

**Serving our
community
since 1996.**

RECORDING OUR TIME. EVERY WEEK ALL YEAR.

DISCOUNTS

- Discounts are cumulative.
- Maximum discount = 30% off.
- Discounts apply to all ads except those under the 1/5 Page Deal, some premium placements & other promotions.
 - 5% off – 12 issues
 - 5% off – 24 issues
 - 5% off – 36 issues
 - 5% off – 52 issues
 - 5% off – Nonprofit
 - 5% off – Prepay in full

LARGE AD RATES**

- Full page BW: \$1,105.00
- Full page color: \$1,185.00
- 4/5 page BW: \$820.00
- 4/5 page color: \$910.00
- 1/2 Page BW - \$595.00
- 1/2 Page Color - \$685.00
- 2/5 page BW: \$415.00
- 2/5 page color: 505.00
- 1/4 Page BW - \$290.00
- 1/4 Page Color - \$385.00
- 1/5 page BW: \$218.00
- 1/5 page color: \$312.00

FIFTH PAGE DEAL*

- 25% discount for 22 issues or more
- 30% discount for 42 issues or more

PREMIUM AD RATES**

- Front page section 1: \$795.00 (Extra Tall \$995)
- Front page section 2 and up: \$615.00 (Extra Tall \$795)
- Full page back page: \$1,300.00
- 4/5 page back page: \$980.00
- 2/5 page back page: \$555.00
- 1/5 page back page: \$330.00

**Ask an advertising representative about discounts for premium placement ads.



DIMENSIONS:

1/5 page
4.75" wide x 8.5" tall, 6.5" wide x 6" tall, or 9.88" wide x 4" tall

1/4 page
4.75" wide x 10" tall, 6.5" wide x 7.5" tall or 9.88" wide x 5" tall

2/5 page
4.75" wide x 17" tall or 6.5" wide x 12" tall or 9.88" wide x 8.5" tall

1/2 page
4.75" wide x 21.5" tall or 9.88" wide x 10" tall

4/5 page
9.88" wide x 17" tall

Full page
9.88" wide x 21.5" tall (64.5 total column inches)

Front Page Section 1
8.88" wide x 8.5" tall or 8.88" wide x 10" tall (additional \$200)

Front Page of Section 2 and up
Dimensions: 9.88" wide x 8.5" tall or 8.88" wide x 10" tall (additional \$180)

one column inch
3.125 inches wide by 1 inch tall
\$21.00 per column inch
\$9 to add full color per column inch (\$90 maximum)

Column Inches	2022 Rates	With Color
1	\$21.00	\$30.00
2	\$42.00	\$60.00
3	\$63.00	\$90.00
4	\$84.00	\$120.00
5	\$105.00	\$150.00
6	\$126.00	\$180.00
7	\$147.00	\$210.00
8	\$168.00	\$240.00
9	\$189.00	\$270.00
10	\$210.00	\$300.00
11	\$231.00	\$321.00
12	\$252.00	\$342.00
13	\$273.00	\$363.00
14	\$294.00	\$384.00
15	\$315.00	\$405.00
16	\$336.00	\$426.00
17	\$357.00	\$447.00
18	\$378.00	\$468.00
19	\$399.00	\$489.00
20	\$420.00	\$510.00
21	\$441.00	\$531.00
22	\$462.00	\$552.00
23	\$483.00	\$573.00
24	\$504.00	\$594.00
25	\$525.00	\$615.00
26	\$546.00	\$636.00
27	\$567.00	\$657.00
28	\$588.00	\$678.00
29	\$609.00	\$699.00
30	\$630.00	\$720.00
31	\$651.00	\$741.00
32	\$672.00	\$762.00
33	\$693.00	\$783.00
34	\$714.00	\$804.00
35	\$735.00	\$825.00
36	\$756.00	\$846.00
37	\$777.00	\$867.00
38	\$798.00	\$888.00
39	\$819.00	\$909.00
40	\$840.00	\$930.00
41	\$861.00	\$951.00
42	\$882.00	\$972.00
43	\$903.00	\$993.00
44	\$924.00	\$1,014.00
45	\$945.00	\$1,035.00
46	\$966.00	\$1,056.00
47	\$987.00	\$1,077.00
48	\$1,008.00	\$1,098.00
49	\$1,029.00	\$1,119.00
50	\$1,050.00	\$1,140.00
51	\$1,071.00	\$1,161.00
52	\$1,092.00	\$1,182.00
53	\$1,113.00	\$1,203.00
54	\$1,134.00	\$1,224.00
55	\$1,155.00	\$1,245.00
56	\$1,176.00	\$1,266.00
57	\$1,197.00	\$1,287.00
58	\$1,218.00	\$1,308.00
59	\$1,239.00	\$1,329.00
60	\$1,260.00	\$1,350.00
61	\$1,281.00	\$1,371.00
62	\$1,302.00	\$1,392.00
63	\$1,323.00	\$1,413.00
64	\$1,344.00	\$1,434.00