

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: \$1,125.00
- Full page color: \$1,205.00
- 4/5 page BW: \$865.00
- 4/5 page color: \$955.00
- 1/2 Page BW - \$630.00
- 1/2 Page Color - \$720.00
- 2/5 page BW: \$440.00
- 2/5 page color: \$525.00
- 1/4 Page BW - \$310.00
- 1/4 Page Color - \$400.00
- 1/5 page BW: \$235.00
- 1/5 page color: \$325.00

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: \$1,025.00
- 2/5 page back page: \$575.00
- 1/5 page back page: \$350.00

**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 17.25" 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 17.25" 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)

| Column Inches | 2023 Rates | With Color |
|---------------|------------|------------|
| 1 | \$21.50 | \$31.50 |
| 2 | \$43.00 | \$63.00 |
| 3 | \$64.50 | \$94.50 |
| 4 | \$86.00 | \$126.00 |
| 5 | \$107.50 | \$157.50 |
| 6 | \$129.00 | \$189.00 |
| 7 | \$150.50 | \$220.50 |
| 8 | \$172.00 | \$252.00 |
| 9 | \$193.50 | \$283.50 |
| 10 | \$215.00 | \$315.00 |
| 11 | \$236.50 | \$336.50 |
| 12 | \$258.00 | \$358.00 |
| 13 | \$279.50 | \$379.50 |
| 14 | \$301.00 | \$401.00 |
| 15 | \$322.50 | \$422.50 |
| 16 | \$344.00 | \$444.00 |
| 17 | \$365.50 | \$465.50 |
| 18 | \$387.00 | \$487.00 |
| 19 | \$408.50 | \$508.50 |
| 20 | \$430.00 | \$530.00 |
| 21 | \$451.50 | \$551.50 |
| 22 | \$473.00 | \$573.00 |
| 23 | \$494.50 | \$594.50 |
| 24 | \$516.00 | \$616.00 |
| 25 | \$537.50 | \$637.50 |
| 26 | \$559.00 | \$659.00 |
| 27 | \$580.50 | \$680.50 |
| 28 | \$602.00 | \$702.00 |
| 29 | \$623.50 | \$723.50 |
| 30 | \$645.00 | \$745.00 |
| 31 | \$666.50 | \$766.50 |
| 32 | \$688.00 | \$788.00 |
| 33 | \$709.50 | \$809.50 |
| 34 | \$731.00 | \$831.00 |
| 35 | \$752.50 | \$852.50 |
| 36 | \$774.00 | \$874.00 |
| 37 | \$795.50 | \$895.50 |
| 38 | \$817.00 | \$917.00 |
| 39 | \$838.50 | \$938.50 |
| 40 | \$860.00 | \$960.00 |
| 41 | \$881.50 | \$981.50 |
| 42 | \$903.00 | \$1,003.00 |
| 43 | \$924.50 | \$1,024.50 |
| 44 | \$946.00 | \$1,046.00 |
| 45 | \$967.50 | \$1,067.50 |
| 46 | \$989.00 | \$1,089.00 |
| 47 | \$1,010.50 | \$1,110.50 |
| 48 | \$1,032.00 | \$1,132.00 |
| 49 | \$1,053.50 | \$1,153.50 |
| 50 | \$1,075.00 | \$1,175.00 |
| 51 | \$1,096.50 | \$1,196.50 |
| 52 | \$1,118.00 | \$1,218.00 |
| 53 | \$1,139.50 | \$1,239.50 |
| 54 | \$1,161.00 | \$1,261.00 |
| 55 | \$1,182.50 | \$1,282.50 |
| 56 | \$1,204.00 | \$1,304.00 |
| 57 | \$1,225.50 | \$1,325.50 |
| 58 | \$1,247.00 | \$1,347.00 |
| 59 | \$1,268.50 | \$1,368.50 |
| 60 | \$1,290.00 | \$1,390.00 |
| 61 | \$1,311.50 | \$1,411.50 |
| 62 | \$1,333.00 | \$1,433.00 |
| 63 | \$1,354.50 | \$1,454.50 |
| 64 | \$1,376.00 | \$1,476.00 |

one column inch
3.125 inches wide by 1 inch tall
\$21.50 per column inch
\$10.00 to add full color per column inch (\$100 maximum)