

CLASSIFIED ADVERTISING RATES

CLASSIFIED DISPLAY RATES

— Open Rate \$10.20 —

FREQUENCY CONTRACT DISCOUNTS

Minimum inches required	4-9"	10-19"	20-39"	40-79"	80"
52 Consecutive Weeks	\$6.80	\$6.70	\$6.60	\$6.30	\$5.90
26 Consecutive Weeks	\$7.60	\$7.40	\$7.30	\$7.00	\$6.50
13 Consecutive Weeks	\$8.65	\$8.50	\$8.30	\$7.70	\$7.25

YEARLY BULK CONTRACTS

125"	200"	400"	600"	800"	1,000"	1,500"	2,000"
\$8.85	\$8.60	\$8.25	\$8.05	\$7.80	\$7.60	\$7.30	\$7.15

Color— Full-color \$100. Spot color \$50.

Display Advertising Deadlines

Displays, Legals, Classified Display

12 NOON FRIDAY

(with artwork, 3 p.m. THURSDAY)

All deadlines move up at least 1 business day in weeks before holidays

Rates effective April 1, 2011

Classified Liner Rates

\$3.50/line (5 words/line average)

12 pt. Bold Headings — \$7.00/line

Boxed Ads — \$6.00 extra

"Found" Ads — No charge (1 time, up to 3 lines)

In Memoriam or Card of Thanks — \$1.65/line

Blind Box Ads — \$10.00 extra

Minimum Classified Charge — \$14.00



All Ads under \$25 Must Be Paid Before Publication

Example: bold head, reg. text

For Rent

2 bd. house in Cedar. \$500/mo.
+ utilities, lease & dep. 228-0000.

Price: \$14.00

Classified Liner Deadlines

4 P.M. FRIDAY Prior to Thursday publication. Ads can be accepted after 4 p.m. Friday until 10 A.M. MONDAY under a heading of "Late Classified Ads" for a \$5 surcharge.

All deadlines move up at least 1 business day in weeks before holidays

BUSINESS & SERVICES DIRECTORY RATES

	1"	1.5"	2"	2.5"	3"	3.5"	4"	4.5"	5"	5.5"	6"
52 Weeks	\$200	\$270	\$329	\$390	\$450	\$494	\$535	\$577	\$610	\$649	\$668
26 Weeks	\$151	\$188	\$228	\$268	\$312	\$345	\$367	\$393	\$418	\$457	\$544
13 Weeks	\$119	\$156	\$193	\$225	\$248	\$271	\$290	\$304	\$323	\$339	\$371

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