



The Platte County **CITIZEN**

2023 MEDIA KIT

1223 Branch St. - Suite 4 • PO Box 888 • Platte City, MO 64079 • 816.858.5154
advertising@plattecountycitizen.com



Newspaper Advertising Advantages

The Platte County Citizen is mailed throughout the county and **The Citizen** dropped directly in eight cities. Our award-winning paper covers government, community news, including city and town news and community events, business news, dining, entertainment, health, opinion, local sports, photos, legal notices, classifieds, real estate and so much more. The editorial staff makes it a priority to cover the real news happening in these communities. Because of this, **The Platte County Citizen** is a highly respected source of information about the region.



Commercial Printing

Since 2018, **The Platte County Citizen** has partnered with **Quad State Ink** for commercial and large format printing. With over 75 years of experience, Quad State Ink has seen it all when it comes to printing. They've learned to grow with the times, adapt to our clients' needs and invest in the latest technology. With a modern way of thinking, they pride themselves on providing cost efficient solutions in today's demanding market.

The marketing and design departments have experience with companies from local shops to global corporations and have provided thousands of campaigns and marketing pieces in the process.

With access to the latest printing and design technology, **Quad State Ink's** creative department can professionally design and print even the most demanding jobs. From small decals and variable ticket books to ADA compliant hospital signage and stadium wayfinding, they've done it all.

In addition, **Quad State Ink** is proud to offer print on demand services for each and every client with various printing needs. On demand solutions eliminate the back and forth emails, phone calls, and other time consuming tasks. Your order will arrive professionally printed in a matter of days - not weeks.



Complete Community Coverage

The Platte County Citizen reaches the following cities: Camden Point, Dearborn, Edgerton, Farley, Ferrelview, Houston Lake, Iatan, Kansas City, Lake Waukomis, Parkville, Platte Woods, Riverside, Tracy, Waldron, Weston and Weatherby Lake.

The Platte County Citizen reaches the following communities within the above mentioned cities: Country Acres, Montgomery Estates, Bello Mondo, Coons Valley View, Fox Creek Townhomes, Lakes At Oakmont, New Bedford Falls, Running Horse, Summit Way, Timber Park, Walt Acres West, Broken Bridge, Cooper Ridge, Gates Estates, Maple Grove, Oak Creek, Red Rock, Seven Bridges, The Hamptons, Timber Park Meadows, Windham Townhomes, Brookfield, Estates of Platte County, Hills of Oakmont, Martinsville USA, Oak Valley, Red Rock Acres, Summerset, Timber Creek, Tudor Flats, Blair Heights, Countrywood, Deer Valley Estates, Emerald Hills, Green Glades at the Masters, Hampton Woods, Hampton Woods North, Highlands of Weatherby, Hills of Monticello, Hirsch Manor, Mark IV, Misty Woods, Park Hill, Pinecrest, Platte Hills, Riss Lake, River Hills, Riverchase, Riverview, Shelter Haven, Stone Gate, The Bluffs, The Coves, The National, The Winds, Thousand Oaks, Timber Ridge, River Hills, Valley Brook, Walnut Creek Acres, Weatherby Highlands, Briarcliff Hills, Gate Woods, Indian Hills and Estates, Montebella and Northwood Acres.

We've got the reach you need for your marketing investment.



Demographic Snapshot

Platte County, Missouri

Population: 108,569

Housing Units: 48,120

Households: 42,154

Home Median Value: \$251,100

People Per Household: 2.48

Income Per Capita: \$44,103

Income Per Household: \$85,031

Non-Farm Private Employees: 43,782

Total Businesses: 8,274



Advertising Rates & Specifications

AD DEADLINE Mondays @ noon


- \$10 per column inch*

*discounts available based on size and quantity

- **New Accounts**Prepay 3 mo. to establish credit account
- **Political**Prepay, Open Rate
- **Obituaries**\$25 obituary/\$35 obituary with photo (*Citizen only*)


- **Non-Profit**\$9 per column inch
- **Auction**\$9 per column inch
- **Classified**\$12 for 20 words (*20 cents per word after 20 words*)

ADD COLOR FOR \$65



ACCEPTABLE FILE FORMATS

- **CMYK or GRAYSCALE** (No RGB, LAB, DUOTONE, etc.)
- **ACROBAT PDF** (9.0 or below, fonts embedded, flattened)
- **ILLUSTRATOR PDF or EPS** (Convert all text to outlines)
- **PHOTOSHOP PDF, EPS or TIFF** (Rasterize fonts)
- **INDESIGN PDF**



WE DO NOT ACCEPT:

