

Guthrie County 2026 MEDIA KIT



FROM THE PUBLISHER

Making Guthrie County better — one page at a time

We are once again pleased to bring our lifestyle publications to the residents and businesses of Guthrie County again. We continue to be thankful for the opportunity to offer these publications to you with effective and low-cost advertising options:

- **Lake Panorama Times** is a monthly lifestyle print and digital publication with 100% of its content focusing on local people, places and events of Lake Panorama. It is mailed for free to every property owner at the lake in the second week of each month and is also available for free at www.lakepanoramatimes.com.
- **Guthrie Center Times** is a monthly print and digital lifestyle publication with 100% of its content focusing on local people, places and events of Guthrie Center, Adair and Casey. It is mailed for free to every residential and business address in those communities the third week of each month and is also available for free at www.guthriecentertimes.com.
- **Panora Times** is a monthly lifestyle print and digital publication with 100% of its content focusing on local people, places and events of Panora, Linden, Yale, Jamaica and Bagley. It is mailed for free to every residential and business address in those communities the fourth week of each month and is also available for free at www.panoratimes.com.

- **The Times Vedette** is a twice-weekly digital news publication that is emailed and texted for free on Tuesdays and Fridays and is also available for free at www.gctimesnews.com.

In each of these publications, you will find stories on families, businesses, schools, churches, restaurants, real estate, community events and more. This content drives readership, and, ultimately, advertising results.

We are proving that locally owned, independent publishing companies can succeed in today's digital age. Having said that, we also offer the complete issues of these publications online for free at www.gctimesnews.com, and we market the publications via a network of digital components including email and social media.

We appreciate the opportunity to offer our publications and to make your business, and Guthrie County, better — one page at a time.



Shane Goodman
Publisher
Big Green Umbrella Media
104 Industrial Road
Guthrie Center, IA 50115



Lake Panorama
TIMES

Mailed to all Lake Panorama property owners at their permanent addresses the second Thursday of each month.
www.lakepanoramatimes.com

Guthrie Center
TIMES

Mailed to all residential and business addresses in Guthrie Center, Adair and Casey the third Thursday of each month.
www.guthriecentertimes.com

Panora
TIMES

Mailed to all residential and business addresses in Panora, Linden, Yale, Jamaica and Bagley the fourth Thursday of each month.
www.panoratimes.com

 **TIMES**
Vedette
Guthrie County's noon-time news source!

EMAIL NEWSLETTER RATES

1,220 suscribers
\$85/week 2 issues
DISPLAY AD SIZE: 1080px x 625px

PRINT ADVERTISING RATES (PER PUBLICATION, PER ISSUE)

Size	12x	9x	6x	3x	1x
Back page (full page).....	\$467	\$514	\$565	\$622	\$685
Page 2 (full Page).....	\$467	\$514	\$565	\$622	\$685
Page 3 (full Page).....	\$467	\$514	\$565	\$622	\$685
Full page.....	\$409	\$449	\$495	\$544	\$599
Half page.....	\$246	\$270	\$297	\$328	\$358
Quarter page.....	\$147	\$162	\$178	\$196	\$215
Eighth page.....	\$89	\$96	\$107	\$118	\$130

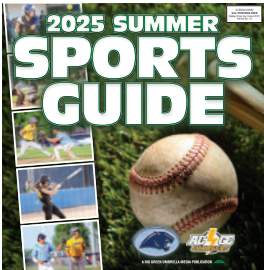
BUY MULTIPLE PUBLICATIONS AND SAVE!

Buy in one publication	Buy in two publications	Buy in all three publications
Full price as listed above	25% off the second publication	50% off the second and third publications

2026 NICHE PUBLICATIONS

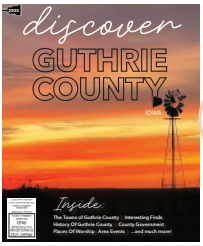


Home Improvement Guides
Inserted into Lake Panorama Times twice a year
Feb. 12, 2026 Deadline: Jan. 26, 2026
Nov. 12, 2026 Deadline: Oct. 26, 2026



Guthrie County Sports Guides
Separate publication mailed to households in ACGC School District and Panora School District four times per year


SPRING
April 16, 2026
Deadline: April 2, 2026
SUMMER
June 4, 2026
Deadline: May 21, 2026
FALL
Sept. 3, 2026
Deadline: Aug. 20, 2026
WINTER
Dec. 10, 2026
Deadline: Nov. 25, 2026



Guthrie County Guide
Mailed to every household in Guthrie County.
June 11, 2026
Deadline: May 11, 2026



Guthrie County Veterans Salute
Inserted into Lake Panorama Times, Panora Times and Guthrie Center Times
Nov. 12, 2026
Deadline: Oct. 19, 2026



Lake Panorama Source
Mailed to Lake homeowners
May 7, 2026
Deadline: Apr. 6, 2026



Guthrie County Calendar
Inserted into Panora Times and Guthrie Center Times
Dec. 17, 2026
Deadline: Nov. 9, 2026

PRINT AD SIZES

Full page..... 10.25" x 10.25"
Vertical half page..... 5" x 10.25"
Horizontal half page 10.25" x 5"
Quarter page..... 5" x 5"
Eighth page..... 5" x 2.5"

Panora Map:
May 14, 2026
Deadline: April 20, 2026

Guthrie Center Map:
July 23, 2026
Deadline: June 29, 2026

2026 PUBLISHING SCHEDULE & DEADLINES

Lake Panorama Times (Distributes 2nd week of month)
Mailed to all Lake Panorama property owners at their permanent addresses. (2,103)

