



2009 National Rate Card

Effective December 29, 2008



The  Eagle

Kansas  com

The Wichita Eagle & Kansas.com
The best way to reach consumers in the Wichita area.

The Wichita Eagle and Kansas.com have tremendous reach, making them the dominant mass medium in the market. On the average week-day, nearly half (46.0%) of the Wichita CBSA (Sedgwick, Butler, Harvey and Sumner Counties) adults read The Wichita Eagle. Nearly seven in ten (65.1%) read The Eagle on the average Sunday. If you add Eagle readers outside the Wichita MSA, the total reach is even more impressive. The Wichita Eagle's website, Kansas.com, is the highest-trafficked local website in the state with over 750,000 unique visitors a month and nearly 10 million page views every month. When you consider the increased exposure attained by the combination of The Wichita Eagle in print and Kansas.com online, you can see why The Wichita Eagle reaches more people than any other single local medium.

Wichita Eagle/Kansas.com Readership

Area: Wichita CBSA (Sedgwick, Butler, Harvey and Sumner Counties)

Mon-Sat (average issue)	199,962 adults	46.0%
Sunday (average issue)	282,816 adults	65.1%

Integrated Newspaper Audience

(print plus online)	350,384 adults	80.6%
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Source: Scarborough Research, Wichita KS CBSA 2007, Release 2.

Your best customers are probably some of our best print and online readers. Advertising in The Wichita Eagle and Kansas.com helps you to strengthen that relationship. Your potential customers are probably already reading The Wichita Eagle, in print or online.

Readers of The Wichita Eagle and Kansas.com are more likely to be better educated, have a higher household income, and own their home—exactly the type of customer most businesses want to have. Advertising in The Wichita Eagle or on Kansas.com is the best way to reach these people.

Wichita Eagle / Kansas.com Readership Demographics

Area: Wichita CBSA (Sedgwick, Butler, Harvey and Sumner Counties)

Category	Wichita CBSA (total)	Wichita Eagle Daily %	Sunday %	Eagle plus Kansas.com
Total Adults:	434,497	46.0%	65.1%	80.6%
Gender:				
Male	213,227	47.4%	63.6%	80.2%
Female	221,270	44.7%	66.5%	81.1%
Age:				
18-34	136,546	34.1%	54.6%	75.2%
35-54	167,254	43.5%	65.2%	80.8%
55+	130,697	61.7%	75.8%	86.2%
Education:				
Less than HS	34,810	35.2%	57.2%	69.5%
HS Grad	154,336	43.3%	60.4%	77.3%
Some coll	139,135	48.9%	67.9%	83.9%
Coll grad+	106,216	49.8%	70.8%	84.8%
HH Income:				
Under \$35K	104,555	38.2%	58.4%	71.6%
\$35-\$50K	107,015	43.1%	62.2%	76.8%
\$50-\$75K	89,098	48.7%	63.5%	84.6%
\$75-\$100K	70,277	46.9%	69.6%	86.2%
\$100K+	63,552	58.7%	78.3%	90.2%
Own or Rent Residence:				
Own	331,399	51.8%	69.6%	84.1%
Rent	84,714	29.6%	51.4%	68.7%

Source: Scarborough Research, Wichita KS CBSA 2007, Release 2.

Cover photos provided by The Wichita Eagle News Department

Black & White Rates

Annual Newsplan Inch Equivalent

The signed contract level determines the contract rate received from the beginning of the contract period.

Page Volume	Inch Equiv.	Daily	Sunday
Open		\$133.75	\$185.90
1/4 page	31.5"	\$132.75	\$181.15
1/2 page	63.0"	\$132.30	\$180.55
1 page	126.0"	\$131.50	\$179.80
2 pages	252.0"	\$130.80	\$178.90
4 pages	504.0"	\$130.40	\$177.80
6 pages	756.0"	\$129.70	\$176.95
10 pages	1260.0"	\$127.05	\$173.55
13 pages	1638.0"	\$124.30	\$169.75
26 pages	3276.0"	\$115.00	\$154.90
52 pages	6552.0"	\$100.10	\$137.05

Sunday Travel Discount Rate

Discount rates will apply if advertiser commits to run multiple insertions in the Sunday travel section during a one-year period.