• MICROSOFT WORD	• PUBLISHER
• EXCEL	• COREL DRAW
• POWER POINT	• FREE HAND

Display Advertising Rates

The Platte County Citizen & Citizen Direct

1223 Branch St, Suite 4 • PO Box 888 • Platte City, MO 64079

Phone: 816.858.5154 • Fax: 816.858.2154

advertising@plattecountycitizen.com

COLUMN WIDTH SIZES

1 Column - 1.79"

4 Columns - 7.64"

2 Columns - 3.74"

5 Columns - 9.6"

3 Columns - 5.69"

6 Columns - 11.55"

2 COL. X 2"

\$40 PER WEEK

(Add Color for \$65)

2 COL. X 4"

\$75 PER WEEK

(Add Color for \$65)

2 COL. X 3"

\$60 PER WEEK

(Add Color for \$65)

2 COL. X 5"

\$90 PER WEEK

(Add Color for \$65)

Large Display Advertising Rates

Dimensions shown as
width X height
Per week prices

EIGHTH PAGE

5.69" x 5"

Citizen Only \$95

QUARTER PAGE

5.69" x 10.5"

Citizen Only \$200

HALF PAGE

Horizontal - 11.55" x 10.5"
Vertical - 5.69" x 21"

Citizen Only \$380

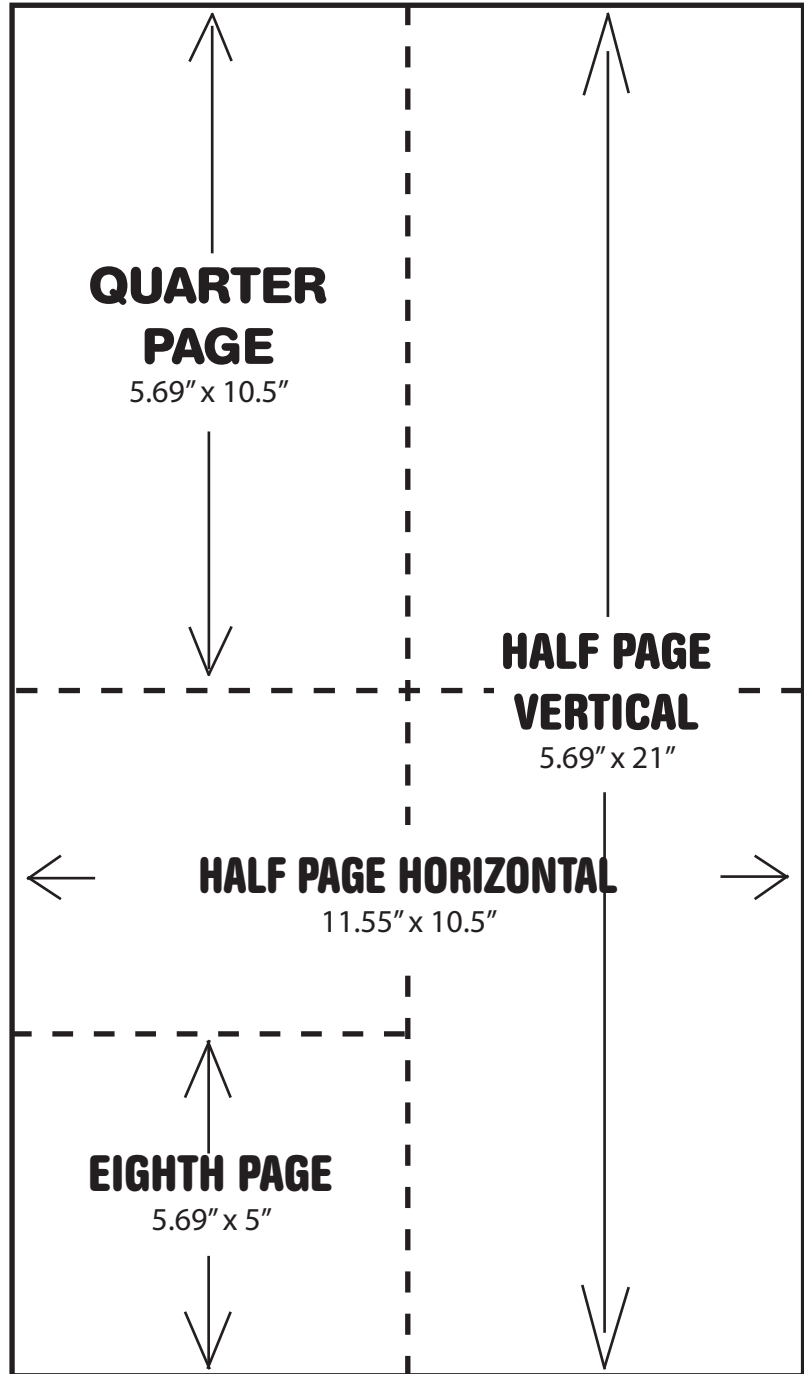
FULL PAGE

11.55" x 21"

Citizen Only \$690

ADD COLOR FOR \$65

Full Page Ad - 11.55" x 21"



E-mail your camera-ready ads to advertising@plattecountycitizen.com
There is no design fee if you need the graphic designer to build your ad.
If it is an ad that will need a lot of design work, please have it submitted
by Friday at noon.

