

# 2024 MEDIA KIT

Bringing news to the Southside of Indy for more than 70 years! And now we've added Decatur Township.

# TheSouthsiderVoice

TheSouthsiderVoice zoned for

## Decatur Township

PUBLISHED EVERY WEDNESDAY

### CLASSIFIEDS

INDY: EAST & WEST

PUBLISHED BIWEEKLY ON WEDNESDAY

P.O. Box 17187  
Indianapolis • IN • 46217  
317-781-0023

Newsprint

Digital

Social Media



# SouthsiderVoice.com

# Classified Sizes with Pricing

## 8-COLUMN FORMAT

### RUNNING ONLY IN CLASSIFIEDS EAST AND WEST

SIZE	(Cost per run)
2x2	\$20
2x4	\$30
3x3	\$35

SIZE	(Cost per run)
1/8 page 5.28" x 4.5"	\$60
1/4 page 5.28"x8.5"	\$120
1/2 page 11.125" x8.5"	\$240
Full page 11.125" x17"	\$475

**CLASSIFIED OPEN RATE • \$9.50/COLUMN INCH (1-3 WEEK RUN) • MONTHLY RUN \$8/COLUMN INCH (MONTHLY RUN)**

### RUNNING IN ALL THREE PAPERS

The Southsider Voice  
Decatur Township zoned edition  
CLASSIFIEDS East and West

SIZE	1-3x (per week)	Monthly (per week)
2x1	\$17.00	\$15.00
2x2	\$38.00	\$32.00
2x3	\$57.00	\$48.00
2x4	\$68.00	\$64.00
3x3	\$85.50	\$72.00

### LARGER SIZES

1/8 PAGE - Full color ..... only \$225  
Actual size 5.28" x 5"

1/4 PAGE - Full color ..... only \$415  
Actual size 5.28" x 10"

1/2 PAGE - Full color ..... only \$675  
Actual size 10.5" x 10"

Full Page - Full color ..... only \$875  
Actual size 10.5" x 20.25"

### LINE CLASSIFIEDS:

\$12 for the first 10 words, 10 cents for each additional word.

### DEADLINE:

Monday at Noon

**RETAIL OPEN RATE • \$12.50/COLUMN INCH (1-3 WEEK RUN) • MONTHLY RUN \$11/COLUMN INCH (MONTHLY RUN)**

# Retail Sizes with Pricing

## 6-COLUMN FORMAT

## LARGER SIZES

1/8 PAGE - Full color ..... only \$225

Actual size 5.28" x 5"

1/4 PAGE - Full color ..... only \$415

Actual size 5.28" x 10"

1/2 PAGE - Full color ..... only \$675

Actual size 10.5" x 10"

Full Page - Full color ..... only \$875

Actual size 10.5" x 20.25"

2 Col. x 2"

Actual size: 3.3" x 2"

Full color

**\$50<sup>00</sup>**  
Per week / 1-3x run

**\$44<sup>00</sup>**  
Per week / monthly

2 Col. x 3"

Actual size: 3.3" x 3"

Full color

**\$75<sup>00</sup>**  
Per week / 1-3x run

**\$66<sup>00</sup>**  
Per week / monthly

2 Col. x 5"

Actual size: 3.3" x 5"

Full color

**\$125<sup>00</sup>**  
Per week / 1-3x run

**\$110<sup>00</sup>**  
Per week / monthly

2 Col. x 4"

Actual size: 3.3" x 4"

Full color

**\$110<sup>00</sup>**  
Per week / 1-3x run

**\$88<sup>00</sup>**  
Per week / monthly

# Spreading positive news to more than 300 locations

Plus [home delivery](#) in many Southside neighborhoods!

## COVERAGE IN ZIP CODES:

46107 46113  
46142 46183  
46143 46209  
46203 46221  
46217 46231  
46225 46241  
46227 46253  
46237  
46239

## Circulation Area

*The Southsider Voice* has a newsprint / digital audience of more than 30,000 weekly and covers the Southside of Indianapolis, from downtown, Ft. Square, Beech Grove, Southport, Whiteland, Center Grove, Franklin Township, Perry Township and White River Townships. *The Voice* also has a zoned edition in Decatur Township that launched March 2, 2022. The paper is an excellent conduit for news, opinions and features.

We welcome the opportunity to serve our community with our newspapers.

*The Southsider Voice* publishes every Wednesday. It is our pleasure to serve the Southside community, as well as Decatur Township.

*The Voice* also publishes CLASSIFIEDS East and West every other Wednesday.

## Be a part!

# The SouthsiderVoice

The Voice of the Southside

P.O. Box 17187 • Indianapolis • IN • 46217

317.781.0023 • www.southsidervoice.com

## PREPRINT INSERTING

Our **FREE** community newspaper, a family-friendly publication, covers **education**, **high school sports**, a **reminiscing column** from our archives, **local and fun events**, a **Car Nutz column** (in season) and **puzzles**.

Circulating positive news to Indy's Southside (and now Decatur Township)  
Reaching an audience of more than 30,000 newsprint/digital.



### PREPRINT INSERTING PRICING: Prices good thru December 30, 2022

Maximum width: 11"

1-4 Page insert (1-time run) ..... \$28 per thousand (ROP \$350)

(4-time run) ..... \$26 per thousand (ROP \$325)

Commitment to multiple runs (more than 4-times) ..... \$23 per thousand (ROP \$287.50)

#### Newspaper contact:

Kelly Sawyers  
Publisher  
317-781-0023  
kelly.sawyers@southsidervoice.com



Payment terms: Due upon receipt

#### Delivery of preprints:

(Need 5 days prior to printing)

#### Ship to:

AIM MEDIA • 22 West New Road • Greenfield, IN 46140  
Account: Indpls. Southsider Voice

Contact: Johna Cooksey, 317-477-3248  
postpress@aimmediaindiana.com

# Digital Advertising



Keeping our  
communities  
connected



Ad design included, plus  
your ad is linked to your  
website!

**Banner** (900x144px)  
Top, Middle, Bottom

3 month package  
Only **\$80** mo. / 1 month  
**\$99**

**Sidebar** (220x200px)

3 month package

Only **\$40** mo. / 1 month  
**\$75**



Payment terms:  
Due at time  
of order

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## Decatur Township

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Call today! **317-781-0023**