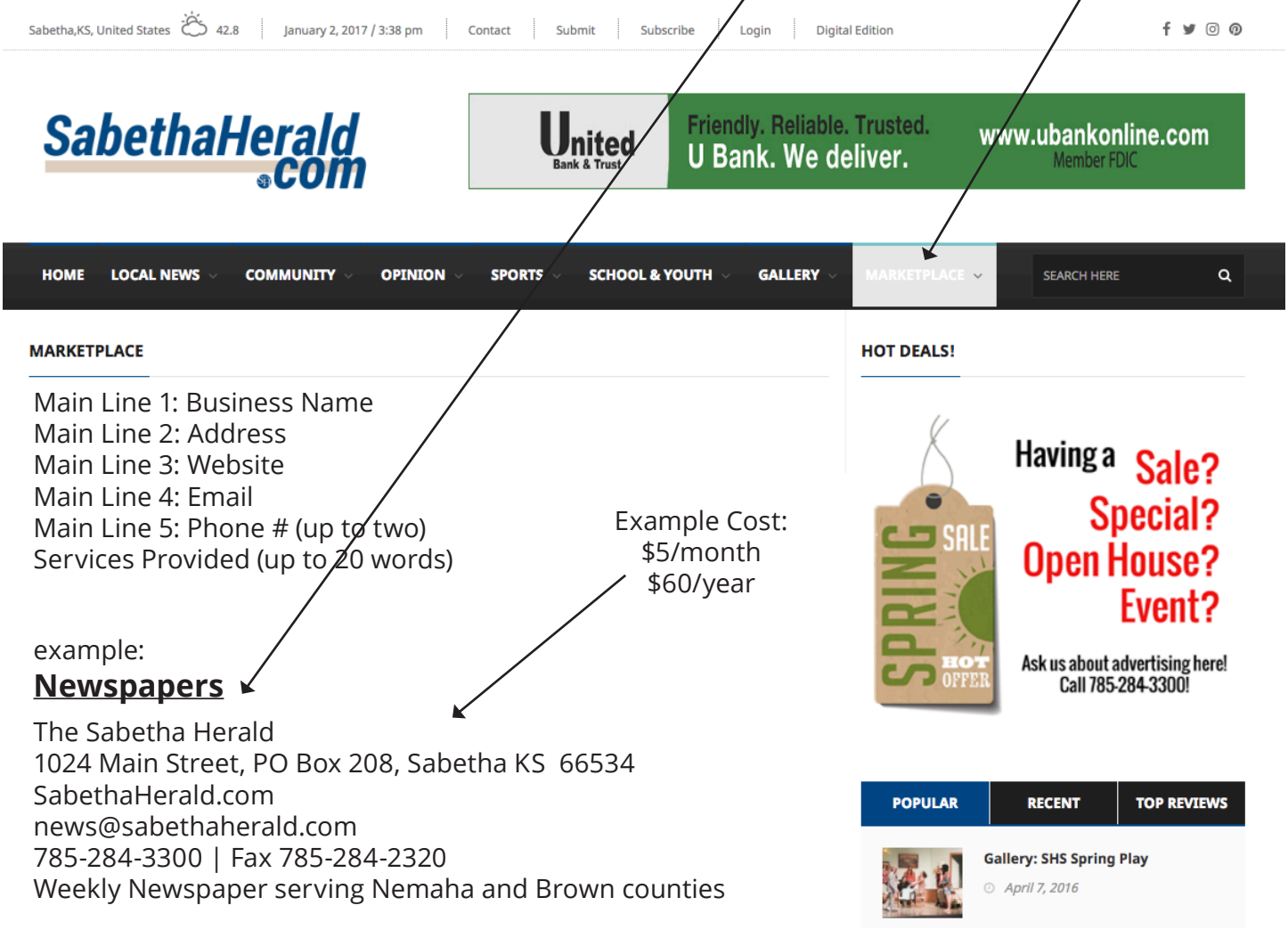
Advertisements appear as business listings on our online Marketplace, under the appropriate Business Service category (such as Realtor, Salon, Bank, Restaurant, etc.)