Distribution Date	Deadline
Jan. 8, 2026	Dec. 24, 2025
Feb. 12, 2026	Jan. 29, 2026
March 12, 2026	Feb. 26, 2026
April 9, 2026	March 26, 2026
May 14, 2026	April 30, 2026
June 11, 2026	May 28, 2026
July 9, 2026	June 25, 2026
Aug. 13, 2026	July 30, 2026
Sept. 10, 2026	Aug. 27, 2026
Oct. 8, 2026	Sept. 24, 2026
Nov. 12, 2026	Oct. 29, 2026
Dec. 10, 2026	Nov. 25, 2026

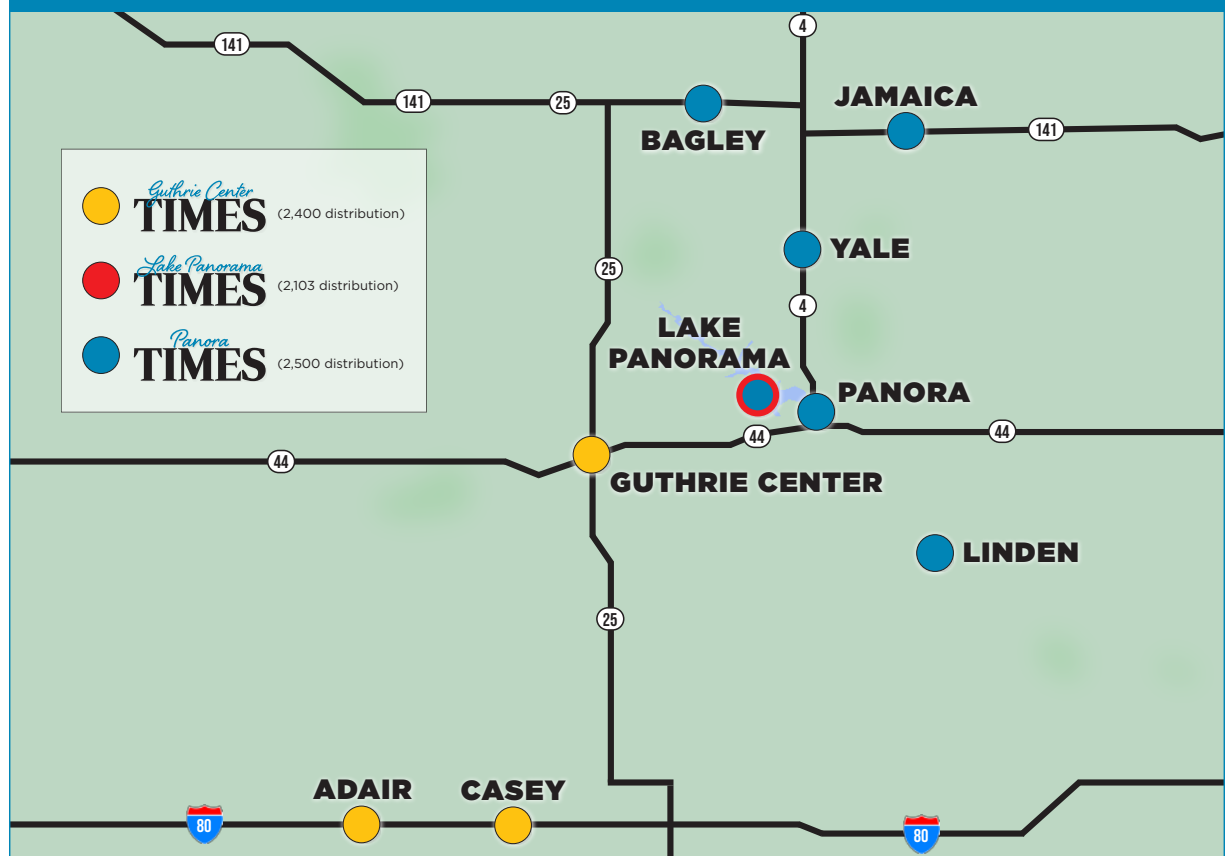
Guthrie Center Times (Distributes 3rd week of month)
Mailed to all residential and business addresses in Guthrie Center, Adair and Casey (2,602)

Distribution Date	Deadline
Jan. 15, 2026	Dec. 31, 2025
Feb. 19, 2026	Feb. 5, 2026
March 19, 2026	March 5, 2026
April 16, 2026	April 2, 2026
May 21, 2026	May 7, 2026
June 18, 2026	June 4, 2026
July 16, 2026	July 2, 2026
Aug. 20, 2026	Aug. 6, 2026
Sept. 17, 2026	Sept. 3, 2026
Oct. 15, 2026	Oct. 1, 2026
Nov. 19, 2026	Nov. 5, 2026
Dec. 17, 2026	Dec. 3, 2026

Panora Times (Distributes 4th week of month)
Mailed to all residential and business addresses in Panora, Linden, Yale, Jamaica and Bagley. (2,625)

Distribution Date	Deadline
Jan. 22, 2026	Jan. 8, 2026
Feb. 26, 2026	Feb. 12, 2026
March 26, 2026	March 12, 2026
April 23, 2026	April 9, 2026
May 28, 2026	May 14, 2026
June 25, 2026	June 11, 2026
July 23, 2026	July 9, 2026
Aug. 27, 2026	Aug. 13, 2026
Sept. 24, 2026	Sept. 10, 2026
Oct. 22, 2026	Oct. 8, 2026
Nov. 26, 2026	Nov. 12, 2026
Dec. 24, 2026	Dec. 10, 2026

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