Frequency contract is required to receive frequency rates. Other discounts not applicable.

Frequency:	6x	7-12x	13-18x	19-25x	26-51x	52+
Rate Per Inch	\$159.95	\$151.85	\$144.05	\$135.95	\$120.15	\$105.35

Packaged Goods Rate

The Packaged Goods Rate includes the following classifications: foods, tobacco, aluminum and paper products, disinfectants, insecticides, soaps, cleansers and polishes, miscellaneous household products and over-the-counter medications, toiletries and toilet goods. Advertising may contain coupons and off-price copy. Reach and Frequency discounts apply.

Rates per column inch are: \$105.85 Daily, \$147.55 Sunday.

National Auto Manufacturer's Dealer Association Rate

This rate applies to advertisements placed by auto manufacturers or dealer associations that list local auto dealers in the advertisements. Reach and Frequency discounts apply.

Rates per column inch are: \$75.20 Daily, \$121.30 Sunday.

National Non-Profit Organizations/Political Rates

These rates apply to national elections and political advocacy advertising directed to national issues. Reach and Frequency discounts apply.

Rates per column inch are: \$100.10 Daily, \$137.10 Sunday.

Remnant (Stand By) Advertising

Remnant ads are provided by the advertiser and placed by The Wichita Eagle as needed-to-fill space on a stand-by basis.

Rates for remnant advertising will be given upon request.

Split Run ROP

City/State split available for \$250. True split Monday through Saturday. Sunday will have 30,000 more of one version. Ad size must be the same in both editions.

Full Run Color

A color charge is added to space rate for page units or less as follows:

	Daily	Sunday	Pick-up
1 Color + Black	\$835	\$995	\$420
2 Colors + Black	\$1,060	\$1,220	\$575
3 Colors + Black	\$1,260	\$1,480	\$710

When identical copy is scheduled to run within 7 days of original insertion, the pick-up rate applies. Arrangements for weekday color ads must be made 7 days prior to publication; reservations for Saturday and Sunday color ads must be made by Friday week prior to publication.

Color Discounts

Color Contract Agreements Discount	10-25	26-50	51-75	76-100	101+
	5%	8%	15%	20%	25%

Signed color contracts are for one year. Only paid color ads count toward contract fulfillment. No minimum size required for color. Color availability on back page or centerspread is limited to standard process colors - red, blue or yellow. Other discounts not applicable.

Discounts

Daily Reach and Frequency Discounts

The Daily Reach and Frequency Plan applies to advertising placed within a 7 day period without copy change. This Reach and Frequency Plan also applies to the same ad running up to 7 times in the same issue. This plan repeats after a 7 consecutive day period or when the same ad runs up to 7 times in the same issue.

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Advertiser Earned Rate	30% Disc.	30% Disc.	40% Disc.	50% Disc.	50% Disc.	50% Disc.

Same Day Reach and Frequency Discounts

The Same Day Reach and Frequency Plan is based on the same ad running on the same day, up to four consecutive weeks, without copy change.

1st Insertion	2nd Insertion	3rd Insertion	4th Insertion
Advertiser Earned Rate	20% Disc.	30% Disc.	40% Disc.

