

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 - \$380.00
 1/5 page BW: \$215.00
 1/5 page color: \$305.00

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 or 3: \$615.00
 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: \$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 or
 6.5" wide x 12" 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

one column inch
 3.125 inches wide by 1 inch tall
 \$20.80 per column inch
 \$9 to add full color per column inch (\$80 maximum)

Column Inches	2021 Rates	With Color
1	\$20.80	\$29.80
2	\$41.60	\$59.60
3	\$62.40	\$89.40
4	\$83.20	\$119.20
5	\$104.00	\$149.00
6	\$124.80	\$178.80
7	\$145.60	\$208.60
8	\$166.40	\$238.40
9	\$187.20	\$268.20
10	\$208.00	\$298.00
11	\$228.80	\$318.80
12	\$249.60	\$339.60
13	\$270.40	\$360.40
14	\$291.20	\$381.20
15	\$312.00	\$402.00
16	\$332.80	\$422.80
17	\$353.60	\$443.60
18	\$374.40	\$464.40
19	\$395.20	\$485.20
20	\$416.00	\$506.00
21	\$436.80	\$526.80
22	\$457.60	\$547.60
23	\$478.40	\$568.40
24	\$499.20	\$589.20
25	\$520.00	\$610.00
26	\$540.80	\$630.80
27	\$561.60	\$651.60
28	\$582.40	\$672.40
29	\$603.20	\$693.20
30	\$624.00	\$714.00
31	\$644.80	\$734.80
32	\$665.60	\$755.60
33	\$686.40	\$776.40
34	\$707.20	\$797.20
35	\$728.00	\$818.00
36	\$748.80	\$838.80
37	\$769.60	\$859.60
38	\$790.40	\$880.40
39	\$811.20	\$901.20
40	\$832.00	\$922.00
41	\$852.80	\$942.80
42	\$873.60	\$963.60
43	\$894.40	\$984.40
44	\$915.20	\$1,005.20
45	\$936.00	\$1,026.00
46	\$956.80	\$1,046.80
47	\$977.60	\$1,067.60
48	\$998.40	\$1,088.40
49	\$1,019.20	\$1,109.20
50	\$1,040.00	\$1,130.00
51	\$1,060.80	\$1,150.80
52	\$1,081.60	\$1,171.60
53	\$1,102.40	\$1,192.40
54	\$1,123.20	\$1,213.20
55	\$1,144.00	\$1,234.00
56	\$1,164.80	\$1,254.80
57	\$1,185.60	\$1,275.60
58	\$1,206.40	\$1,296.40
59	\$1,227.20	\$1,317.20
60	\$1,248.00	\$1,338.00
61	\$1,268.80	\$1,358.80
62	\$1,289.60	\$1,379.60
63	\$1,310.40	\$1,400.40
64	\$1,331.20	\$1,421.20