

who reads the newspaper? you might be surprised!



- **92% of Kansans** read their local newspaper.
- Newspapers reach **consumers with the most purchasing power**. Newspaper readers tend to have higher incomes, more education and more job responsibility.
- Kansas newspapers are delivered to **more than 1.4 million homes** each week.
- On average, a single copy of a Kansas newspaper is read by at least **two adults** and at least **one child/teenager**.
- **58% of newspaper readers** are **baby boomers**.
- The average household income of newspaper readers is **more than \$75,000 per year**.
- **68% of newspapers readers** are **college graduates**.
- Through specific page placement, special sections and niche publications, newspapers are the most effective way to **target emerging markets** such as the Hispanic population, 18-to 34-year-olds, and females.

reach your market in the newspaper

With Kansas Press Association's services, newspaper advertising is a simple and effective marketing option that can fit into any budget.

Custom Ad Placement

Whether you're interested in advertising with one or all 245 Kansas newspapers, Kansas Press Association offers a convenient one-order, one-bill, one-check placement service that saves you time when making multiple newspaper buys. KPA can provide a custom advertising quote based on your budget and the market you want to reach. When you're ready to place your ads, we'll prepare the insertion orders, send the ads to the newspapers, collect tearsheets of the published ads for you and mail you one invoice for the entire placement. You write one check to KPA and we'll pay the newspapers for you. We can do custom ad placement in other states too.

Display Ad Network

You can blanket the state with a 2x2 or 1x4 ad for just \$800, or a 2x4 or 1x8 ad for just \$1,650. Kansas Press Association offers an affordable display advertising network that will place your ad in more than 140 Kansas newspapers for one low price. Reach more than 450,000 Kansas households for less a penny per household in some cases! Display networks are also available in other states.

Classified Ad Network

Sell it, buy it, promote it, announce it or find it with a classified ad in more than 140 Kansas newspapers. Kansas Press Association offers a one-stop, low-cost classified ad network. Just \$300 for 25 words, your classified ad has the potential to be seen by nearly one million newspaper readers across the state. Classified networks are also available in other states.



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No other advertising medium can deliver like Kansas newspapers!