Preprints

Monday - Friday Subscriber Insert Rates

Inserts Per Year	1x	2-5x	6-11x	12-14x	15-19x	20-44x	45+
< 8 tab / 4 std	\$66.06	\$65.40	\$64.80	\$64.14	\$62.16	\$59.28	\$56.34
8 tab / 4 std	\$71.28	\$69.66	\$69.00	\$67.68	\$65.76	\$62.82	\$59.94
12 tab / 6 std	\$76.74	\$75.48	\$74.82	\$74.22	\$71.28	\$67.26	\$63.24
16 tab / 8 std	\$83.64	\$82.02	\$81.30	\$79.68	\$76.74	\$73.50	\$69.72
20 tab / 10 std	\$88.80	\$86.88	\$85.56	\$83.94	\$81.30	\$77.76	\$74.52
24 tab / 12 std	\$97.20	\$96.60	\$94.98	\$93.36	\$90.42	\$86.88	\$83.22
28 tab / 14 std	\$103.38	\$102.42	\$99.48	\$97.86	\$94.98	\$91.74	\$88.50
32 tab / 16 std	\$105.00	\$104.04	\$101.10	\$99.48	\$96.60	\$93.36	\$90.12
36 tab / 18 std	\$108.90	\$108.24	\$105.66	\$103.74	\$101.10	\$97.56	\$93.96
40 tab / 20 std	\$110.22	\$109.56	\$106.32	\$105.00	\$102.06	\$98.82	\$95.28
44 tab / 22 std	\$111.18	\$110.22	\$107.28	\$105.66	\$102.72	\$99.48	\$95.94
48 tab / 24 std	\$112.14	\$110.82	\$107.94	\$106.32	\$103.74	\$100.44	\$97.20

Saturday & Sunday Subscriber Insert Rates

Inserts Per Year	1x	2-5x	6-11x	12-14x	15-19x	20-44x	45+
< 8 tab / 4 std	\$71.88	\$71.28	\$70.62	\$69.96	\$68.04	\$65.10	\$62.16
8 tab / 4 std	\$77.10	\$75.48	\$74.82	\$73.50	\$71.58	\$68.64	\$65.82
12 tab / 6 std	\$82.62	\$81.30	\$80.70	\$79.98	\$77.10	\$73.08	\$69.06
16 tab / 8 std	\$89.40	\$87.78	\$87.18	\$85.56	\$82.62	\$79.38	\$76.14
20 tab / 10 std	\$94.62	\$92.64	\$91.38	\$89.76	\$87.18	\$83.64	\$80.40
24 tab / 12 std	\$103.08	\$101.76	\$100.80	\$99.18	\$96.24	\$92.64	\$89.10
28 tab / 14 std	\$109.20	\$108.24	\$105.36	\$103.74	\$100.80	\$97.56	\$94.26
32 tab / 16 std	\$110.82	\$109.86	\$106.98	\$105.36	\$102.42	\$99.18	\$95.94
36 tab / 18 std	\$114.78	\$114.06	\$111.54	\$109.56	\$106.98	\$103.38	\$99.84
40 tab / 20 std	\$116.04	\$115.38	\$112.14	\$110.82	\$107.94	\$104.70	\$101.10
44 tab / 22 std	\$117.00	\$116.04	\$113.16	\$111.54	\$108.60	\$105.36	\$101.76
48 tab / 24 std	\$118.02	\$116.70	\$113.76	\$112.14	\$109.56	\$106.32	\$103.08

Distribution quantities may vary depending on the day of the week. Please contact your Marketing Representative for details.

General Information

All tab and standard sizes larger than the above will be billed at an additional \$.50 CPM for each 4 page tab/ 2 page standard increment. Rates for separate envelopes containing multiple coupons will be quoted upon request.

The above rates are for part-run distribution only. Base rate will be the March net paid Publisher's Statement. Deduct 20% from above rates for full-run distribution. Stock and folding must permit practical inserting. Preprint contract must be signed for frequency preprint rates to apply. Contracts are for a 1 year period. Final adjustment at the end of the contract year will be based on actual number of preprints distributed. Single-sheet preprints must be approved prior to acceptance. An example of paper weight must be available. If a preprint size (number of pages) falls between levels, the rate will be the next higher level. Linage is credited toward fulfillment of a newsplan contract. Preprints measured in the following manner: tab page 54 inches, standard page 108 inches. For inserts containing different size pages, rate charged for all pages will be the rate of largest size page.

