



THE TELEGRAPH

MARTIN CITY & SOUTH KC

COVERING THE SOUTHLAND

FREE COPY

Vol. 11 No. 1

MARTINCITYTELEGRAPH.COM

October 23, 2025

Ruskin Tornado Memorial rebuilt and rededicated

By JOHN SHARP

Survivors, other members of the Hickman Mills community and public officials came together on May 18 to dedicate the new memorial to honor the memory of the 25 people in the Ruskin Heights/Hickman Mills area and 14 people in other communities who are named on the memorial who were killed on May 20, 1957, by a powerful tornado.

The tornado's 71-mile path of destruction started in the Williamsburg, KS, area and went through parts of Franklin, Miami



THE TELEGRAPH
MARTIN CITY & SOUTH KC
13610 Washington Ave | Kansas City, MO 64145

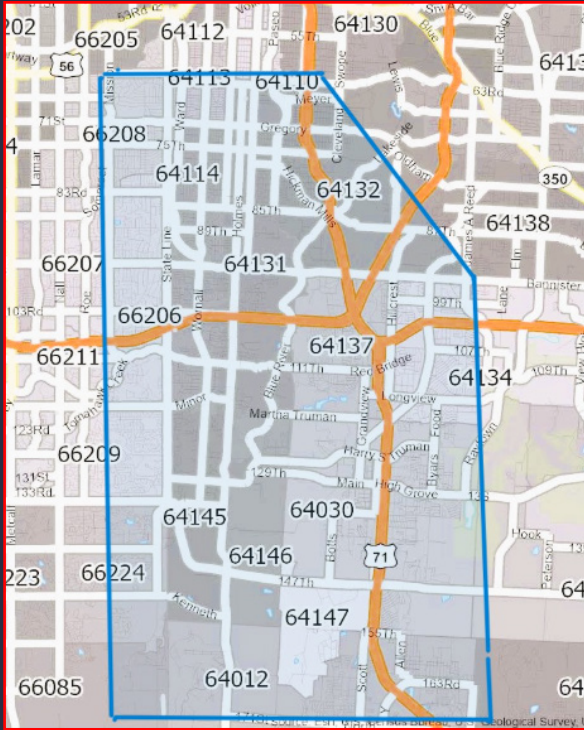
Media Kit 2026



816-492-7229

INFO@MARTINCITYTELEGRAPH.COM
MARTINCITYTELEGRAPH.COM

**37,500+ readers
biweekly**



6,500+



LOCAL DISTRIBUTION

Readership

BY THE NUMBERS

The Telegraph distributes FREE copies to local South Kansas City businesses, HOAs, and organizations.

We distribute as far north as Brookside and as far south as Belton, from Leawood to Grandview.

We post several of our published features online through our website and Facebook.

Our online readers click on more than one feature per visit so your web ad gets more exposure!

Testimonials

—Rick Chambers, South KC Chamber of Commerce

—Mike Miller, Louisburg KS

—*Fiddly Fig*

—Sally Smith, Whistle Stop Antiques after a reader's \$400 shopping spree



Print ADVERTISING

Valerie Rinehart 816-210-3790

CREATIVE SERVICES

Let us do the work! Our designers provide professional, creative ad design, and preparation of electronic files at no additional cost!

DEADLINES:

- ▶ The Telegraph publishes every other Thursday
- ▶ Space reservation is due the Monday before at 5pm.
- ▶ Camera ready ads due by NOON the Tuesday prior.

PRINT ADVERTISING RATES BY THE ISSUE

Messages Are More Effective When Repeated.

Get the most out of your advertising budget.

Lock in a lower rate with multiple issue!

**Pay in advance for
5% Discount!**

AD SIZE	Dimensions	1X	6X	12X	26X
FULL PAGE	10"w X 19"h	\$1200	\$1100	\$1000	\$900
HALF PAGE	10"w X 10"h 5"w X 19"h	\$620	\$560	\$500	\$440
QUARTER PAGE	10"w X 4.9"h 5"w X 10"h	\$300	\$270	\$240	\$210
SIXTH PAGE	5"w X 7.45"h	\$260	\$235	\$210	\$185
EIGHTH PAGE	5"w X 4.9"h 2.5"w X 10"h	\$150	\$135	\$120	\$110
SIXTEENTH PAGE	5"w X 2.375"h 2.5"w X 4.9"h	\$75	\$70	\$65	\$60
WEBSITE SIDEBAR	5"w X 3"h	\$100	NA	NA	NA

INSERTS

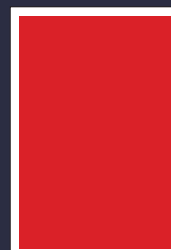
Have a flyer or postcard you'd like us to help distribute?

Size: Min. 4"x5"

Max. 9"x10"

Rates: \$50/1000

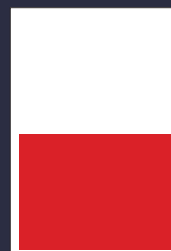
Minimum 5,000 copies



FULL PAGE
10"w X 19"h



1/2 VERTICAL
5"w X 19"h



1/2 HORIZONTAL
10"w X 10"h



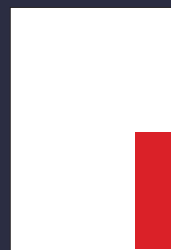
1/4 VERTICAL
5"w X 10"h



1/4 HORIZONTAL
10"w X 4.9"h



1/6 PAGE
5"w X 7.45"h



1/8 VERTICAL
2.5"w X 10"h



1/8 HORIZONTAL
5"w X 4.9"h



1/16 VERTICAL
2.5"w X 4.9"h



1/16 HORIZONTAL
5"w X 2.375"h

Custom ADVERTISING

Do you have a community announcement, getting married or want to honor someone with an obituary? Let our readers know! Your listing will also be available online under our Classifieds page!