Business Listing Main Lines
$1 per line
Minimum of 2 Lines
Lines 2, 3, 4, 5 are by your selection
Charged Yearly

Services Provided Line
20 word maximum
$2 if less than 4 Main Lines
Free if 4+ Main Lines

Listed under Marketplace tab

Listings by Business Category



Main Line 1: Business Name
Main Line 2: Address
Main Line 3: Website
Main Line 4: Email
Main Line 5: Phone # (up to two)
Services Provided (up to 20 words)

Example Cost:
$5/month
$60/year

example:

Newspapers

The Sabetha Herald
1024 Main Street, PO Box 208, Sabetha KS 66534
SabethaHerald.com
news@sabethaherald.com
785-284-3300 | Fax 785-284-2320
Weekly Newspaper serving Nemaha and Brown counties

INSERT GUIDE

Deadlines/Pre-Print Instructions

- **Inserts Delivered Deadline: Mondays at 3 p.m.**
- **Delivery Address:**

Quad State Ink
18121 Hwy 59
Mound City, MO 64470

Publication Information

- Weekly Publication
- Wednesday Delivery

Circulation Information

- Total Paid Print Circulation: 1,400
- Standard Insert Zone Circulation: 1,400
- Primary Zip Code in Inserts Zone: 66534
- Additional Zip Codes in Insert Zone: 66434, 66538, 66550, 66527, 66425, 66515, 66415, 66428, 66404, 66403, 66436
- Total Paid SabethaHerald.com Circulation: 300 (Free Digital Insert if digital version provided)

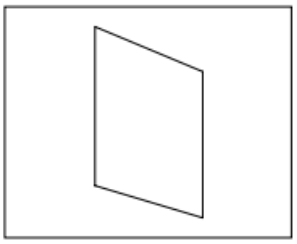
Standard Specifications

- Standard Insert is 12 Pages or Less
- No Larger Than 11" x 22"
- No Smaller Than 8.5" x 11"
- Number Needed for Standard Zone Insert: 1,800 (includes waste)

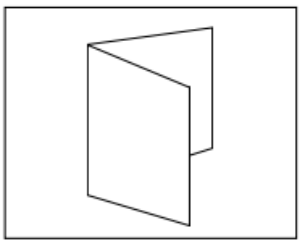
Standard Rates (Mechanical Inserts)

- Standard: 10 cents apiece
- XL Insert 12-24 Pages: 12 cents apiece

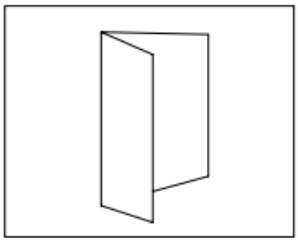
ACCEPTABLE MECHANICAL INSERTS



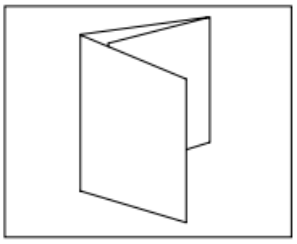
2 PAGE – NO FOLD
FLAT SINGLE SHEET
MINIMUM PAPER STOCK: 7 PT CARD STOCK



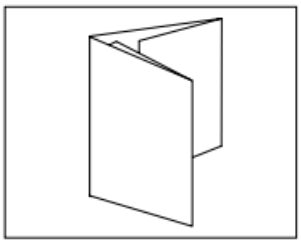
4 PAGE – ONE FOLD
SIMPLE FOLD
MINIMUM PAPER STOCK: 70 LBS



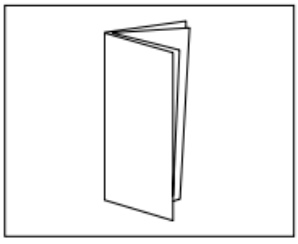
4 PAGE – ONE FOLD
SHORT FOLD (MINIMUM 4")
MINIMUM PAPER STOCK: 70 LBS



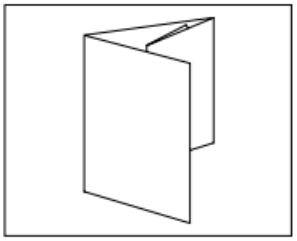
6 PAGE – TWO FOLDS
BARREL/LETTER FOLD
MINIMUM PAPER STOCK: 60 LBS



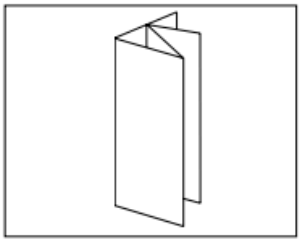
8 PAGE – THREE FOLDS
GATEFOLD
MINIMUM PAPER STOCK: 50 LBS