Preprint Scheduling Policies

Preprints may be scheduled any day, except Monday and Saturday with appropriate quantities. Preprints of less than 50,000 may be distributed on Tuesdays, Wednesdays, Thursdays, and Sundays, Thanksgiving Day and Christmas Day. Preprints will be charged according to the distribution requested. A charge will be assessed when a preprint is cancelled or insertion date is changed later than one week prior to publication or when preprint is more than 24 hours late. The charge will be \$500 or actual costs incurred.

Preprint Size Specifications

All measurements are based on the actual size of the page.

Standard/Broadsheet Size. Page depth of greater than fourteen (14) inches, but not to exceed twenty-three (23) inches, and width up to fourteen (14) inches will be considered a standard size. Anything larger must be quarter folded.

Tabloid Size. Total page size larger than 8" x 10.5" (84 square inches) and up to page size of 11.5" x 14" (161 square inches) will be considered a tabloid size.

Flexie, Mini or Quarterfold. Page sizes 8" x 10.5" (84 square inches) or smaller will be considered a flexie/mini. Billing will be at 50% of the number of pages times the appropriate tab frequency CPM rate.

Preprint Insert Deadlines

Deadline for scheduling or canceling preprints is two weeks prior to date of publication. TMC (Shared Mail Non-Subscriber) must be scheduled three weeks prior to publication.

Publication Date	Delivery Deadline
Sunday	Noon Friday – one week prior
Tuesday	5pm Friday prior
Wednesday	5pm Wednesday prior
Thursday	5pm Friday prior
Friday	5pm Tuesday prior
Saturday	5pm Monday – one week prior
Thanksgiving Day	5pm Monday – one week prior
Christmas Day	5pm Thursday – one week prior
TMC/Wednesday	5pm Wednesday – one week prior

Note: All preprint deadlines will be advanced 48 hours for preprints scheduled to run from November 15 to December 31. The loading dock is open 8:30am to 4:00pm Monday through Friday.

Daily Newspaper - ROP Deadlines (Non Classified)

Sunday Section	Proof/Ad Materials	Reservation/Cancellation Camera Ready/Final Corrections
Main News, Local/State Business, Sports	Wednesday Noon	Friday Noon
Arts, Celebrations, Travel	Tuesday Noon	Thursday 10am
Publication Day	Proof/Ad Materials	Reservation/Cancellation Camera Ready/Final Corrections
Monday	Wednesday Noon	Friday Noon
Tuesday	Wednesday Noon	Friday Noon
Wednesday	Thursday Noon	Monday Noon
Thursday	Friday Noon	Tuesday Noon
Friday	Monday Noon	Wednesday Noon
Saturday	Tuesday Noon	Thursday Noon

Deadline Definitions

Proof/Ad Materials: For ads that need to be sent out on proof. All ad materials needed to build a new ad or changes to a pick-up ad must be turned in by this deadline.

Reservation/Cancellation/Camera Ready/Final Corrections: For ads coming in completely ready to print with no alterations. Final corrections that do not need to be sent out on proof must be turned in by this deadline.

- For proof corrections, call an Ad Assistant at (316)268-6371.
- Deadlines for holiday weeks will be determined two weeks prior to the holiday.
- Deadlines for ads scheduled for the day following a legal holiday are advanced a minimum of 24 hours.
- Cancellation or ad size changes after cancellation deadline will be subject to a cancellation charge.

Mechanical Specifications

Broadsheet Page-Column Width

1 column	1.736"
2 column	3.597"
3 column	5.458"
4 column	7.319"
5 column	9.181"
6 column	11.042"
Double-truck Spread	22.583"
Centersplit Double-truck pg.	11.042" each pg

Tabloid Page-Column Width

1 column	1.736"
2 column	3.597"
3 column	5.458"
4 column	7.319"
5 column	9.181"

5 column, Depth: 11" (55 total inches),
Ads over 10" deep will be billed at full depth.

Double trucks will be billed at 11 columns.

6 column, Depth: 21" (126 total inches)
Ads over 18 1/2" deep will be billed at full depth.
Double trucks will be billed at 13 columns.

