

ADVERTISING RATE SHEET

ADVERTISING RATES									
2 COLUMN by		3 COLUMNS by		4 COLUMNS by		5 COLUMNS by		6 COLUMNS by	
2 in.	\$20	2 in.	\$30	3 in.	\$60	3 in.	\$75	3 in.	\$90
2½ in.*	\$25	3 in.	\$45	4 in.	\$80	4 in.	\$100	4 in.	\$120
3 in.	\$30	4 in.	\$60	5 in.	\$100	5 in.	\$125	5 in.	\$150
4 in.	\$40	5 in.	\$75	6 in.	\$120	6 in.	\$150	6 in.	\$180
5 in.	\$50	6 in.	\$90	7 in.	\$140	7 in.	\$175	6 ½ in.*	\$175
6 in.	\$60	6 ½ in.*	\$87	8 in.	\$160	8 in.	\$200	7 in.	\$210
7 in.	\$70	7 in.	\$105	9 in.	\$180	9 in.	\$225	8 in.	\$240
8 in.	\$80	8 in.	\$120	10 in.	\$200	10 in.	\$250	9 in.	\$270
9 in.	\$90	9 in.	\$135	11 in.	\$220	11 in.	\$275	10 in.	\$300
10 in.	\$100	10 in.	\$150	12 in.	\$240	12 in.	\$300	11 in.	\$330
11 in.	\$110	11 in.	\$165	13 in.	\$260	13 in.	\$325	12 in.	\$360
12 in.	\$120	12 in.	\$180	--	--	--	--	13 in.*	\$350
13 in.	\$130	13 in.	\$195	--	--	--	--	--	--

Note: The basic advertising rate is \$5 per column inch. For example a 6 column wide ad that is 4 inches tall would be 6 col. X 4 inches = 24 col. Inches X \$5 per col. Inch = \$120.

* SPECIALIZED SIZES:

	SIZE	COST
BUSINESS CARD	2 columns by 2½ inches	\$25
QUARTER PAGE	3 columns by 6½ inches	\$87
HALF PAGE	6 columns by 6½ inches	\$175
FULL PAGE	6 columns by 13 inches	\$350

Inserts

We generally encourage advertisers to run display ads because inserts fall out. However we will work with advertisers on a cost based on the size of the insert and the rates above.

DISCOUNTS:

A discount of \$10 dollars is offered for a QUARTER PAGE ad - \$87
 A discount of \$20 dollars is offered for a HALF PAGE ad - \$175
 A discount of \$40 dollars is offered for a FULL PAGE ad - \$350

Three or More Issues Discount: 5%
 Six or More Issues Discount: 10%
 Eight Issue Discount: 15%

MINIMUM SIZE FOR DISPLAY AD:

2 columns by 2 inches
 3 columns by 2 inches
 4 columns by 3 inches
 5 columns by 3 inches
 6 columns by 3 inches

COLUMN WIDTHS:

2 columns is 3 inches
 3 columns is 4.5 inches
 4 columns is 6 inches
 5 columns is 7.5 inches
 6 columns is 9 inches