

CELEBRATING OUR

25th
YEAR

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: \$900.00
 1/2 Page BW - \$595.00
 1/2 Page Color - \$675.00
 2/5 page BW: \$415.00
 2/5 page color: \$495.00
 1/4 Page BW - \$290.00
 1/4 Page Color - \$370.00
 1/5 page BW: \$212.00
 1/5 page color: \$292.00

FIFTH PAGE DEAL*

25% discount for 20 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 or 3: \$615.00
 Full page back page: \$1,300.00
 4/5 page back page: \$980.00
 2/5 page back page: \$550.00
 1/5 page back page: \$325.00

**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 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 7.5" tall
 or 8.88" wide x 10" tall (additional \$200)

Front Page Section 2 or 3
 Dimensions: 9.88" wide x 8.5" tall

Column Inches	2020 Rates	With Color
1	\$20.60	\$28.60
2	\$41.20	\$57.20
3	\$61.80	\$85.80
4	\$82.40	\$114.40
5	\$103.00	\$143.00
6	\$123.60	\$171.60
7	\$144.20	\$200.20
8	\$164.80	\$228.80
9	\$185.40	\$257.40
10	\$206.00	\$286.00
11	\$226.60	\$306.60
12	\$247.20	\$327.20
13	\$267.80	\$347.80
14	\$288.40	\$368.40
15	\$309.00	\$389.00
16	\$329.60	\$409.60
17	\$350.20	\$430.20
18	\$370.80	\$450.80
19	\$391.40	\$471.40
20	\$412.00	\$492.00
21	\$432.60	\$512.60
22	\$453.20	\$533.20
23	\$473.80	\$553.80
24	\$494.40	\$574.40
25	\$515.00	\$595.00
26	\$535.60	\$615.60
27	\$556.20	\$636.20
28	\$576.80	\$656.80
29	\$597.40	\$677.40
30	\$618.00	\$698.00
31	\$638.60	\$718.60
32	\$659.20	\$739.20
33	\$679.80	\$759.80
34	\$700.40	\$780.40
35	\$721.00	\$801.00
36	\$741.60	\$821.60
37	\$762.20	\$842.20
38	\$782.80	\$862.80
39	\$803.40	\$883.40
40	\$824.00	\$904.00
41	\$844.60	\$924.60
42	\$865.20	\$945.20
43	\$885.80	\$965.80
44	\$906.40	\$986.40
45	\$927.00	\$1,007.00
46	\$947.60	\$1,027.60
47	\$968.20	\$1,048.20
48	\$988.80	\$1,068.80
49	\$1,009.40	\$1,089.40
50	\$1,030.00	\$1,110.00
51	\$1,050.60	\$1,130.60
52	\$1,071.20	\$1,151.20
53	\$1,091.80	\$1,171.80
54	\$1,112.40	\$1,192.40
55	\$1,133.00	\$1,213.00
56	\$1,153.60	\$1,233.60
57	\$1,174.20	\$1,254.20
58	\$1,194.80	\$1,274.80
59	\$1,215.40	\$1,295.40
60	\$1,236.00	\$1,316.00
61	\$1,256.60	\$1,336.60
62	\$1,277.20	\$1,357.20
63	\$1,297.80	\$1,377.80
64.5	\$1,328.70	\$1,408.70

one column inch
 3.125 inches wide by 1 inch tall
 \$20.60 per column inch
 \$8 to add full color per column inch (\$80 maximum)