Modular Sizes for Tabloid Special Sections

Full Page 9.1" x 11"	Half Page H. 9.1" x 5.4"	Half Page V. 4.5" x 11"	Quarter Page 4.5" x 5.4"	1/8 Page H. 4.5" x 2.6"	1/8 Page V. 2.2" x 5.4"	1/16 Page 2.2" x 2.6" <small>(not available in all sections)</small>
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Electronic Ad Specifications

Below is a "Quick Reference" of the Specs for an electronic ad for The Wichita Eagle. Our AdDesk site, located at <http://ads.wichitaeagle.com>, contains our mechanical specs, technical specs, as well as tips and screen shots of settings in many of our applications.

Source Applications

Materials must be prepared using the following Macintosh applications.

Please send live files with all attending graphics or a PDF (Portable Document Format) file.

- QuarkXpress 7
- Freehand MX
- Adobe Photoshop CS2
- MultiAd Creator 7
- Adobe Illustrator CS2
- Adobe Acrobat 7

Line Art

- Line art copy should be scanned at 600 ppi (pixels per inch).
- Halftones/Grayscale should be scanned at 200 ppi (pixels per inch) and produced at 100 lpi (lines per inch).

Color Art

Color art should be scanned at 200 ppi and produced at 85 lpi. All colors must be designated as CMYK (Cyan, Magenta, Yellow, Black) process color. **INK SATURATION MUST BE UNDER 240%.** If you create a custom color, please make sure to designate it for process color separation. RGB files cannot be processed. For a press color profile or any questions please call 268-6371.

NOTICE: The Wichita Eagle will scan any camera ready art received without live files or an EPS file. This may compromise the quality of your ad. No credits or adjustments will be given in this case.

Electronic Delivery

- The Wichita Eagle accepts electronic files via the internet using AdDesk. In your Internet Browser go to <http://ads.wichitaeagle.com>
- Register for your free membership or, to send files without registering, go to the File Delivery Area.
- Use "Display Ad" for submitting completed "camera ready" ads in PDF or EPS format.
- Use "Ad Materials" for submitting your logos, photos and text for your ads.

Fonts

- All fonts must be postscript. Truetype fonts will not be accepted.
- All screen and printer fonts must be provided. If an ad uses a font that is not supplied, The Wichita Eagle will substitute a font as close in appearance as possible to original font.
- No credits or adjustments will be given in cases of font substitution as described above.

Physical Delivery

The Wichita Eagle will accept material on the following physical media:

- Compact disks (CDs)
- 100MB Iomega Zip disks
- 3.5" floppy diskettes

Always Include:

- Velox or hard copy of ad (Fax copy if sending file electronically)
- Color proof of ad (If applicable)
- Fonts (See specs above)

Miscellaneous Information

Contract & Copy Regulations

The following SRDS Newspaper Contract and Copy Regulations apply: 1, 2, 4, 6, 9, 10, 11, 13, 16, 24, 25, and 28.

Classified Rates

A separate classified rate book outlining rates, classifications, deadlines and general provisions is available by calling (316) 268-6384.

Magazine

Parade on Sunday.

Policies

1. The Wichita Eagle reserves the right to edit, alter or omit any advertisement. All advertising is subject to final approval by The Wichita Eagle Advertising Acceptance Committee.
2. If specific positioning is requested, The Wichita Eagle tries to accommodate all reasonable requests. Positions are available as outlined below:

Preferred placement on a specific page will be charged an additional 20% of the cost of the ad space. Preferred placement within a specific section of the newspaper will be charged an additional 10% of the cost of the ad space.

Pages 3, 5 & 7 in the "A" section are not available for purchase as specific paid placement. Advertisers agree to be flexible to be on 3, 5 or 7 (Jan-Sept) and 3, 5, 7 or 9 (Oct-Dec) for the 20% premium. Advertisers will be placed on the furthest forward position as space allows.

Preferred position assignments are reviewed consistently. If a preferred placement must be pre-empted, The Wichita Eagle reserves the right to change agreed upon placements. Should this occur, no preferred position premium will be charged.

