

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: \$1,120.00
- Full page color: \$1,200.00
- 4/5 page BW: \$860.00
- 4/5 page color: \$950.00
- 1/2 Page BW - \$625.00
- 1/2 Page Color - \$715.00
- 2/5 page BW: \$435.00
- 2/5 page color: \$520.00
- 1/4 Page BW - \$305.00
- 1/4 Page Color - \$395.00
- 1/5 page BW: \$230.00
- 1/5 page color: \$320.00

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: \$570.00
- 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)

one column inch
3.125 inches wide by 1 inch tall
\$21.25 per column inch
\$9.50 to add full color per column inch (\$95 maximum)

Column Inches	2022 Rates	With Color
1	\$21.25	\$30.75
2	\$42.50	\$61.50
3	\$63.75	\$92.25
4	\$85.00	\$123.00
5	\$106.25	\$153.75
6	\$127.50	\$184.50
7	\$148.75	\$215.25
8	\$170.00	\$246.00
9	\$191.25	\$276.75
10	\$212.50	\$307.50
11	\$233.75	\$328.75
12	\$255.00	\$350.00
13	\$276.25	\$371.25
14	\$297.50	\$392.50
15	\$318.75	\$413.75
16	\$340.00	\$435.00
17	\$361.25	\$456.25
18	\$382.50	\$477.50
19	\$403.75	\$498.75
20	\$425.00	\$520.00
21	\$446.25	\$541.25
22	\$467.50	\$562.50
23	\$488.75	\$583.75
24	\$510.00	\$605.00
25	\$531.25	\$626.25
26	\$552.50	\$647.50
27	\$573.75	\$668.75
28	\$595.00	\$690.00
29	\$616.25	\$711.25
30	\$637.50	\$732.50
31	\$658.75	\$753.75
32	\$680.00	\$775.00
33	\$701.25	\$796.25
34	\$722.50	\$817.50
35	\$743.75	\$838.75
36	\$765.00	\$860.00
37	\$786.25	\$881.25
38	\$807.50	\$902.50
39	\$828.75	\$923.75
40	\$850.00	\$945.00
41	\$871.25	\$966.25
42	\$892.50	\$987.50
43	\$913.75	\$1,008.75
44	\$935.00	\$1,030.00
45	\$956.25	\$1,051.25
46	\$977.50	\$1,072.50
47	\$998.75	\$1,093.75
48	\$1,020.00	\$1,115.00
49	\$1,041.25	\$1,136.25
50	\$1,062.50	\$1,157.50
51	\$1,083.75	\$1,178.75
52	\$1,105.00	\$1,200.00
53	\$1,126.25	\$1,221.25
54	\$1,147.50	\$1,242.50
55	\$1,168.75	\$1,263.75
56	\$1,190.00	\$1,285.00
57	\$1,211.25	\$1,306.25
58	\$1,232.50	\$1,327.50
59	\$1,253.75	\$1,348.75
60	\$1,275.00	\$1,370.00
61	\$1,296.25	\$1,391.25
62	\$1,317.50	\$1,412.50
63	\$1,338.75	\$1,433.75
64	\$1,360.00	\$1,455.00