

display rates

SMART MONEY BUYS HERE!

SIZE <i>Col. wide x inches high</i>	OPEN <i>1 ad/1 week</i>	8 ADS <i>in 8 weeks - 15%</i>	13 ADS <i>in 13 weeks - 20%</i>	26 ADS <i>in 26 weeks - 25%</i>	52 ADS <i>in 52 weeks - 32%</i>	COLOR	
5x12.5" (full page)	62.5 in.	1895	1610	1516	1421	1298	285
4x12.5"	50 in.	1579	1341	1263	1184	1084	285
3x12.5"	37.5in.	1234	1050	988	927	847	285
4x9.333"	37.33in.	1223	1039	978	917	839	285
5x6.166"/2.5x12.5" (half)	31.25in.	1020	866	815	765	700	285
3x9.333" (junior page)	28in.	924	785	740	693	634	200
2x12.5"	25in.	829	704	663	622	569	200
3x8.25"	24.75in.	828	703	662	621	568	200
4x6.166"	24.66in.	824	701	660	619	563	200
3x6.166"/2x9.333"	18.66in.	625	531	500	469	431	200
2x8.25"	16.5in.	565	480	451	423	386	160
2.5x6.166" (quarter page)	15.42in.	524	445	419	393	359	160
1x12.5"	12.5in.	423	360	338	318	289	160
2x6.166" (fifth page)	12.33	420	356	336	314	287	160
3x4.042"	12.13in	414	352	332	310	286	160
1x9.333"	9.33in	315	268	253	237	216	160
3x3"	9in.	303	258	243	228	208	160
1x8.25"	8.25in.	286	243	229	214	197	160
2x4.042" (small square)	8.08in.	278	237	222	208	189	100
1x6.166"	6.16in.	214	183	172	161	148	100
2x3" (big business card)	6in.	206	175	165	154	140	100
1x4.042"	4.04in.	146	124	117	110	100	100
1x3"	3in.	108	92	86	81	75	100

YEARLY BULK RATES (52 weeks)

3,500 column inches or more	\$16.95/col. in.
2,000" up to 3,499"	\$19.18/col. in.
1,375" up to 1,999"	\$20.48/col. in.
850" up to 1,374"	\$22.66/col. in.
550" up to 849"	\$23.82/col. in.
375" up to 549"	\$26.36/col. in.
250" up to 374"	\$27.48/col. in.
150" up to 249"	\$28.95/col. in.
75" up to 149"	\$30.21/col. in.

COLUMN SIZES

1 column	1.75"
2 columns	3.667"
2.5 columns	4.583"
3 columns	5.541"
4 columns	7.458"
5 columns	9.375"

STANDARD HEIGHTS

Ads must fit one of six standard heights: 3", 4.042", 6.166", 8.25", 9.333", or 12.5"

Ads submitted in an incorrect size will be reordered.

COLOR

High-quality process cmyk color is available.

BLEED

Full page ad..... 10.125" x 13.25" + .25" bleed on all sides

Bulk rates are provided for advertisers who have indefinite schedules or seasonal budgets and cannot accommodate our weekly or every-other week frequency schedules. Bulk Contracts do require 40% fulfillment of the contract at the half-way point (for example, with a Bulk Contract for 375", 150" must have run after 26 weeks) or the Advertiser's contract may be subject to a Short Rate.

All guidelines published in our Copy and Contract Regulations apply to these Bulk Rates, and the Publisher reserves the right to cancel these contracts at any time resulting from lack of payment, perceived inability to fulfill our contract terms, or any other cause.

Effective 1/1/2016