Specific positions are granted on page locations as available only and are not guaranteed a particular placement on that page. Other considerations may apply, including potential placement of competitive advertising or news which may appear on the same or facing pages. Advertising placement guaranteed on certain pages may have size limitations due to page make-up guidelines.

Preferred placement is not available in any tabloid sections, nor are color ad placement guarantees possible due to limited available color positions.

When assigning positions, the advertiser's volume and consistency are considered, but those factors are not exclusive determinants. The Wichita Eagle attempts to maintain fairness to all advertisers within the constraints of space and deadline limitations.
3. The Wichita Eagle assumes no financial responsibility for typographical errors or for omission of copy. Liability for errors or omissions shall not exceed the cost of that portion of space attributable thereto. Claims for adjustment must be made within 60 days of publication. Credit allowable for first insertion only. If requested, a letter of explanation for an error or omission will be furnished for the advertiser. The limit of liability by The Wichita Eagle is the cost of the ad.
4. If a credit adjustment is allowed on an insertion, the amount for which the advertiser receives credit will not apply toward Bulk Space Contract fulfillment, but will apply toward frequency agreement.
5. The advertiser and/or advertising agency or agent assumes all liability for advertisements published (including illustrations, text, claims, etc.) and agrees to assume any and all responsibility for claims occurring therefrom against The Wichita Eagle.
6. Brokered advertising is not accepted.
7. Minimum advertising space is 1 column inch. Advertisements over 18 1/2" deep on a standard page, or over 10" deep on a tabloid page, will be billed for the full column depth. Standard page double-truck advertisements will be billed as 13 columns and Tab-page double-truck advertisements will be billed as 11 columns.
8. Retail rates apply only to advertising space relating to the regular retail business or service owned by the advertiser specified. They cannot be used directly or indirectly to cover the advertising of any product of which the advertiser may be a distributor, nor does it apply to any advertising classified as general rate advertising by The Wichita Eagle. The space contracted for will not be sublet to others, nor used for purposes other than named herein.
9. Advertising Invoice/Statements are generated on a 5-4-4 week/period cycle.
10. All advertising is cash with order except where credit has been approved by The Wichita Eagle. All accounts, with established credit, are due and payable 10 days after receipt of invoice.
11. Advertisements set and cancelled past cancellation deadline will be charged 50% of the cost of the advertisement set, plus any additional costs.
12. The Wichita Eagle reserves the right to revise advertising rates at any time. Current contract holders will be notified prior to a rate adjustment. Advertiser may terminate this contract on the date the new rates become effective, provided that prior to said effective date advertiser gives to The Wichita Eagle written notice of such termination.

If advertiser elects to terminate said contract because of a rate revision, advertising linage/revenue run under the contract will be charged at rates earned by annualizing the linage/revenue run from effective date of the contract to termination date, and advertiser's account will be charged or credited for the difference. Annualized linage/revenue shall be determined by the following formula: linage/revenue run times 12 divided by number of months contract in effect.

