



Advertising Rate Sheet

November 15, 2022

ADVERTISING POLICIES

Multi-edition advertisers may change their content per-edition, but must maintain the same ad size.

Multi-edition advertisers will retain their location in the newspaper until one day before the first unpaid edition is sent to press.

Advertisement widths must conform to an integer number of columns (2, 3, 4, & 6).

Advertisements cannot be one column wide.

2 columns = 3.2037"

3 columns = 4.8751"

4 columns = 6.5464"

Advertisements cannot be five columns wide.

6 columns = 9.889"

Advertisements that do not conform to one of the four acceptable widths will be resized to the nearest acceptable width, which may result in an increase in the price for the advertisement.

Custom ad sizes are permissible. Minimum height is 2". Maximum height is 18.75" or 20.75".

Base price: \$12/column-inch

NON-PROFIT DISCOUNT

Non-profit discount -20%

COMMON AD SIZES & COSTS

Wide ads are less expensive than tall ads. However, for the purpose of the following common ad sizes, all configurations for a particular size will be charged the single-edition rate for the least expensive configuration.

Minimum Advertisement

2 columns (3.2037") x 2.000" \$48.00

Eighth Page

2 columns (3.2037") x 8.000" \$186.75

3 columns (4.8751") x 5.261"

4 columns (6.5464") x 3.918"

6 columns (9.889") x 2.594"

Quarter Page

2 columns (3.2037") x 16.000" \$373.50

3 columns (4.8751") x 10.523"

4 columns (6.5464") x 7.836"

6 columns (9.889") x 5.188"

Third Page

2 columns (3.2037") x 21.750" \$498.00

3 columns (4.8751") x 14.000"

4 columns (6.5464") x 10.450"

6 columns (9.889") x 6.917"

Half Page

3 columns (4.8751") x 21.750" \$747.00

6 columns (9.889") x 10.375"

Full Page

6 columns (9.889") x 20.750" \$1,494.00

COMMON AD PREMIUM LOCATIONS

Front page +10%

Back page +5%

PROFESSIONALS & SERVICES ADS

Local Professionals (1x1.5324") \$15

Regional Professionals (1x1.5324") \$18

ADVERTISING FREQUENCY DISCOUNT

4X (one month) -15%

8X (two months) -20%

13X (three months) -30%

26X (six months) -40%

52X (twelve months) -50%

EXAMPLE APPLICATION OF DISCOUNT

A quarter-page ad, six months, front page, by a non-profit would have a discount of -40+10-20 = -50% and would be charged \$373.50 * 26 * 0.50 = \$4,855.50.

SPECIAL ADS

Classifieds 25¢/word, 25 word minimum, \$10/photo

Obituaries Free, subject to editing for length

Legal (Government) 15¢/word, 25 word minimum

Legal (Private) 20¢/word, 25 word minimum

Inserts \$120/1,000 inserts. Inserts must be provided.

Contact us to determine quantities.