

Ad Specs & Rates

Size	Width (in.)	Height (in.)	Cash Price	10% Discount 4 weeks w/o changes (1 wk.)
Front Page:	10.25	12.1	\$440.00	N/A
Front Page #2:	10.25	15.25	\$385.00	N/A
Back Page 1 or 2:	10.25	15.25	\$355.00	N/A
Full Page:	10.25	15.25	\$255.00	918.00 (229.50)
Full Page w/process color:	10.25	15.25	\$330.00	1218.00 (304.50)
Center Spread:	21.25	15.25	\$600.00	2160.00 (540.00)
3/4 Page: color + \$50/wk	10.25	11.35	\$225.00	810.00 (202.50)
2/3 Page: color + \$50/wk	6.75	15.25	\$195.00	702.00 (175.50)
	10.25	10.05		
1/2 Page: color + \$50/wk	10.25	7.5	\$145.00	522.00 (130.50)
	6.75	11.35		
	5	15.25		
1/3 Page: color + \$50/wk	3.25	15.25	\$105.00	378.00 (94.50)
	5	10.05		
	6.75	7.5		
	10.25	4.9		
1/4 Page: color + \$32.50/wk	5	7.5	\$85.00	306.00 (76.50)
	6.8	5.55		
	3.25	11.35		
	10.25	3.65		
1/6 Page: color + \$32.50/wk	5	4.9	\$64.00	230.40 (57.60)
	3.25	7.5		
	6.75	3.65		
1/8 Page: color + \$32.50/wk	5	3.65	\$52.00	187.20 (46.80)
	3.25	5.55		
	6.75	2.65		
1/9 Page: color + \$32.50/wk	3.25	4.9	\$43.00	154.80 (38.70)
1/12 Page: color + \$20/wk	3.25	3.65	\$35.00	126.00 (31.50)
	5	2.3		
1/16 Page: color + \$20/wk	3.25	2.65	\$27.00	97.20 (24.30)
	5	1.7		
Business Card: color + \$20/wk	3.25	1.7	\$18.00	64.80 (16.20)
	1.5	3.65		
Small Display: color + \$20/wk	3.25	.95	\$14.00	50.40 (12.60)

BUS. SERVICES: 5.50 per week - 4 WEEKS MINIMUM(22.00) (24.20 Billed Rate)
up to 35 words (10¢ each additional word)

ALL CLASSIFIED ADVERTISEMENTS - \$4.00 up to 35 words (10¢ per additional word)

FLYER INSERTIONS: \$45.00 per 1,000- plus cost of mailing - Call for quote.

DEADLINE: SATURDAY AT 2:00 PM for Tuesday's paper (published weekly).

Color is on a space available basis; call for details.

Prices Effective January 1, 2008

Prices subject to change



SMART SHOPPER

181 Main St. • P O BOX 337 • E. WATERBORO, ME. 04030

Phone (207) 247-3099/ Fax 247-5099 • e-mail: Smartshopper@roadrunner.com

Visit us at: www.thesmartshopperonline.com