

Advertising Rates and Column Sizes

Column Sizes

One full page= 11.5 inches wide x 21.5 inches tall (Broadsheet)
Line screen= 85 percent

1 column= 1 ³/₄ inches wide

2 column= 3 ⁵/₈ inches wide

3 column= 5 ⁹/₁₆ inches wide

4 column= 7 ¹/₂ inches wide

5 column= 9 ⁹/₁₆ inches wide

6 column= 11 ¹/₂ inches wide

Column x Inches

Quarter page = 31.5" (3 columns x 10.5")

Half page = 63" (6 columns x 10.5" or 3 columns x 21.5")

Full page = 129" (6 columns x 21.5")

	<u>Local</u>	<u>National</u>
Quarter page	\$811.97	\$1016.17
Half page	\$1623.92	\$2032.33
Full page	\$3325.18	\$4161.44

For 4-color ads, add \$300 above cost

Inserts: \$60.00 per thousand

ALL PRICES QUOTED ARE NET !

DEADLINE: Materials are due by Friday noon, prior to the week of insertion. We are distributed on Thursday of each week with a Saturday's publication date. We also ask that you fax your insertion order for space reservations as soon as possible.