

Ad Specs & Rates

Size	Width (in.)	Height (in.)	Cash Price	10% Discount 4 weeks w/o changes	Billed Price	10% Discount 4 wks w/o changes
Front Page:	10.25	12.1	\$465.00	N/A	\$511.50	N/A
Back Page:	10.25	15.25	\$375.00	1350.00 (337.50)	\$412.50	1485.00 (371.25)
Full Page:	10.25	15.25	\$269.00	968.40 (242.10)	\$295.90	1065.24 (266.31)
Full Page w/color:	10.25	15.25	\$344.00	1268.40 (317.10)	\$370.90	1365.24 (341.31)
Center Spread:	21.25	15.25	\$636.00	2289.60 (572.40)	\$699.60	2518.56 (629.64)
3/4 Page: color + \$50/wk	10.25	11.35	\$238.50	858.60 (214.65)	\$262.35	944.48 (236.12)
2/3 Page: color + \$50/wk	6.75	15.25	\$217.00	781.20 (195.30)	\$238.70	859.32 (214.83)
	10.25	10.05				
1/2 Page: color + \$50/wk	10.25	7.5	\$161.00	579.60 (144.90)	\$177.10	637.56 (159.39)
	6.75	11.35				
	5	15.25				
1/3 Page: color + \$50/wk	3.25	15.25	\$116.50	419.40 (104.85)	\$128.15	461.36 (115.34)
	5	10.05				
	6.75	7.5				
	10.25	4.9				
1/4 Page: color + \$32.50/wk	5	7.5	\$94.50	340.20 (85.05)	\$103.95	374.24 (93.56)
	6.8	5.55				
	3.25	11.35				
	10.25	3.65				
1/6 Page: color + \$32.50/wk	5	4.9	\$69.95	251.84 (62.96)	\$76.94	277.00 (69.25)
	3.25	7.5				
	6.75	3.65				
1/8 Page: color + \$32.50/wk	5	3.65	\$58.00	208.80 (52.20)	\$63.80	229.68 (57.42)
	3.25	5.55				
	6.75	2.65				
1/9 Page: color + \$32.50/wk	3.25	4.9	\$47.75	171.92 (42.98)	\$52.52	189.08 (47.27)
1/12 Page: color + \$20/wk	3.25	3.65	\$39.00	140.40 (35.10)	\$42.90	154.44 (38.61)
	5	2.3				
1/16 Page: color + \$20/wk	3.25	2.65	\$29.95	107.84 (26.96)	\$32.94	118.60 (29.65)
	5	1.7				
Business Card: color + \$20/wk	3.25	1.7	\$19.95	71.84 (17.96)	\$21.94	79.00 (19.75)
	1.5	3.65				
Small Display: color + \$20/wk	3.25	.95	\$14.50	52.20 (13.05)	\$15.95	57.44 (14.36)

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) \$257.40 prepaid for 52 weeks

ALL CLASSIFIED ADVERTISEMENTS - \$4.00 up to 25 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 April 1, 2010

Prices subject to change

SMART SHOPPER

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