STICK TO IT

New! Sticky notes on the front page of the Telegraph is one of the newest ways to be the center of our reader's attention.

**Prices will be quoted.
Contact for pricing.**

*1 post it note per edition.
Deadline: 4 weeks prior to edition.*

CLASSIFIED ADS

Are you offering services, selling a home or products, or looking for employees?

**40 words: \$25 | Add a box or highlight: \$30
Add a photo: \$35 | 2"x2" with logo: \$40**

CUSTOMIZED ADS

Can you only afford \$25? \$35? Tell us what's in your budget and we can create an ad to size!

Open ad rate: \$18.25 per column inch

NON-PROFIT RATES 20% discount

Digital ADVERTISING

The Martin City Telegraph is brought to life online with the responsive, mobile-friendly website, martincitytelegraph.com, and a variety of strong social media channels.

WEBSITE ADS

Be featured on our home page! In addition to our online editions, we feature web ads directly next to stories exclusive to our web page! *Includes link to client website.*

Rate is per issue.

TOP BANNER AD - \$150 biweekly
1170px Width by 90px Height (12"w X 1"h)

WEB SIDE BAR AD - \$100 biweekly
1500px Width by 750px Height (5"w X 3"h)
Averages **16,600+** Views per issue



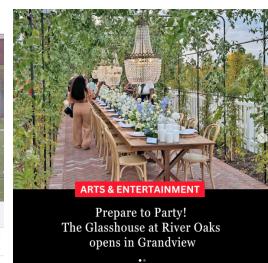
Facebook/Instagram Highlights

Martin City Telegraph
Published by Martin City & South KC at 7:55 AM

Avila University has a newly formed cricket team, and they won the recent Fall Classic Cricket Cup.



See insights and ads
1,114 Views



2,156 Views

2026 Editorial Calendar * Editorial themes may be subject to change.

ISSUE DATE (THURSDAY)	EDITORIAL*	SPACE RESERVATION (MONDAY)	ARTWORK DUE (TUESDAY)
December 30	Resolutions	December 22	December 23
January 15	Health & Wellness	January 12	January 13
January 29	Black History Month	January 26	January 27
February 12	Martin Luther King Jr. Day/ Valentine's Day	February 9	February 10
February 26	Women's History Month	February 23	February 24
March 12	St. Patrick's Day	March 9	March 10
March 26	Election April 7 (Municipal) /Easter	March 23	March 24
April 9	Summer Camps/ Earth Day	April 6	April 7
April 23	Home & Garden / Cinco de Mayo	April 20	April 21
May 7	Wedding & Event Planning / Mother's Day	May 4	May 5
May 21	Guide to Summer Fun / Memorial Day	May 18	May 19
June 4	Travel, Day Trip	June 1	June 2
June 18	Music Day, World Cup Father's Day / Juneteenth	June 15	June 16
July 2	Best of SKC / Independence Day	June 29	June 30
July 16	Dog Days of Summer (Pet Issue)	July 13	July 14
July 30	Election August 4 (Primary)	July 27	July 28
August 13	Back to School	August 10	August 11
August 27	Fall Entertainment/ Labor Day	August 24	August 25
September 10	Fall Sports	September 7	September 8
September 24	Senior Living	September 21	September 22
October 8	Halloween Guide	October 5	October 6
October 22	Special Election Nov. 3 (General) Halloween	October 19	October 20
November 5	Veterans Day	November 2	November 3
November 19	Shop Small / Thanksgiving	November 16	November 17
December 3	Holiday Gift Guide	November 30	December 1
December 17	Last Minute Shopping/ Christmas	December 14	December 15
December 31	Resolutions/ New Years	December 28	December 29



Ad Submissions Requirements

PRINT ADS

- Print ads should be submitted as PDF or JPG files.
- Files must be prepared in a layout program such as InDesign or Photoshop.
- Color ads should be CMYK. Ads will be converted to appropriate color format.
- Ads with an ink density higher than 240% will be converted to the appropriate ink level.
- Ads must be delivered at size. Ads that are submitted with incorrect dimensions will be modified to fit the space that was reserved.
- Partial page ads must have borders or artwork that clearly defines the outer edge of the ad. If no such edge is present, a hairline stroke will be added.

ONLINE ADS

- Web ads should be submitted as JPG or PNG format.
- Color ads should be RGB color mode. Ads will be converted to appropriate color format.
- Minimum resolution is 72 dpi.
- Full URL should be included with ad submission.

IMAGE RESOLUTION

- Minimum photo resolution is 170 dpi.
- Images must be property of the client. We do not accept copyrighted images or images obtained from the Internet.
- Ads must be submitted via an online file transfer site (Dropbox, We Transfer, Hightail) or via e-mail to: info@martincitytelegraph.com.

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*The Martin City Telegraph is locally
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and is published every other Thursday.*

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