

# Ad Specs & Rates

| Size                                  | Width (in.) | Height (in.) | Cash Price | 10% Discount<br>4 weeks w/o changes | Billed Price | 10% Discount<br>4 wks w/o changes |
|---------------------------------------|-------------|--------------|------------|-------------------------------------|--------------|-----------------------------------|
| <b>Front Page:</b>                    | 10.25       | 12.1         | \$465.00   | N/A                                 | \$511.50     | N/A                               |
| <b>Front Page #2:</b>                 | 10.25       | 15.25        | \$410.00   | N/A                                 | \$451.00     | N/A                               |
| <b>Back Page 1 or 2:</b>              | 10.25       | 15.25        | \$375.00   | N/A                                 | \$412.50     | N/A                               |
| <b>Full Page:</b>                     | 10.25       | 15.25        | \$269.00   | 968.40 (242.10)                     | \$295.90     | \$1065.24 (266.31)                |
| <b>Full Page w/color:</b>             | 10.25       | 15.25        | \$344.00   | 1268.40 (317.10)                    | \$370.90     | \$1365.24 (341.31)                |
| <b>Center Spread:</b>                 | 21.25       | 15.25        | \$636.00   | 2289.60 (572.40)                    | \$699.60     | \$2518.56 (629.64)                |
| <b>3/4 Page:</b> color + \$50/wk      | 10.25       | 11.35        | \$238.50   | 858.60 (214.65)                     | \$262.35     | \$944.46 (236.11)                 |
| <b>2/3 Page:</b> color + \$50/wk      | 6.75        | 15.25        | \$207.00   | 745.20 (186.30)                     | \$227.70     | \$819.72 (204.93)                 |
|                                       | 10.25       | 10.05        |            |                                     |              |                                   |
| <b>1/2 Page:</b> color + \$50/wk      | 10.25       | 7.5          | \$153.50   | 552.60 (138.15)                     | \$168.85     | \$607.86 (151.96)                 |
|                                       | 6.75        | 11.35        |            |                                     |              |                                   |
|                                       | 5           | 15.25        |            |                                     |              |                                   |
| <b>1/3 Page:</b> color + \$50/wk      | 3.25        | 15.25        | \$111.00   | 399.60 (99.90)                      | \$122.10     | \$439.56 (109.89)                 |
|                                       | 5           | 10.05        |            |                                     |              |                                   |
|                                       | 6.75        | 7.5          |            |                                     |              |                                   |
|                                       | 10.25       | 4.9          |            |                                     |              |                                   |
| <b>1/4 Page:</b> color + \$32.50/wk   | 5           | 7.5          | \$90.00    | 324.00 (81.00)                      | \$99.00      | \$356.40 (89.10)                  |
|                                       | 6.8         | 5.55         |            |                                     |              |                                   |
|                                       | 3.25        | 11.35        |            |                                     |              |                                   |
|                                       | 10.25       | 3.65         |            |                                     |              |                                   |
| <b>1/6 Page:</b> color + \$32.50/wk   | 5           | 4.9          | \$67.50    | 243.00 (60.75)                      | \$74.25      | \$267.30 (66.82)                  |
|                                       | 3.25        | 7.5          |            |                                     |              |                                   |
|                                       | 6.75        | 3.65         |            |                                     |              |                                   |
| <b>1/8 Page:</b> color + \$32.50/wk   | 5           | 3.65         | \$55.00    | 198.00 (49.50)                      | \$60.50      | \$217.80 (54.45)                  |
|                                       | 3.25        | 5.55         |            |                                     |              |                                   |
|                                       | 6.75        | 2.65         |            |                                     |              |                                   |
| <b>1/9 Page:</b> color + \$32.50/wk   | 3.25        | 4.9          | \$45.50    | 163.80 (40.95)                      | \$50.05      | \$180.18 (45.04)                  |
| <b>1/12 Page:</b> color + \$20/wk     | 3.25        | 3.65         | \$37.00    | 133.20 (33.30)                      | \$40.70      | \$146.52 (36.63)                  |
|                                       | 5           | 2.3          |            |                                     |              |                                   |
| <b>1/16 Page:</b> color + \$20/wk     | 3.25        | 2.65         | \$28.50    | 102.60 (25.65)                      | \$31.35      | \$112.86 (28.21)                  |
|                                       | 5           | 1.7          |            |                                     |              |                                   |
| <b>Business Card:</b>                 | 3.25        | 1.7          | \$19.00    | 68.40 (17.10)                       | \$20.90      | \$75.24 (18.81)                   |
| color + \$20/wk                       | 1.5         | 3.65         |            |                                     |              |                                   |
| <b>Small Display:</b> color + \$20/wk | 3.25        | .95          | \$14.50    | 52.20 (13.05)                       | \$15.95      | \$57.42 (14.35)                   |

**BUS. SERVICES:** 5.50 per week - 4 WEEKS MINIMUM \$22.00/4 weeks (24.20 Billed Rate)  
up to 35 words (10¢ each additional word) \$247.50 prepaid for 50 weeks

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**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 September 1, 2008**

Prices subject to change



**SMART SHOPPER**

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