

# Advertising Rates (non-profit)

## DISPLAY AD PRICES

Based on work provided by customer<sup>2</sup>

Number of Editions	Black & White Ad Size <sup>1</sup> (Cost per ad per edition)				
	Buss Card	Eight Page	Quarter Page	Half Page	Full Page
1	\$ 100.00	\$ 250.00	\$ 450.00	\$ 700.00	\$ 1,200.00
2	\$ 98.00	\$ 245.00	\$ 441.00	\$ 686.00	\$ 1,176.00
3	\$ 95.00	\$ 237.50	\$ 427.50	\$ 665.00	\$ 1,140.00
4	\$ 92.00	\$ 230.00	\$ 414.00	\$ 644.00	\$ 1,104.00
5	\$ 90.00	\$ 225.00	\$ 405.00	\$ 630.00	\$ 1,080.00
6	\$ 85.00	\$ 212.50	\$ 382.50	\$ 595.00	\$ 1,020.00
7	\$ 80.00	\$ 200.00	\$ 360.00	\$ 560.00	\$ 960.00
8	\$ 75.00	\$ 187.50	\$ 337.50	\$ 525.00	\$ 900.00
9	\$ 70.00	\$ 175.00	\$ 315.00	\$ 490.00	\$ 840.00
10	\$ 65.00	\$ 162.50	\$ 292.50	\$ 455.00	\$ 780.00
11	\$ 60.00	\$ 150.00	\$ 270.00	\$ 420.00	\$ 720.00
12	\$ 50.00	\$ 125.00	\$ 225.00	\$ 350.00	\$ 600.00

Number of Editions	Color Ad Size <sup>1</sup> (Cost per ad per edition)				
	Buss Card	Eight Page	Quarter Page	Half Page	Full Page
1	\$ 150.00	\$ 375.00	\$ 675.00	\$ 1,050.00	\$ 1,800.00
2	\$ 147.00	\$ 367.50	\$ 661.50	\$ 1,029.00	\$ 1,764.00
3	\$ 142.50	\$ 356.25	\$ 641.25	\$ 997.50	\$ 1,710.00
4	\$ 138.00	\$ 345.00	\$ 621.00	\$ 966.00	\$ 1,656.00
5	\$ 135.00	\$ 337.50	\$ 607.50	\$ 945.00	\$ 1,620.00
6	\$ 127.50	\$ 318.75	\$ 573.75	\$ 892.50	\$ 1,530.00
7	\$ 120.00	\$ 300.00	\$ 540.00	\$ 840.00	\$ 1,440.00
8	\$ 112.50	\$ 281.25	\$ 506.25	\$ 787.50	\$ 1,350.00
9	\$ 105.00	\$ 262.50	\$ 472.50	\$ 735.00	\$ 1,260.00
10	\$ 97.50	\$ 243.75	\$ 438.75	\$ 682.50	\$ 1,170.00
11	\$ 90.00	\$ 225.00	\$ 405.00	\$ 630.00	\$ 1,080.00
12	\$ 75.00	\$ 187.50	\$ 337.50	\$ 525.00	\$ 900.00

### Display Ad deadlines<sup>2</sup>:

Camera ready materials and/or Digital Files: due the 18th of each month prior to publication date

## PRE-PRINTED INSERTS

Based on 5,000 total circulation

Number of Editions >>	1	3	6	9	12
Price per 1000's >>>>>	\$ 150.00	\$ 140.00	\$ 130.00	\$ 120.00	\$ 110.00

### Display Ad deadlines<sup>2</sup>:

Prepared hardcopy Inserts: due the 18th of each month prior to publication date

<sup>1</sup> Refer to Display Sizes sheet for reference to sizes and options

<sup>2</sup> Datelines may vary on holiday weeks - See specifications and conditions sheet for more instructions on Display Ads and Pre-printed Inserts