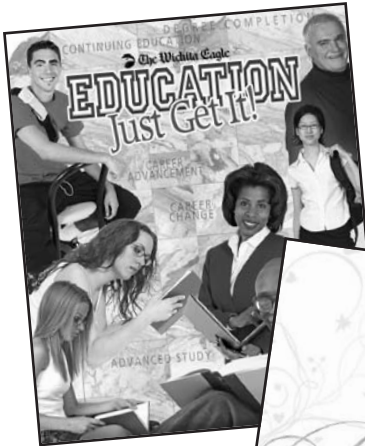
If an advertiser elects to terminate an advertising contract for any reason other than specified above, or if contract is terminated by The Wichita Eagle for non-compliance with credit terms, advertiser shall be liable for the actual rate earned and not at the rate set forth in the contract. For purposes of this provision, the "actual rate earned" is defined as the rate applicable for the linage/revenue actually paid and actual rate in effect on the date the advertising was published.
13. If the advertiser does not meet the amount of linage/revenue contracted for, or the frequency contracted for, advertiser agrees to accept and remit rate adjustment to rate earned.
14. Advertising contracts must be signed in a timely manner. Retroactive effective dates will not be accepted for more than a 30 day period.
15. Advertising set to resemble news matter must carry the word "Advertisement" at the top in at least 12 pt. type. Typefaces used by The Wichita Eagle in its news columns cannot be used in advertising copy. The ad must have a 2 point rule border around it.
16. The Wichita Eagle will not be responsible for material left 30 days after publication. Every effort will be made to return artwork and layouts furnished by advertisers on their request, but The Wichita Eagle cannot be responsible in case of loss or damage.
17. Should any government body levy a tax on any advertising covered by this rate card, such tax will become an additional charge to the advertiser, over and above the rates mentioned herein.
18. The Thanksgiving Day issue of The Wichita Eagle is distributed to Sunday home-delivered subscribers and Sunday advertising rates are charged.
19. Discount Acceptance. Only one discount for same ad or schedule of ads is permitted unless otherwise specified.
20. Adult entertainment advertising is not accepted in the ROP portion of The Wichita Eagle.
21. Invoicing disputes must be made in writing within 60 days of invoice date. In the event a dispute is not identified in writing before 60 days, the Advertiser waives all rights and claims for the invoice to be adjusted. If the Advertiser does not pay the amount due owed to The Wichita Eagle and Beacon Publishing Company, Inc., the Advertiser agrees also to pay the reasonable costs of collection as the law allows.
22. Commission and Cash Discounts: Retail advertising rates as shown are non-commissionable. Cash discounts are not allowed and rates are net. Commissionable advertising rates are calculated by increasing the appropriate non-commissionable rate by 17.65% (multiply the local rate by 1.1765).

Commissionable rates are available to any recognized local advertising agency and will be billed to the advertising agency.
23. Shared Advertising: A 15% premium will be billed for ads containing more than one business. A 15% discount to recognized advertising agencies for digital ready ads can be applied.

Special Publications

In addition to the general-interest features and sections we produce every day, The Wichita Eagle annually produces high-quality sections targeted to specific interest groups. These special sections offer interest-targeted content and layout, and give advertisers an opportunity to speak directly to customers most likely to buy their products.

These special sections work best when the advertising mix reflects the section content, so we offer very cost-effective options for including your message. See your Eagle marketing representative for more information, or email or fax us indicating which sections you're interested in, and we'll be sure to contact you with the information.



Bridal Guide
 Holiday Sections
 Health & Fitness
 Newcomer's Guide
 Dining & Entertainment & Recreation
 Woolstock
 Education Just Get It
 NCAA Big Dance
 Spring & Fall Fashion
 Football Preview
 Spring & Fall Home & Garden
 Wheels & Waves
 Ultimate Gift Guide
 & much more



Published every morning Monday through Sunday
 Hours: Monday through Friday 8:00AM to 5:00 PM.
 Closed: Saturday, Sunday and Holidays

Member: Audit Bureau of Circulations, Advertising Checking Bureau, Newspaper Association of America, Metropolitan Sunday Newspapers and Parade.

National Advertising Department 316-268-6371
 National Fax 316-268-6658
 Classified Advertising Department 316-262-4222
 Classified Fax 316-268-6234

Personnel

Publisher	Pam Siddall	316-268-6302
Chief Financial Officer	Dale Seiwert	316-268-6456
Retail Advertising Manager	Gene Hildebrandt	316-268-6291
Retail Territory Manager	Robert Wall	316-268-6347
Classified Advertising Manager	Lisa Fetter	316-268-6369
Interactive Sales Manager	Tyler Eastman	316-268-6381
Direct Marketing Manager	Jane Katona	316-268-6688
National Sales Rep	Rich Folkers	316-268-6388

The Wichita Eagle Retail Rate Card, National Rate Card and Classified Rate Cards are also available online at: Kansas.com/ratecard
 For complete listing of opportunities, examples and pricing for internet advertising go to Kansas.com/mediakit

316-268-6388