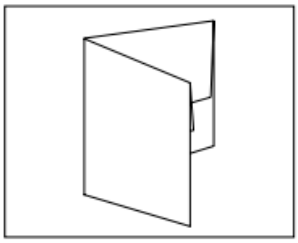
8 PAGE – TWO FOLDS
SIGNATURE/BOOKLET
MINIMUM PAPER STOCK: 50 LBS



8 PAGE – THREE FOLDS
ROLL FOLD
MINIMUM PAPER STOCK: 50 LBS

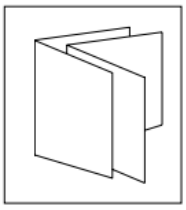


8 PAGE – THREE FOLDS
PARALLEL FOLD
MINIMUM PAPER STOCK: 50 LBS

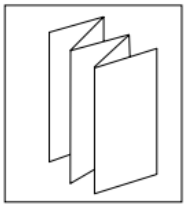


8 PAGE – TWO FOLDS
FRENCH FOLD
MINIMUM PAPER STOCK: 50 LBS

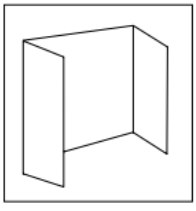
UNACCEPTABLE MECHANICAL INSERTS



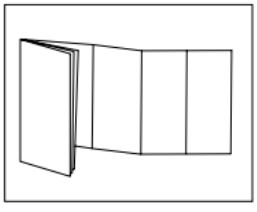
LOOSE BOOKLET



ACCORDION FOLD



OPEN GATEFOLD



MULTIPLE COVER GATEFOLD

SPECIAL SUPPLEMENTS

SUPPLEMENTAL ADVERTISING CAMPAIGNS

• This year, we are offering businesses the opportunity to participate in a number of campaigns aimed at boosting your business. Select from themed campaigns such as Valentine's Day, Mother's Day and Father's Day, or contact our staff and request that we design a campaign specifically for you!

Valentine's Day	February 4, 11
Mother's Day	April 29, May 6
Father's Day	June 10, 17
Window Opening	November 18
Christmas Greetings	December 16

SUPPLEMENTAL SECTION SPONSORSHIP

• We offer a number of opportunities for area businesses to sponsor our Special Supplements. We create a number of supplements each year, with topics varying from Veterans to Agriculture and Community Events.

"Cost by Size" Tabloid Space Units

TABLOID PAGE
9.6875" x 11.5"
5 COLUMNS
9.6875" wide
4 COLUMNS
7.725" wide
3 COLUMNS
5.7625" wide
2 COLUMNS
3.8" wide
1 COLUMN
1.8375" wide

**Non-Standard Size Units: Space between two standard units is figured at the column inch rate of $6.50 per column inch. When available, Color in Special Supplements is figured at a cost of $3 per column inch. Color is required for some Supplements.*

VETERANS	Veterans Day (November)	$25 Signature Box or Ad Cost By Size
	Memorial Day (May)	$25 Signature Box or Ad Cost By Size
SCHOOL/YOUTH	Sports Signature Pages	$12 Signature Each Time
	Newspapers in Ed. (March)	$40 2x4 (5th Gd. Design)
	Graduation (May)	$25 Signature Box or Ad Cost By Size
	Back to School (July)	$25 Signature Box
	4-H Week (October)	$25 Signature Box or Ad Cost By Size
COMMUNITY	Blood Drive (every 8 weeks)	$15 Signature Each Time
	Old Albany Days (August)	$25 Signature Box
	Saluting Our Responders	$25 Signature Box
SCOC	Northeast Kansas Rodeo (July)	$25 Signature Box
AGRICULTURAL	Agriculture Month (March)	$25 Signature Box or Ad Cost By Size
	Beef Month (May)	$25 Signature Box or Ad Cost By Size
	Pork Month (October)	$25 Signature Box or Ad Cost By Size

Signature Box Example:

THE SABETHA HERALD
1024 Main St - Sabetha, KS
(785) 284-3300

2026 Planned Supplement Guide

January
None

February
Valentine's Day

March
Agriculture Month
Newspapers in Education

April
None

May
Mother's Day
Beef Month
High School Graduation
8th Grade Graduation
Memorial Day

June
Father's Day

July
Northeast Kansas Rodeo
Back to School

August
None

September
Saluting Our Responders

October
Pork Month
4-H Week
Voter Guide

November
Veterans Day
Window Opening

December
Christmas Greetings

2026

THE SABETHA HERALD

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