Business Service Advertising / Inserts



Preprint Inserts

Minimum Size – 8.5" x 11"

Maximum Size – 11" x 11"

ANYTHING LARGER THAN 11"X11" MUST BE FOLDED

Preprint Insertion Rates - Minimum 1,000 Pieces

Under .3 oz.....	\$100/thousand
.31 to .50 oz.....	\$110/thousand
.51 to 1.0 oz.....	\$120/thousand
1.01 to 2.0 oz.....	\$150/thousand
2.01 to 3.0 oz.....	\$175/thousand

Preprint Deadline

Reservation deadlines are Wednesdays 5pm prior to publication date, 7 days in advance.

LAWN CARE

**EMRONS
YARD EQUIPMENT**
New, Used & Reconditioned
Equipment, Parts & Service
(816) 547-7407
10 a.m. - 6 p.m.

1X1"
\$12 - 1 time

1X1.5"
\$18 - 1 time

1X2"
\$25 - 1 time

TREE SERVICE




Choose the category headline to suit your business for maximum visibility


Online Advertising Rates/Spots


- The Platte County Citizen began monitoring and promoting site traffic in October of 2014 and has already seen major growth, averaging over 40,000 page views per month.
- More than 178,000 unique users visited plattecountycitizen.com in 2021.
- About 30% of those were new users, meaning the same set of people were not reached over and over.
- Customers visit the site using a variety of devices, and advertisements are consistent across all mediums.
- In 2022, 70 percent of users viewed the site on a mobile device, 25 percent on a desktop and 5 percent on a tablet.


The Platte County
CITIZEN
Complete County Coverage

— [Home](#) [News](#) [Sports](#) [Opinion](#) [Photos](#) [Subscribe](#) [Classifieds](#) [Advertise](#) [Submit](#) [Buy a Copy](#) [Contact](#) —


 **Festive holiday display for a cause this year**
During Phyllis Barbara Gremillion's experience with stomach cancer, she and her husband, Dennis came into contact with people who were struggling to make ends meet. People who were alone, were single parents, and many families who were having to choose if they could purchase a meal or pay their bills.
Dec 20, 2022 - Rimsie McConiga


 **KCI Airport police officers injured**
Two KCI Airport Police were injured in an incident last week, one in a crash and one by shooting.
Dec 20, 2022 - Citizen Staff Report


 **Everygy called on to answer questions about power outages**
The plethora of power outages in Platte City were the focus of a meeting between Platte County Commissioners and Everygy officials this week.
Dec 20, 2022 - Jeanette Browning Faubion


 **Hope is the sweetest gift for the Christmas season**
In hearts and minds, a Silent Night with heavenly peace is more difficult to find during some Christmas seasons, even in a place so blessed as Platte County.
Dec 20, 2022 - Bill Graham

Sports

 **Panthers topple Cardinals in home opener**
A pair of runs to open and close the third quarter were vital in the Park Hill South boys' basketball team's (4-1) 61-48 home opening win over St. Joseph's Benton (1-5) on Dec. 13.
Dec 20, 2022 - Tanner Cobb

 **Lady Pirates off to best start since 2015**
When the buzzer went off in the 52-32 win, the Platte County girls' basketball team (6-2) avenged last winter's postseason loss to Van Horn (3-5) and the Lady Pirates are officially off to their strongest start since the 2015-16 season.
Dec 20, 2022 - Tanner Cobb

 **North Platte bounces back at Twelve Courts of Christmas**
With two losses in the prior four games, the North Platte girls' basketball team (7-2) didn't let foul trouble phase them in the Twelve Courts of Christmas matchup with Nodaway Valley (6-2) at Hy-Vee Arena on Dec. 19.
Dec 20, 2022 - Tanner Cobb

 **Lady Jays win two straight, move above .500**
For the second time in this short season, the West Platte girls' basketball team (4-3) is above .500 after a pair of victories over Kansas City Lutheran (1-4) and Penney (0-9).
Dec 20, 2022 - Tanner Cobb

The Platte County Citizen
WEBSITE ADVERTISING
www.plattecountycitizen.com

Big Box Ad -
300x250 Pixels
\$150/month

Small Box Ad -
300x150 Pixels
\$75/month

Contact the office for more information
about advertising on
www.plattecountycitizen.com
Call 816.858.5154
Email advertising@plattecountycitizen.com

**Contact the office
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